FRAMEWORK 10

Jeff Bezos's Regret Minimization Framework

> **PURPOSE:** *Make a major decision from your future self's perspective: project yourself to age 80, look back, and choose the path you will regret least.*

Decision: *One sentence*	**Name:** *Enter name*	**Date:** *MM/DD/YYYY*

HOW TO USE THIS FRAMEWORK

When facing a major decision, project yourself to age 80 and look back. The question: "When I'm 80 years old and looking back on my life, will I regret not doing this?"

Use it for major career decisions, work-life balance trade-offs, ethical dilemmas, choices between comfort and growth, and decisions about investing in relationships. It removes short-term emotion, clarifies what truly matters, aligns decisions with your values, and reduces fear of failure.

THE DECISION AND THE OPTIONS

The decision I am facing	*State it plainly*
Option 1	*Name it*
Option 2	*Name it*
Option 3 (if any)	*Name it*

LOOKING BACK AT 80

Option	At 80, looking back, I would say…	Regret (Low / Med / High)

THE QUESTION

When I'm 80 years old and looking back on my life, will I regret not doing this?

THE CHOICE

The path with the least regret	*Decision in one sentence*
Why	*What my 80-year-old self knows that my fear does not*

EXAMPLES

Stay in a safe job or join a risky startup? Looking back at 80. Stay safe: “I wonder what would have happened if I’d taken the risk.” Join the startup: “I’m glad I tried, even though it failed.” Decision: Taking the risk minimizes long-term regret.

Skip a family event for a work project? Looking back at 80. Skip it: “I missed my daughter’s recital for a project I don’t even remember.” Attend: “I’m glad I was there for the important moments.” Decision: Attend the event.

Give difficult feedback or avoid confrontation? Looking back at 80. Avoid: “I failed that person by not helping them grow.” Give it: “I was honest and kind. That was right.” Decision: Give the feedback.

> **Pro Tip:** This framework helped Bezos decide to leave a lucrative job to start Amazon. It’s about authentic living, being the person you want to have been.