



# Cognitive BIASESES

Which ones are  
*you aware of?*

Which one will  
*you work on?*

# Confirmation Bias

Tendency to seek out information that confirms our existing beliefs and to ignore or discount information that contradicts those beliefs.



People who were asked to evaluate a job candidate were more likely to favor candidates who had similar interests and hobbies as themselves, even if those interests and hobbies had nothing to do with the job. (From a study by researchers at the University of Chicago)

# Halo effect Bias

When we generalize positive or negative impressions of a person, based on a single trait or characteristic.



A study by researchers at Stanford University found that people rated physically attractive individuals as more intelligent, competent, and sociable, even when they had no evidence to support those ratings. While another study at the university of Toronto found that people who were told that a wine was expensive rated it as tasting better than the same wine when they were told it was cheap.

# Anchoring Bias

This is the tendency to rely too heavily on the first piece of information we receive when making a decision, even if it is irrelevant or inaccurate.

Research has shown that when people who were shown a higher-priced item before being asked to make a purchase were willing to pay more than those who were shown a lower-priced item first.



# Hindsight Bias

*I call it the "I knew it" Bias*

This happens when someone overestimates one's ability to have predicted an event after the event has occurred

For example, someone may believe that they "knew all along" that a particular stock would perform poorly, even if they didn't actually predict this beforehand.



Biases can have a significant impact on our perceptions and decision-making, even when we are not aware of them.

One sure way to become mindful of our biases :

*“Be open to new perspectives and ideas that challenge your assumptions. Seek out diverse opinions and actively listen to alternative viewpoints”*



# Interested in learning more ?

Hi ! I'm Houria,

A passionate leadership development coach and process optimization consultant.

I integrate **critical thinking and emotional intelligence** in transitions and transformations.

My approach is to always hold the necessary space for my clients to find clarity and shift progressively.

