

# David Meltzer's tips for making successful decisions



Speaker and entrepreneur **David Meltzer** shared tips for making successful personal and business **decisions**.

Meltzer is the co-founder of [Sports1Marketing](#), a global entertainment agency, and was one of the **speakers** at the **INCmtty 2020** entrepreneurship festival.

During his virtual talk, Meltzer shared **advice** from his experience and personal life for making **successful decisions**.

*"The ideas that I share are **ways** of making **good decisions**. It's very important not only in life, but also in business,"* said Meltzer.



width="900" loading="lazy">

### Use these 4 values as a guide

David mentions that there are four values which can help people to make better decisions: **gratitude, empathy and forgiveness, responsibility, and effective communication.**

*“**Gratitude** is the only thing that can provide you with perspective. It shows you the best route to your destination, and as a result of that you can learn to love what you do,”* he said.

He also confirmed that a grateful company will not only be in a **good situation right now** but will also have a **bright future.**

The second value is that of **empathy and forgiveness**, which the expert says are important so as to allow you to **make mistakes** as an entrepreneur or innovator, and to be able to **forgive yourself** and others.

*“If you cannot forgive yourself, you cannot forgive others. **You can’t share something that you don’t have,**”* Meltzer said.

<https://twitter.com/davidmeltzer/status/1324372206118346752>

The third value that the expert shared is **responsibility.** However, he mentioned that it is not just a case of only accepting what happens but also **taking control** of your own **life.**

*“It’s about asking yourself what **you did** to cause a **problem** for yourself and what you should **learn** from that. Always learn **lessons** from the things that enter your life,”* added Meltzer.

The fourth value is that of **effective communication**, which Meltzer divides in two different ways.

One is “upwards”: what **inspires** you, it could be God, Jesus, or some other **belief** and the other way is “towards others”, how you **empower** and **inspire** other people, he said.

## **Make decisions using these 5 criteria**

Meltzer mentioned five **criteria** for making **successful decisions** in both business and personal situations:

### **- Credibility**

According to Meltzer, credibility is one of the most **important** criteria, as it determines whether or not people are able to **trust** you.

*“People focus on **finding** out the **truth** of what you are saying. It is the most important part of making effective decisions.*

*“First, you have to **believe** in **yourself**, in what you say, and in what you practice, before other people can begin to believe as well, especially in times of change like the one we’re living through right now,”* said Meltzer.

### **- Emotional attachment**

David said that you have to understand the **emotional reasons** why your clients, or potential clients, are **interested** in your **service**, **product**, or **business**.

*“We need to find that **emotional connection** so that we can facilitate the development of **credibility**,”* the speaker said.

### **- Quantify people’s reasons for purchasing something**

Meltzer mentioned that it is also important to know the **reasons** why people **pay** for a **service** or a purchase a **product**.

*“**People** usually do this by **thinking** about **money**. We live in a world where people have **expenses: mortgages, vacations, and other things.***

*“**People** make the **decision** to give you their money hoping to earn more **profit** than the value of their initial investment,”* he said.

However, he pointed out that it is important to **know** the **exact reasons**, to ask potential customers for those reasons, and **not to assume** that you already know these reasons.

### **- Impact**

Another tip is to think about the **impact** that your business will have on both the **lives** of **customers** and **employees**, as well as on the **entire planet**.

*“Saving the planet, saving sources of water, supporting sustainability. We have to **quantify the impact** that we will have,”* said Meltzer.

### **- Understand your abilities**

*“We need to understand **our abilities**,”* says the expert.

These abilities, he mentions, are a **set of 3 things**: the **skills** you have, the **knowledge** you have, and **people** that you can **trust**.

*“You have to have an **inventory** of the **skills** that you have. Not only that, but you have to see how they align with the decision you are trying to make,”* he said.

Similarly, he mentioned that you must **understand** the things that you **do know** and those you **don't know**.

To this end, Meltzer invites you to **humbly** accept when you don't know something and then seek help.

In the same way, he mentioned that it is important to **know** who to **ask for help**, to surround yourself with people who can help you or who can **send you to someone else**.

<https://www.instagram.com/p/CHltewyFuk9/>

### **Money doesn't buy happiness**

Alongside the advice he gave during the virtual talk, **Meltzer** also discussed the personal situations that taught him about some of the advice he shared.

*“When I was a **child**, we didn't have any money. I had only one **goal**: to buy a **house** for my **mother**. I thought that **money bought happiness** and I was going to buy it for my mother and I,”* he said.

Even though he tried his hand at **college football**, started a **medicine** degree, and finished a **law** degree, Meltzer says he went through some **difficult times**.

*“I was a **millionaire**. I bought a house for mom. I had a mansion at only **24 years old**. I was a **hero** to my **family** and **friends**, and at **work**.”*

*“But when I came home and went to bed, I realized **I wasn't happy**,”* Meltzer recalled.

David continued his professional career by working for **Leigh Steinberg's sports agency**, one of the best-known agencies in the world.

After experiencing **difficult times** where he felt **stressed** and **sad**, he decided that he would begin to live according to a **different mentality**: **making his own decisions** and living by his **own values**.

He is currently a **speaker**, **entrepreneur**, and the **co-founder** of the **Sports1Marketing** marketing agency.

He is also **known** for his **business** and **philanthropic** work around the world.

[https://www.instagram.com/p/CE9-pxBI\\_MU/](https://www.instagram.com/p/CE9-pxBI_MU/)

Meltzer mentions during an interview that now his **search** for both **success and money** is not like that when he wanted to buy happiness.

Now he says that **what he wants to do** is to **show others** the way and give people the **tools** to be able to achieve their goals, and **enjoy** the **process** of doing so.

***“Money does not buy happiness, but it does allow you to buy things. If you buy the right things, you can be happy,”*** concluded Meltzer.

## **8th INCmty festival**

**INCmty’s** guiding concept is ‘**Digital inclusion & sustainable futures**’, with the aim of reducing the digital divide and promoting social development towards a sustainable future.

*“In the current climate, the **entrepreneurial ecosystem demands spaces where innovative minds can be concentrated**, and where business proposals contribute something more to society and to the planet,”* underlined Josué Delgado, Director of INCmty.

During the 5 days of the conference, **more than 200 online activities** were carried out, including conferences, workshops, pitches, meetups, and networking experiences.

## **YOU’LL DEFINITELY WANT TO READ:**

<https://tec.mx/en/news/national/entrepreneurs/8-important-topics-incmty-entrepreneurial-festival>