

Blink: The Power of Thinking Without Thinking

by Malcolm Gladwell

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

- ☐ ⁰¹ **Name the first impression** ☐ ☐ ☐ ☐ ☐ ☐ ☐
- Before explaining a hunch, write the raw read in one sentence. Keep it separate from the reasons you invent afterward.

MON TUE WED THU FRI SAT SUN

- ☐ ⁰² **Run one bias check** ☐ ☐ ☐ ☐ ☐ ☐ ☐
- Ask what irrelevant cue could be shaping the judgment: appearance, title, mood, urgency, similarity, or stereotype.

MON TUE WED THU FRI SAT SUN

- ☐ ⁰³ **Strip the decision field** ☐ ☐ ☐ ☐ ☐ ☐ ☐
- Remove one non-predictive variable before choosing. Hide the name, reorder the options, or compare only the outcome criteria.

MON TUE WED THU FRI SAT SUN

- ☐ ⁰⁴ **Use a small counter-test** ☐ ☐ ☐ ☐ ☐ ☐ ☐
- Look for one piece of evidence that would make your snap judgment less certain before you act on it.

MON TUE WED THU FRI SAT SUN

- ☐ ⁰⁵ **Track the hunch outcome** ☐ ☐ ☐ ☐ ☐ ☐ ☐
- After the decision, record whether the first impression helped or misled you. Intuition improves when it gets feedback.