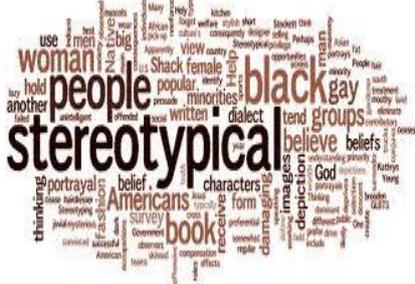
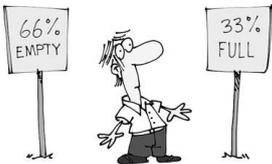
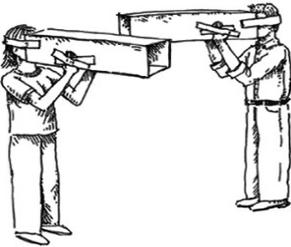


Cognitive Biases that affect us

<p>Similar to me/Affinity: We are attracted to those people with whom we share likes, dislikes, values and even those who look the same as us.</p> 	<p>Confirmation: We pay attention only to information that confirms our existing assumptions.</p> 	<p>Attribution: Over or underestimating the impact of internal or external factors when judging the behaviour of others.</p> 
<p>Horns and Halo: We give Horns (negative) or Halos (positive) to individuals that can be difficult for us or them to change.</p> 		<p>Stereotype: We generalise people and things.</p> 
<p>Framing: Tendency to be influenced by the way a situation is present even though it should not affect the solution.</p> 	<p>Blind-spot: Failing to recognise our own biases is a bias in itself. Recognising them in others is often much easier!</p> 	<p>Anchoring: We rely too heavily on the first piece of information (the "anchor") when making decisions.</p> 

Which biases may affect me?

How might I demonstrate these biases in my work?

What effect might this have on the situation?