

Influential Women Announces New Masterclass with Tracy Queensberry

Every Decision Has a Cost. The Question Is: What's the Return?

ST. PETERSBURG, FL, UNITED STATES,
September 2, 2026 /EINPresswire.com/ --

Tracy Queensberry shares a practical framework for evaluating risk, understanding the true cost of a decision, and moving forward with greater confidence.

Influential Women welcomes Tracy Queensberry for a new masterclass, [Every Decision Has a Cost. The Question Is: What's the Return?](#), exploring how thoughtful decision-making can reduce uncertainty, strengthen confidence, and help people recognize opportunities that fear might otherwise cause them to avoid.



Queensberry's approach to decision-making was developed through experience. After becoming a mother at 17 and leaving school before completing ninth grade, she spent years working toward her GED before eventually pursuing college. Rather than committing to an uncertain future all at once, she approached college one semester at a time, evaluating what she could realistically invest and what she hoped to gain in return.

As her life and career progressed, the decisions became larger. Queensberry eventually left her Texas hometown for a career opportunity in New Mexico and later moved to Washington without an established support system. When that opportunity unexpectedly ended in a layoff, the preparation she had built into her decision gave her the flexibility to determine what came next.

Those experiences helped Queensberry develop a three-part framework: Evaluate, Accept, Commit. The process asks people to evaluate what a decision requires and its potential return,

accept the risks and costs that cannot be eliminated, and commit once the decision has been thoughtfully made. The framework isn't intended to guarantee a perfect outcome. Instead, it is designed to reduce avoidable uncertainty and help people move forward with confidence.

Queensberry also addresses one of the biggest obstacles to confident decision-making: overthinking. By slowing down, separating emotion from available facts, and identifying which risks can be prepared for, mitigated, influenced, or simply accepted, she demonstrates how even intimidating decisions can become more manageable.

Ultimately, the framework is about more than making a single good choice. As Queensberry explains, "Evaluate equals clarity. Acceptance equals confidence. Commitment equals momentum, and momentum creates trust in yourself."

The masterclass Every Decision Has a Cost. The Question Is: What's the Return? is available through Influential Women.

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