



Section 5: Rewire the Machine

Exercise 16

Experiencing Brain Fatigue

Read the following passage:

Choice fatigue is a choice. Being aware that our world (and the mall) is designed for choice fatigue lets you find the best time for productive money conversations and effective money decisions. The end of a long workweek isn't the time to talk about money—and it's not when your partner walks through the door either. If you do, it's a recipe for disaster. But when everyone's fresh and rejuvenated, it's a beautiful thing. Everyone has a fair chance.

You will be rated on speed and accuracy.

1. How many f's in the above passage? _____
2. Now remember this number: 463.
3. How many t's in the above passage? _____
4. Now remember both of these numbers: 463 and 52,975
5. How many a's in the above passage? _____

Having fun?

When did choice fatigue take over and your lizard brain kick in?

Who cares? That's choice fatigue! *It doesn't take much to slip into brain fatigue. And unfortunately, it doesn't take much to make poor money decisions when we are on overload*