

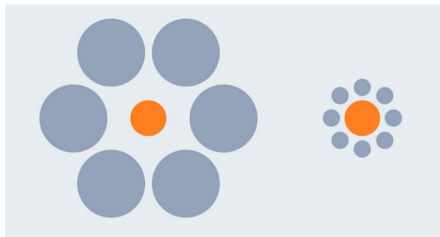
Sandra Lutz-Brown

Leadership & Organisational Development,
Coaching

"A mind once opened never closes"



The human brain is great and wonderful – but also quite unreliable and fallible. Sandra and Ana have tons of experience in training business leaders to deliver what an ever changing world requires of them. They will tickle your brains with some fun and surprising insights into the design of our thinking organ. What does it actually mean to get our brain to really play on our side and how can Design Thinkers keep their brains in check?



Ana Marhuenda

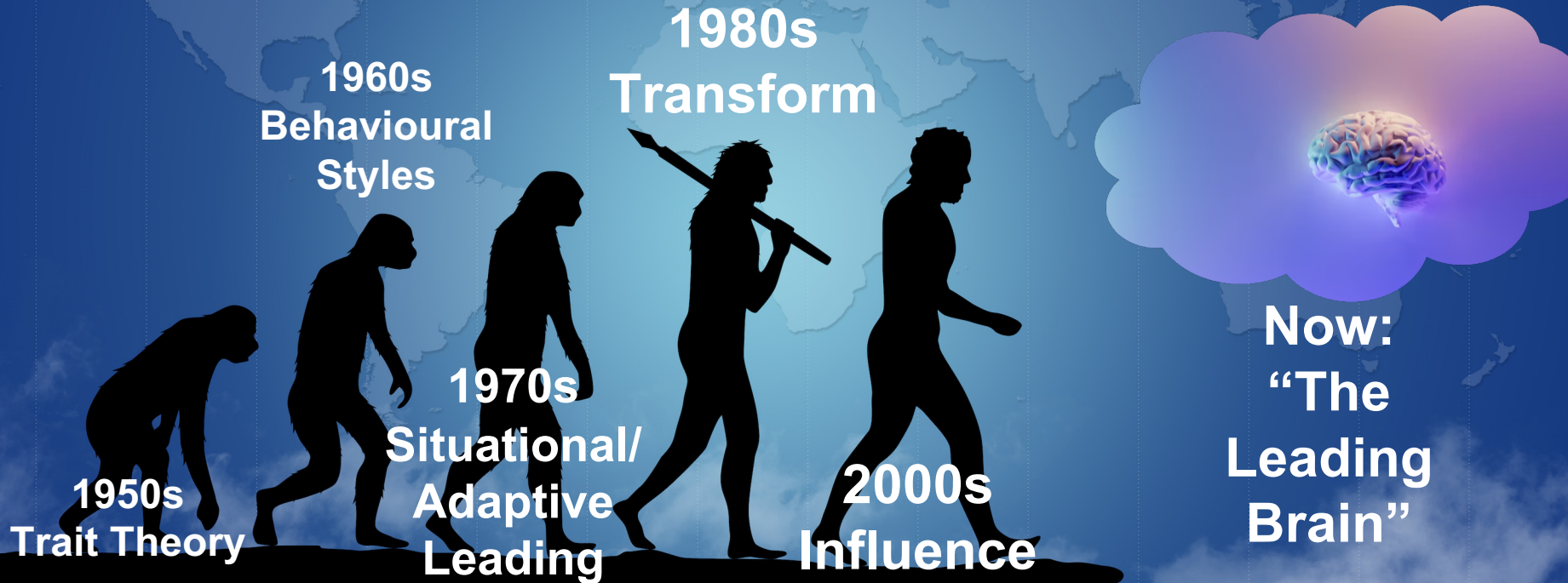
Super kind Leadership Development
professional & Coach with the coolest nail
varnish since Coco Chanel



*design*thinkersgroup



The brain is “the thing” in Leadership Development

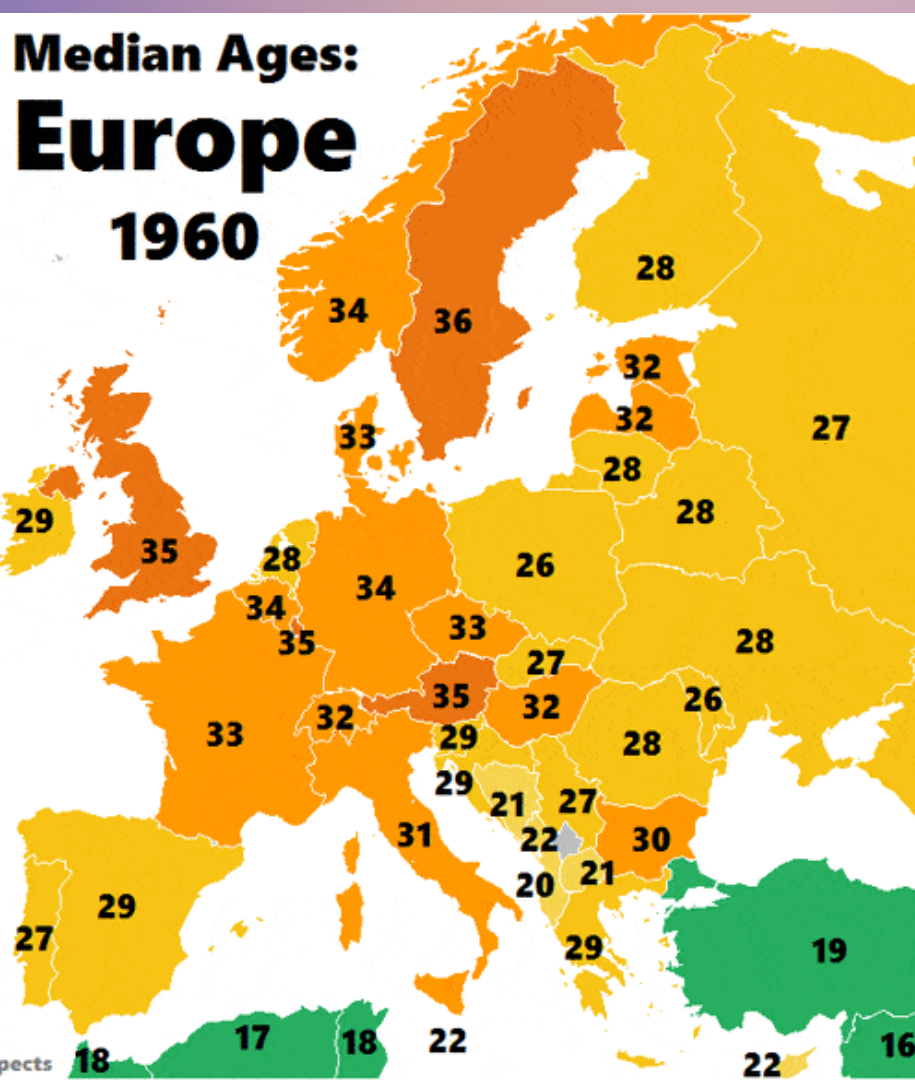


Median Ages: Europe 1960



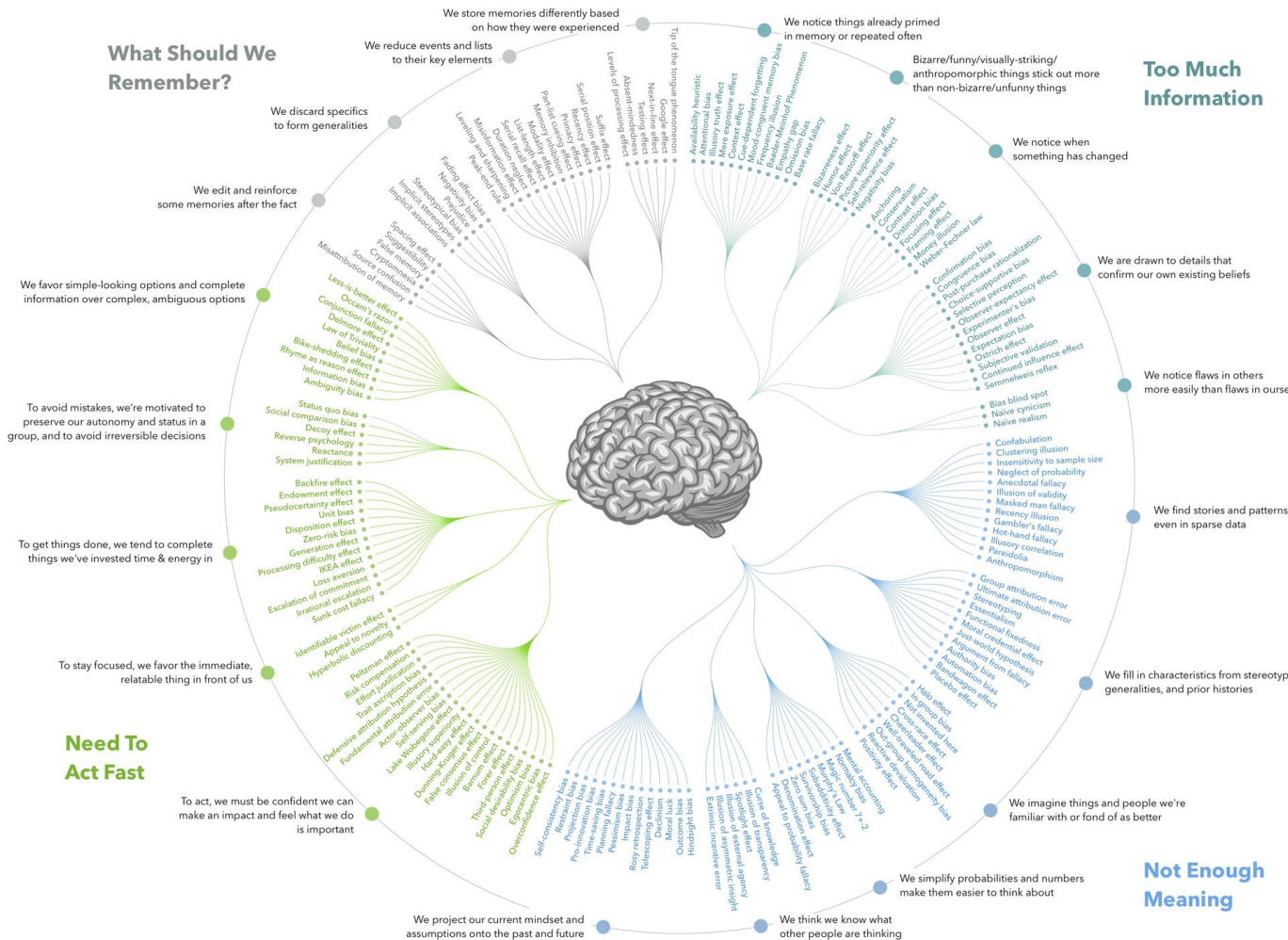
**Visualization by
Aron Strandberg**
Twitter: @aronstrandberg

Source:
UN World Population Prospects

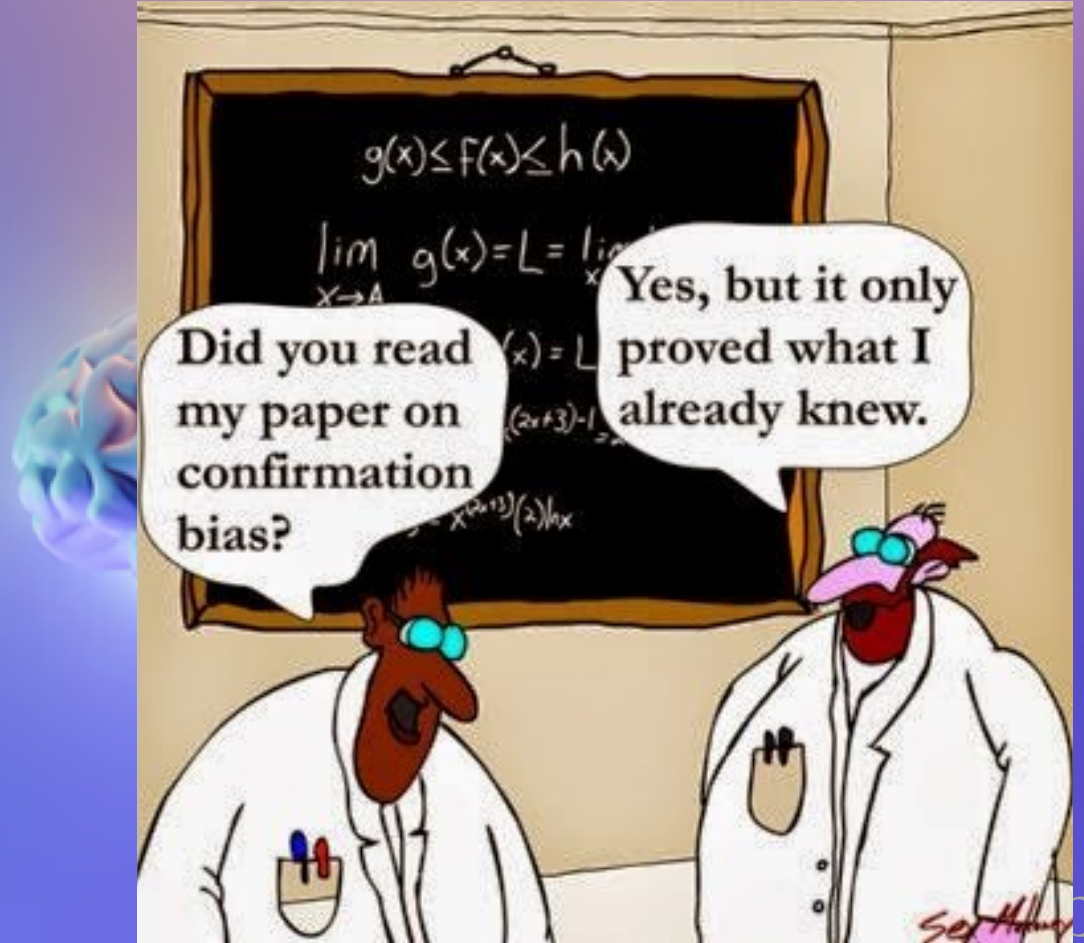


**More than 100
biases or fallacies
have been
identified...**

COGNITIVE BIAS CODEX, 2016



Confirmation fallacy:
the tendency to search
for, interpret, favor, and
recall information in a
way that affirms our
prior beliefs or
hypotheses.



Affinity bias or the “Mini-me” bias: we like people who are “like” us, and tend to want to work with people who we like, and we see as alike.



“Bad Relatives” – flawed affective forecasting



O'GUINN & SCHRUM (1997)



↑ TV WATCHING = ↑ ESTIMATE OF OTHER PEOPLE'S WEALTH

↑ TV WATCHING = ↓ ESTIMATE OF ONE'S OWN WEALTH

Bad relatives fallacy: describes our tendency to compare ourselves to the wrong standard to establish what is good for us.

Sunk cost fallacy:
describes our tendency to follow through on an endeavor if we have already invested time, effort, or money into it, whether or not the current costs outweigh the benefits.



Authority bias:

describes our tendency to attribute greater accuracy to the opinion of an authority figure and be more influenced by that opinion.



Best practice Tips



Confirmation Bias

- Consider ALL evidence, avoid “Yes-men”, have a ‘Devil’s Advocate’



Mini-me Bias

- Seek out people who are different from you



Bad Relatives

- Practice Intellectual Humility



Sunk Cost Fallacy

- Consider your objectives, know you have options, cultivate learning culture



Authority Bias

- Think logically, question, assume the advice came from somewhere else

