

DECISION MAKERS BEWARE:

3 THE TOP MEGABIASES

Most of us assume we make good decisions using sound reasoning. But in reality, we all fall victim to unintended biases that undermine our decision making.

Stop unintentionally destroying your decision-making! Get up to speed on the top three megabiases plaguing business and how you can prevent them within your organization.

1 ILLUSION OF GOOD DECISION MAKING



CAUSE

Most people rate their own decisions at **8 out of 10**. But when asked to investigate further, they recognize that different aspects of their decision often receive a failing grade. The true quality of a decision is only as strong as its weakest link.

Why do we have this illusion?

Faulty reasoning
Personality and habits
Social influences
Protective mindset
Automatic associations
Relative thinking



SOLUTION

Start with honing your skills and re-examining how you make decisions.

1	Realize and acknowledge the bias
2	Spread the word about it internally
3	Create a shared purpose of quality decisions among your teams
4	Embrace mindset—Use the Decision Quality checklist

2 COMFORT ZONE BIAS



CAUSE

We solve problems we *know* how to solve, but not necessarily the problems we *need* to solve. Without realizing it, we stay isolated and don't seek out the more difficult and fundamental issues at hand.



SOLUTION

Get uncomfortable, and dive deep.

1	Realize and acknowledge the bias
2	Spread the word about it internally
3	Explore the real nature of the problem(s) at hand
4	Identify key drivers of problem(s)
5	Avoid temptation to do what you're comfortable doing, and work to achieve what needs to be done

3 AGREEMENT TRAP



CAUSE

We naturally seek agreement, especially in business. Alignment, efficiency, and social acceptance all encourage it. But we often substitute agreement for true quality in our decisions.



SOLUTION

Don't aim for agreement from the outset. Instead, focus on fostering constructive and open dialogue.

1	Realize and acknowledge the bias
2	Spread the word about it internally
3	Always question and stress-test agreement
4	Use dialogue and embrace conflict to build alignment around true quality

To learn more, watch the Stanford and Strategic Decisions Group webinar on the three megabiases in decision making:

bit.ly/3MegaBiases