Worksheet 1 - What Do I Actually Know?

Running your own business means making decisions. Lots of them. Some are big. Some are tiny. And some seem tiny until you find yourself thinking about them at 2am! When there's no manager, board or big team to make the call, the decision often comes back to **you**. That's why learning to trust your own judgement is such a valuable business skill. One simple way to make decisions feel clearer is to stop and ask…

What Do I Actually KNOW?

WHAT DOES "KNOW" REALLY MEAN?

Imagine yourself saying: **"My customers won't pay more for this."**

Maybe that's true. But before we build a decision around it, let's get curious.

Understanding the Difference Between Know and Assume

"I increased the price last year and sales dropped."

Great. You have some real experience to draw from.

Or perhaps:

"I've always thought my customers are pretty price conscious."

Also useful, but now we know we're working with a belief rather than something we know for certain.

We're simply getting clearer about what we're working with before we put weight on them.

GIVE YOUR THOUGHTS A QUICK CHECK

When you find yourself thinking **"I know…"**, try asking:

Have I seen this happen?

What have I actually observed or experienced?

Can I check it?

Is there a number, result, conversation, piece of feedback or other information I can look at?

Has someone actually told me this?

Do I know what they think, or am I filling in the gaps for them?

What happened, and what have I decided it means?

These two can sneakily become the same thing!

Is AI the best way to find this answer?

What is it's motivation, and where is it getting its facts from?

HAVE A GO

Here are a few very normal business thoughts.

Take each one and ask yourself:

"People aren't interested in this service."

What might I actually know? What might I be assuming or interpreting?

"My price is too high – I won't get any customers."

What might I actually know? What might I be predicting or worrying about?

"This idea isn't going to work."

What might I actually know? What might be an opinion, expectation or feeling?

GIVE IT A NAME

Not everything needs to be a fact to be useful. Your experience, instincts, hopes and even your worries can tell you something. The trick is simply knowing what you're listening to.

Try putting your thought into one of these sentences:

I KNOW…
I have some evidence or experience I can point to.

I THINK…
This is how I'm interpreting the situation right now.

I ASSUME…
I'm filling in something I don't actually know yet.

I EXPECT…
This is what I believe is likely to happen.

I FEEL…

This is my emotional response to the situation.

I HOPE…

This is what I'd really like to happen.

I WORRY…

This is something I'm concerned could happen.

MY EXPERIENCE TELLS ME…

I've been here, or somewhere similar, before. That experience is worth listening to.

There's no "wrong" way to think. The key here is simply recognising **which one you're working with**.

PUTTING THIS ON PAPER

Think about a decision that's currently taking up some space in your head.

Big or small, it doesn't matter.

What am I trying to decide?

Now write down everything you believe you know about the situation.

Don't overthink this bit. Just get it out of your head and onto the page.

Now go back through what you've written and ask yourself:

How do I know that I know this?

You might discover that some things are solid facts.

Some come from experience.

Some are assumptions.

And a few might simply be worries that have become very good at disguising themselves as facts!

That's useful information.

SO, WHAT DO I ACTUALLY KNOW?

These are the things I can reasonably say I know:

Something I realised I was assuming:

Something I'm predicting:

Something I'm worried about:

Something my experience or instinct is telling me:

Something I genuinely don't know yet:

TAKE ANOTHER LOOK

Go back to the decision you wrote at the beginning.

Does it look or feel different now?

Is there something important I really do need to find out?

Or do I already know enough to make a good decision?

AND FINALLY…

You don't need perfect information to make every decision.

You don't need to predict every possible outcome.

And you certainly don't need to get every decision right.

You can look at what you know, listen to what your experience is telling you, recognise where you're making assumptions and then make the best call you can with what you have.

If I stopped waiting to feel completely certain, what would I trust myself to do next?

You know your business better than you think you do.