



A Rippling Experience



Drop a stone into calm water and the first effect is obvious.

A splash.

But the splash isn't the consequence. The ripples are.

They move beyond the point of impact, reaching things that may have seemed completely disconnected from the original action.

Decisions can behave the same way.

A sentence changes. A deadline moves. A process is adjusted. A new requirement is introduced.

The immediate issue may be resolved. But the decision doesn't necessarily stop there.

The danger is not making a change. The danger is assuming the change ends where it began.

Good decisions require us to look beyond the point of impact—to understand what else may move before the ripple reaches it.

The smallest change can travel farther than we expect.

What else might move because of the decision you're making today?

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