

## Brands that help you choose

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The National Foundation of Good Causes has devised a simple online test that recommends charitable organisations to people wishing to donate, according to their beliefs and values.

### Why it matters

There is too much choice in the world. Psychologists have found that this is making us feeling helpless and mentally paralysed, as we fear missing out on other options. Effectively making quick decisions reduces stress and increases happiness. In the future will brands need to counter the stress they cause through choice by helping people to quickly and easily make choices relevant to them?

- [Connectivity](#)
- [Netherlands](#)
- [Social Cause](#)

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### Links:

[1] <http://www.welcometomatters.com/team/robert-volten>