# COGNITIVE BIASES THAT IMPACT OUR DECISIONS



#### 1. Bandwagon effect.

The probability of one person adopting a belief increases based on the number of people who hold that belief.

#### 2. Stereotyping.

Expecting a group or person to have certain qualities without having real information about the person.





### 3. Blind-spot bias.

Failing to recognize your own cognitive biases is a bias in itself.

#### 4. Anchoring bias.

People are over-reliant on the first piece of information they hear.



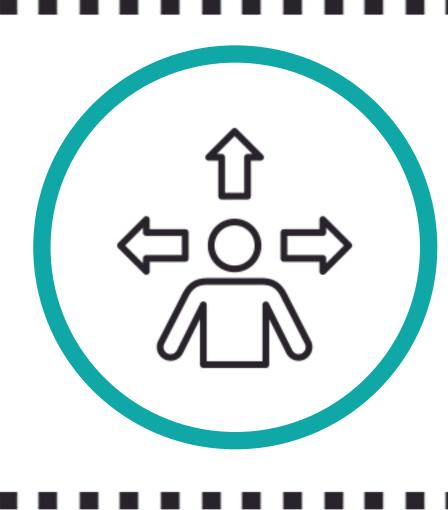


## 5. Confirmation bias.

We tend to listen only to information that confirms our preconceptions.

# 6. Choice-supportive bias.

When you choose something, you tend to feel positive about it, even if that choice has flaws.





#### 7. Ostrich effect.

The decision to ignore dangerous or negative information by "burying" one's head in the sand, like an ostrich.

# 8. Conservatism bias.

Where people favor prior evidence over new evidence or information that has emerged.





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SOURCES: Brain Biases; Ethics Unwrapped; Explorable; Harvard Magazine; HowStuffWorks; LeamVest Outcome bias in decision evaluation, Journal of Personality and Social Psychology; Psychology Today; The Bias Blind Spot: Perceptions of Bias