Decision Making and Unconscious Bias

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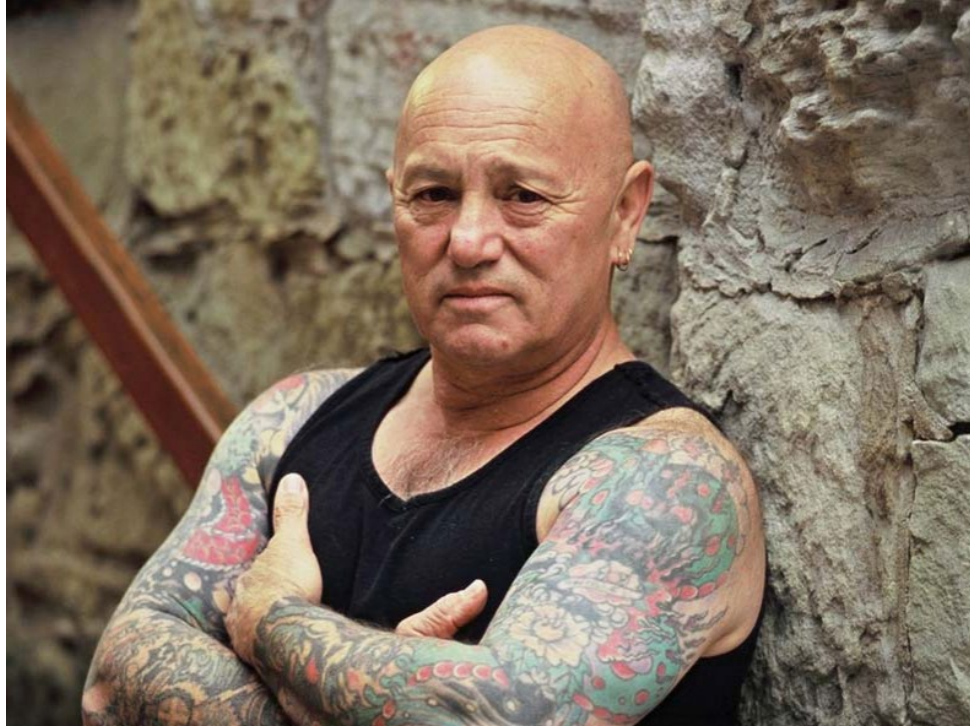
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VinciWorks

Competence = abilities, skills, intelligence, authority, power

Make a mental note for both people
Warmth and Competence:
Rate perception for warmth and competence – low to high

Warmth = likeability, friendliness, trustworthy, likeable, helpful, feel safe, trust they will do you good

Jane Andrews

- At one time was a dresser for Sarah, Duchess of York

- Convicted murderer

- September 2000 - Killed her boyfriend Tom Cressman, in his sleep by hitting him with a cricket bat and then stabbing him

- Escaped from prison

- On 19 June 2015, she was released on licence

Gary Stephen "Angry" Anderson AM

- Member of the Order of Australia for his role as a youth advocate

- Examples of charity work include: constructing a playground for handicapped children, building two respite units for people affected by HIV / AIDS and delivering artificial limbs for Cambodian landmine victims

- Long term associations with Prince Of Wales Children's Hospital, Camperdown Children's Hospital, Odyssey House - drug rehabilitation program and Oasis - the Salvation Army Centre for street kids. He's given long term support to Cancer Research, Camp Quality, Amnesty, Refugee Week, Greenpeace, and the Make A Wish Foundation. He's been an Australia Day Ambassador, and spent two years as President of Children's Week

- Advocate for men's health
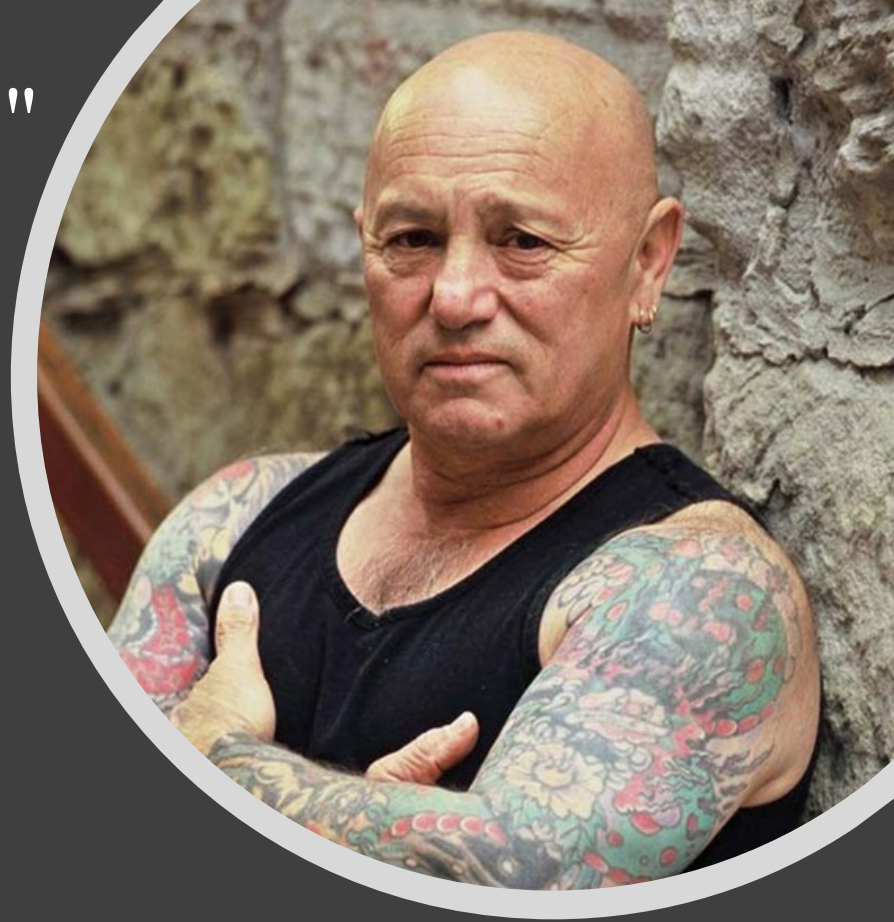
Stereotypes…

Snap judgements mean:	Missing out on talent	Creating and "us" and "them" culture
On the receiving end it means:	Less chance to develop	Reinforcing negative stereotypes
Exclusion:	Lack of diversity	People like "us"

Evolution and herd mentality

Definitions

Bias:

Inclination of prejudice against a person or group and is considered to be unfair.

Unconscious Bias:

Implicit or unconscious bias happens our brains make quick judgments and assessments of people and situations without us realising. Our biases are influenced by our background, cultural environment and personal experiences. We may not even be aware of these views and opinions, or be aware of their full impact and implications.

# Decision making and leadership – common biases
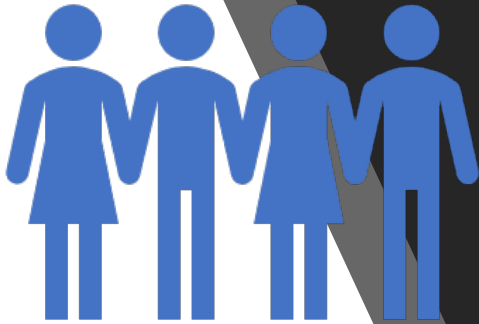
- Confirmation bias - we listen more to information that confirms opinions we already have.

- Groupthink - when the desire for group consensus means that individuals set aside their own ideas, fail to be critical of a recommendation or hold back from saying something unpopular.

- Sunflower bias - the tendency for everyone to follow the leader's ideas, suggestions and opinions.

- Overconfidence - a tendency to overestimate one's capabilities.

Additional biases

- Availability bias - the reliance on those things that we immediately think of to enable quick decisions and judgments.

- Anchoring - describes the fact that we often rely on the first piece of information we hear or see when making decisions.

- Status quo bias - a preference for the current state of affairs and any change from that state is perceived as a loss.

Practical suggestions and "nudges"
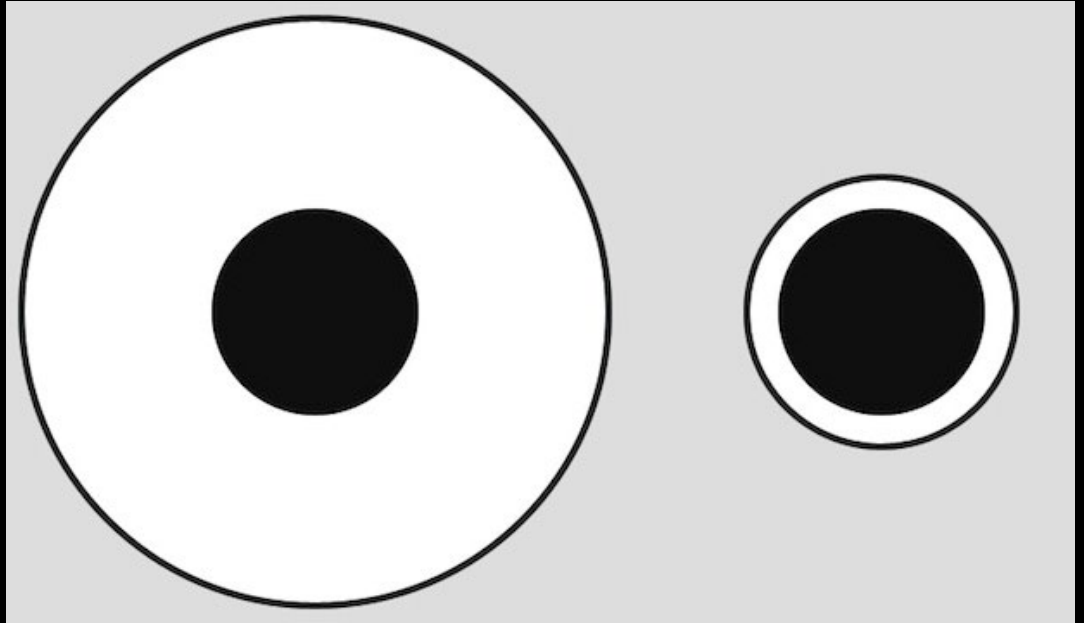
Any aspect of the choice architecture that alters people's behaviour in a predictable way without forbidding any options or significantly changing their economic incentives

Inclusion Nudges

Motivate the brain's automatic and reflective system – understanding the need is not enough, people need to feel the need for change before behavioural shifts can take place.

Target specific behavioural drivers – understanding motivation and behaviour will assist in the design of successful nudges.

Do not forbid or punish – alternatives that once chosen will help the inclusiveness "stick" in the long term.

Keep it simple – people are more likely to accept change if it is simple and does not require the mind to engage in additional thought

Meetings and decision making

Risk Assessment surveys

Scenario planning and pre-mortem technique

Inclusive culture – participants involved based on expertise not rank
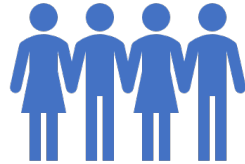
Curiosity and challenge culture – business not personal, devil's advocate

Data based decisions – give homework, pros and cons before meetings to avoid groupthink

Consider multiple options – 2 stories

Conclusion

- Consider behavioural drivers – how can we frame risk messages for maximum impact?

- Think about your own biases and how they influence your environment. Is there anything you could change?

- Nudges – simple changes to ensure that diverse views are included