



Ethical Sales Workshops

Why are Tx Plans Important?

How many of you prefer the unknown?



High Sensation-Seekers: About **15-20%** of the population are classified as high sensation-seekers, meaning they thrive on novelty, adventure, and unpredictability. These individuals are more likely to enjoy uncertain or unpredictable situations, as it provides stimulation and excitement.

Low Sensation-Seekers: The remaining majority (around **80-85%**) tend to prefer predictable environments, as they find comfort and security in stability.

The "certainty effect" in decision-making shows most people are risk-averse and prefer predictable rewards over uncertain ones, even if the potential gain is higher. It aligns with the brain's natural desire for safety and control.



PSYCHOLOGY OF PREDICTABILITY

Sense of Control



Why It Matters: Predictability reduces uncertainty and helps individuals feel they can influence or manage their environment.

Psychological Basis: The brain is wired to seek patterns and make predictions. When events are predictable, the prefrontal cortex can better plan and make decisions, reducing cognitive load.

Example: A predictable routine allows individuals to allocate their mental energy to more complex tasks, reducing stress.

Reduces Stress and Anxiety



Why It Matters: Uncertainty triggers the brain's fear response, activating the amygdala and the stress hormone cortisol.

Psychological Basis: Predictable environments reduce the activation of the stress response, promoting feelings of safety.

Example: Knowing a healthcare provider has a step-by-step treatment plan can alleviate a patient's anxiety about their recovery.

Increased Trust



Why It Matters: Predictable behaviors and outcomes foster trust in relationships and systems.

Psychological Basis: Consistency signals reliability. When expectations are met consistently, people are more likely to feel secure and form stronger bonds.

Example: Patients trust medical professionals who follow clear protocols and deliver consistent results.

Reward Systems and Habit Formation



Why It Matters: Predictable rewards reinforce positive behavior and help form habits.

Psychological Basis: Dopamine, the brain's "reward chemical," is released when positive outcomes are anticipated and achieved. This makes predictability a key driver of motivation and habit formation.

Example: Regularly experiencing the benefits of an IV therapy session can reinforce a patient's commitment to their treatment plan.

Cognitive Efficiency



Why It Matters: Predictability simplifies decision-making and reduces mental fatigue.

Psychological Basis: The brain uses heuristics (mental shortcuts) to conserve energy. Predictable patterns create fewer decision points, allowing the brain to operate more efficiently.

Example: A predictable work schedule makes it easier for people to plan their day, leaving more mental energy for creativity or problem-solving.

Safety and Survival



Why It Matters: Predictability enhances feelings of safety, which is essential for psychological and physiological health.

Psychological Basis: From an evolutionary perspective, the ability to predict threats or opportunities was crucial for survival. Safe, predictable environments reduce hypervigilance and allow individuals to focus on growth and productivity.

Example: A stable home environment contributes to better mental health and fewer stress-related illnesses.

Emotional Regulation



Why It Matters: Predictability allows people to anticipate and prepare for emotional responses.

Psychological Basis: Knowing what to expect helps individuals mentally and emotionally prepare, reducing feelings of overwhelm.

Example: A clear and predictable path during medical treatment can help patients stay calm and focused on recovery.

The Balance of Novelty and Predictability



Why It Matters: While predictability fosters stability, humans also crave novelty to maintain interest and engagement.

Psychological Basis: The brain seeks a balance between familiarity (safety) and novelty (stimulation). Too much predictability can lead to boredom, while too much uncertainty can cause anxiety.

Example: A healthcare provider offering a predictable framework with occasional innovations (e.g., new treatment options) maintains patient engagement.

Conclusion



Predictability is fundamental to psychological well-being because it provides a sense of control, reduces stress, builds trust, and enhances cognitive efficiency. However, it is most effective when balanced with enough novelty to keep life stimulating and engaging. This psychological principle is why predictability is a key component in creating effective systems, building relationships, and fostering personal and professional growth.