

## **FGL: FEAR, GREED, LAZINESS**

The method is simple and direct and closely related to human nature. Each alternative is examined to see what contribution fear, greed and laziness would make to the choice of that alternative. In other words, what is the real motivating force behind this choice? The method could also be called the 'FGL' method (Fear, Greed, Laziness).

A grandmother has been living on her own. Her son feels that she might be getting too old to continue on her own. He considers the following alternatives:

1. Leave things as they are.
2. Place her in an old people's home.
3. Have her come and live with his family.
4. Pay someone to look after her.

With the first alternative there is a large element of laziness (least effort choice). There is also the fear that something might happen to her. On the greed side it seems less expensive than the others. Placing the lady in an old people's home has an element of laziness (off his hands). It could be expensive (greed element). There is the fear the old lady might not like it.

Having her come to live with him arouses the fear that she might not get on with his wife and might upset the family. There could be a greed element if she is likely to leave money in her will.

Paying for a housekeeper could be expensive. There is a strong laziness element in the shifting of responsibility to someone else. The fear element is only the fear of what others might say were he to place her in an old people's home.

In the end the decision, like all decisions, will be made emotionally. But the picture is now clearer.

There are times when it may be seen that greed, fear or laziness are the main contributors to the attractiveness of a particular alternative.