

Beyond biases



KOKORO

Hello

Sarah



Laura



KOKORO

A stylized illustration featuring a white line-art profile of a human head facing right. Inside the head is a detailed white line-art of a brain. The background is a solid red color. In the upper left and right corners, there are three stylized sailboats with white sails and orange hulls. The text 'Conscious 40' is in the top right, and 'Subconscious 11 million' is in the bottom right.

Conscious
40

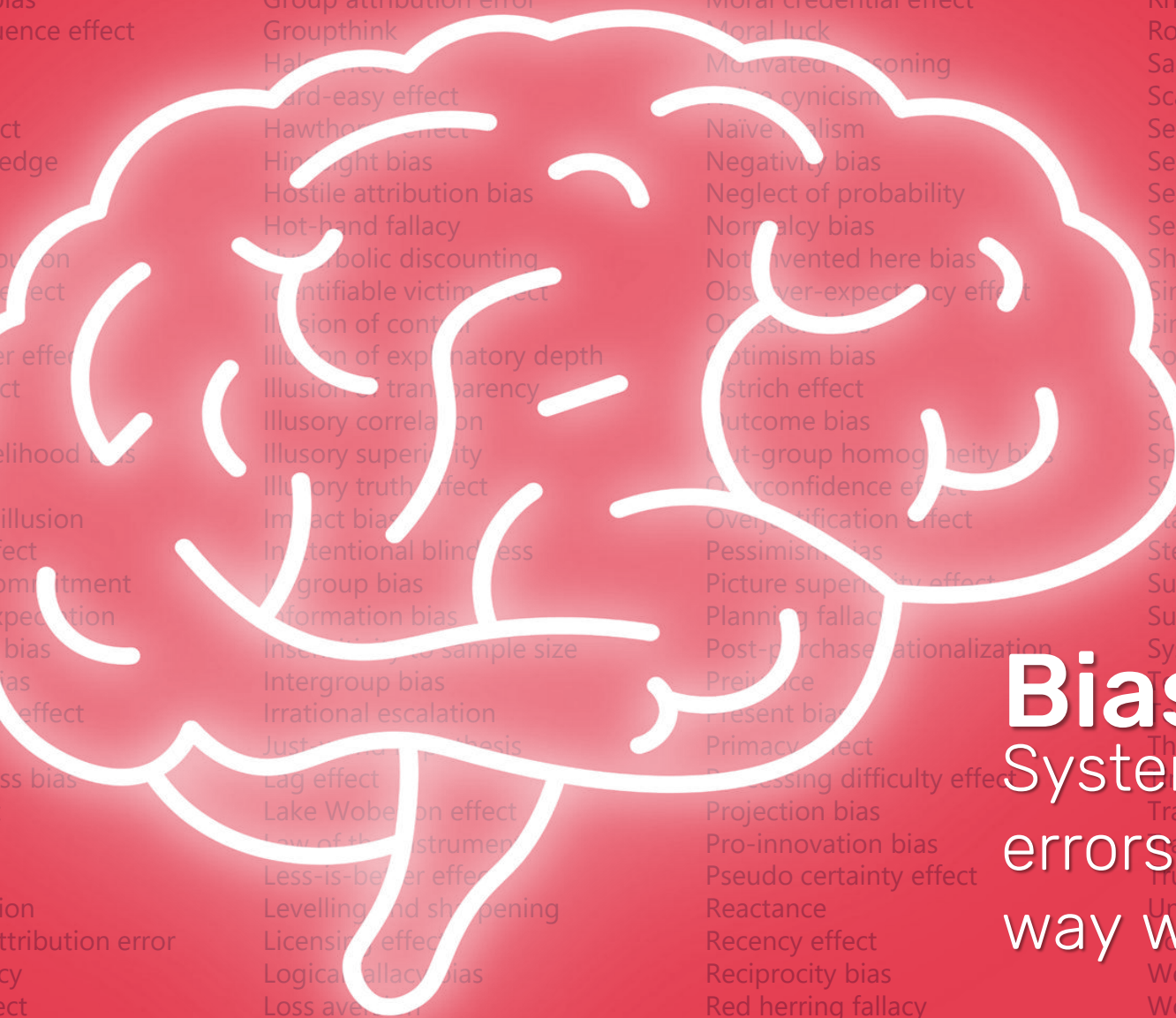
Subconscious
11 million

Consumers aren't rational

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Heuristics

Mental shortcuts
for thinking
problems through

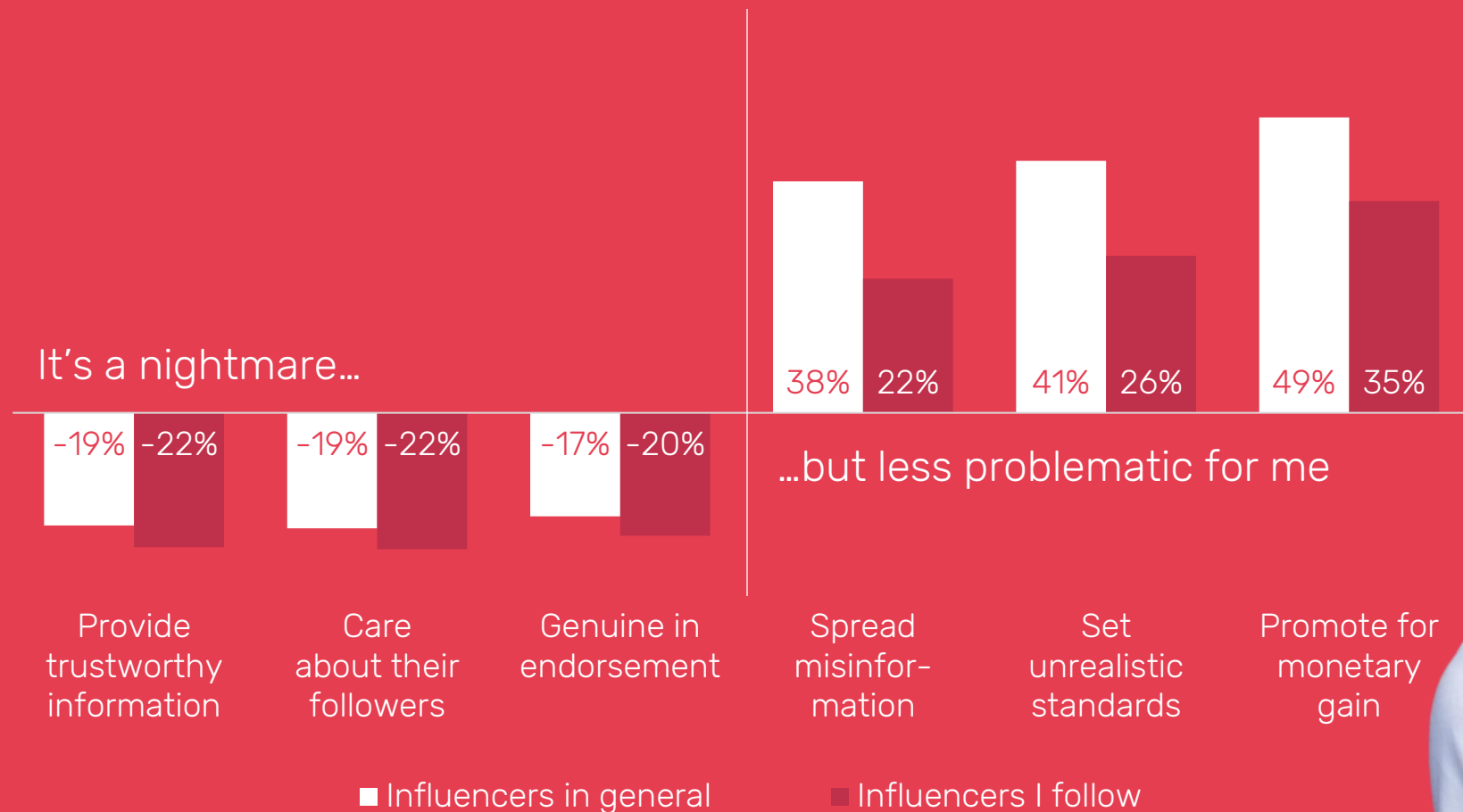


Biases
Systematic
errors in the
way we think

Hundreds of shortcuts shape us

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Net thoughts on influencers



The I don't fall into thinking traps bias

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But what about us?

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Spot — Combat — Leverage

Expose
disconnects

Remove
objectivity

Challenge
narratives

Unlock
persuasion



Biases: both friend and foe

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Spot ——— Combat ——— Leverage

**Expose
disconnects**

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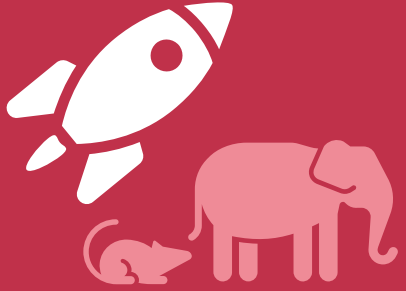


Recognise them

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Contrast bias

Trajectory matters more than size



Confirmation bias

Beliefs shape sight, we post-rationalise



Anchoring bias

First piece of information counts



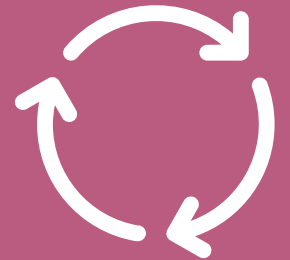
Loss aversion

Losses loom larger than gains



Status quo bias

Familiar appeals over the uncertain



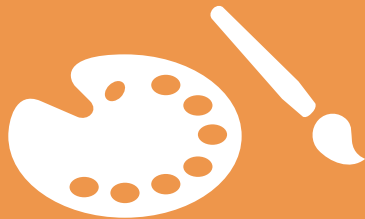
Peak-end rule

High and end outweigh the rest



Ikea effect

We overvalue what we create



Hyperbolic discounting

Good now beats more/better later



Scarcity bias

Rarity inflates value



Social desirability

Act to impress



Spot ——— **Combat** ——— Leverage

Expose
disconnects

**Remove
objectivity**

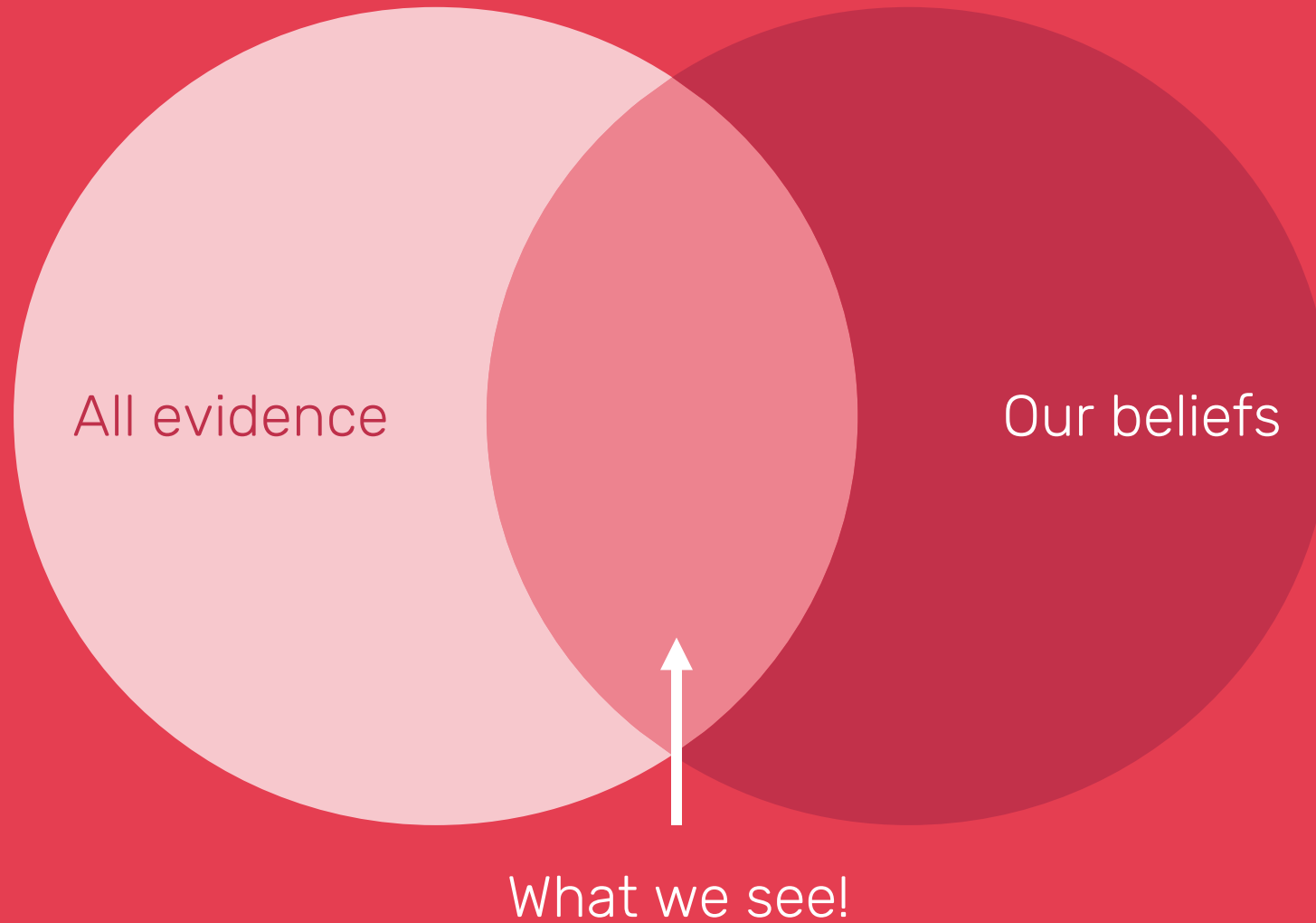
Challenge
narratives

Unlock
persuasion



Protect yourself from briefing to analysis

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Confirmation bias

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We draw the
general from
the specific

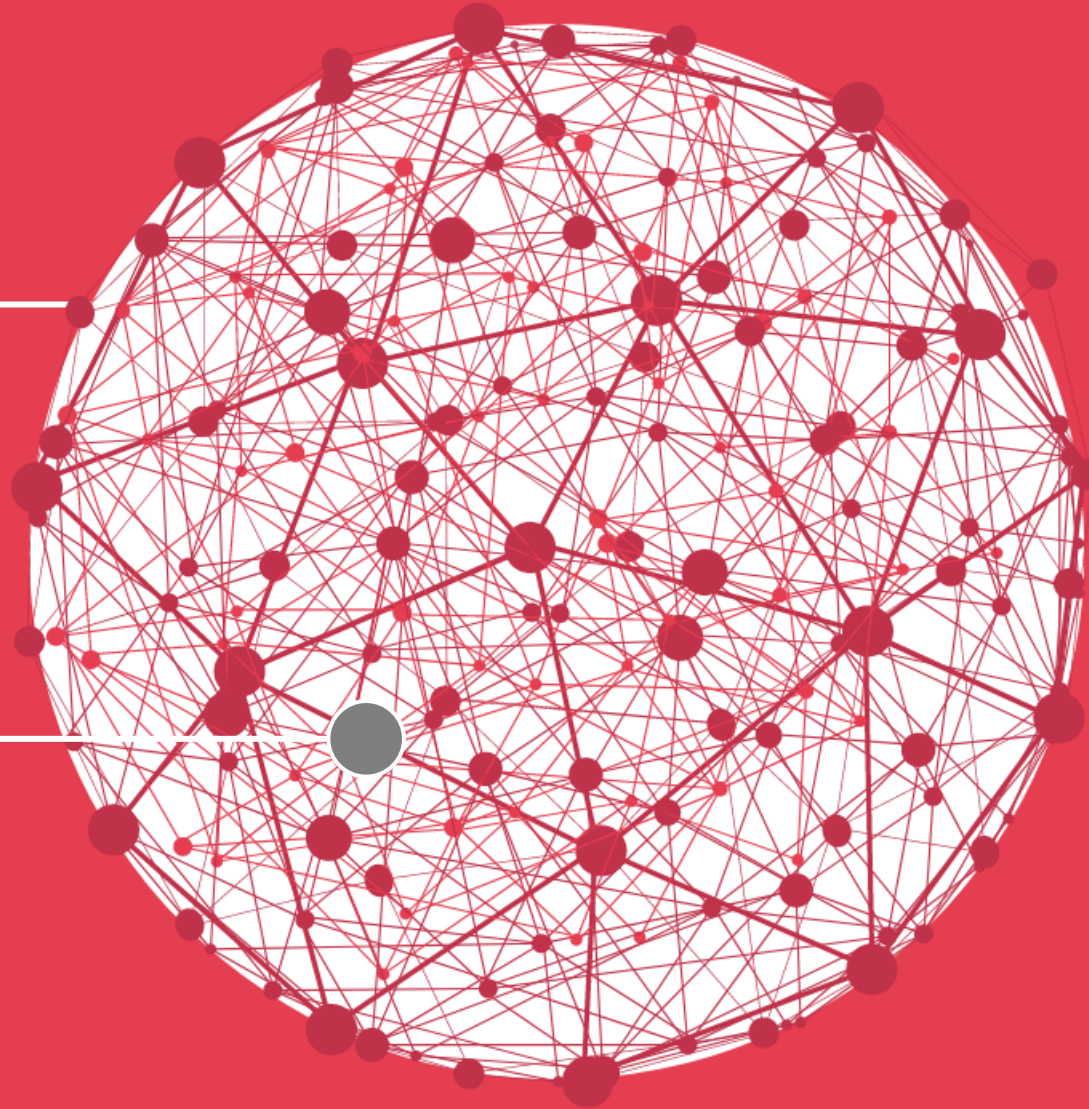
Dangerous
sample size
of one

Overgeneralisation

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**Your
customer's
world**

Your bit

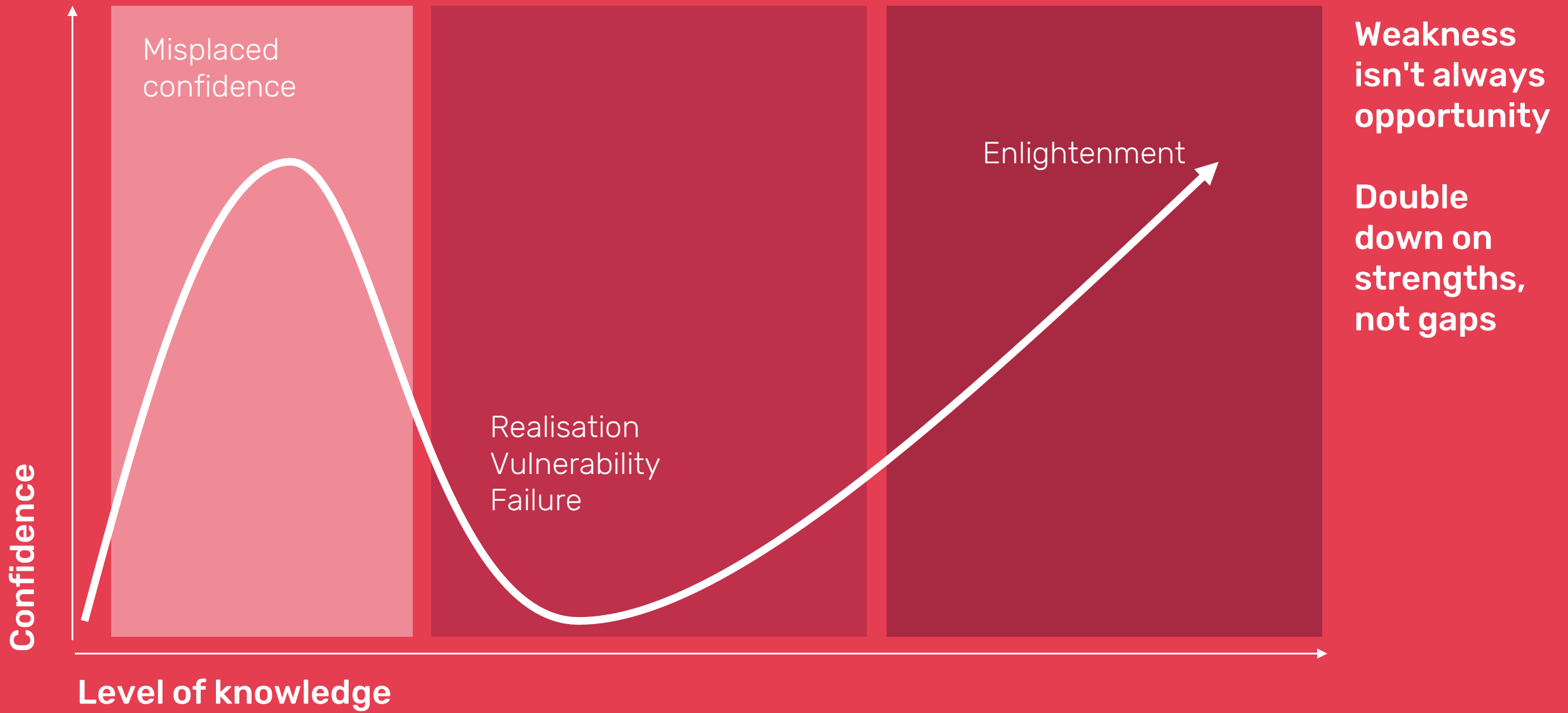


**Don't shrink
your view so
much
everything
becomes
important/big**

Context neglect
Local focus bias
Narrow framing

Context insensitivity

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Dunning-Kruger effect

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Spot ——— **Combat** ——— Leverage

Expose
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Head off blockers

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It's affirmed
some things
we knew...

Are. You.
Joking.
?!?

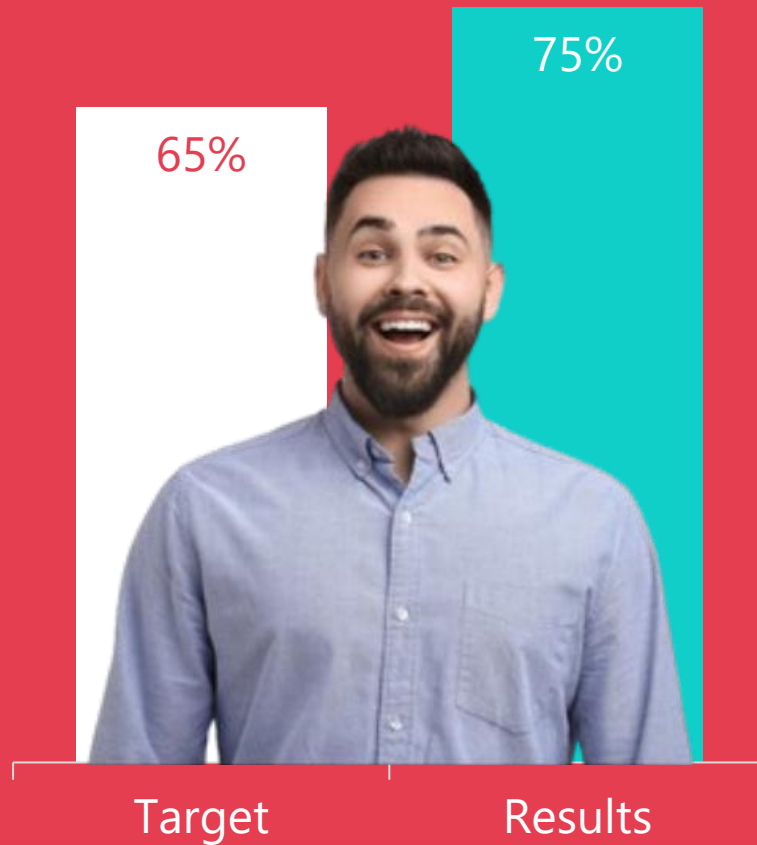
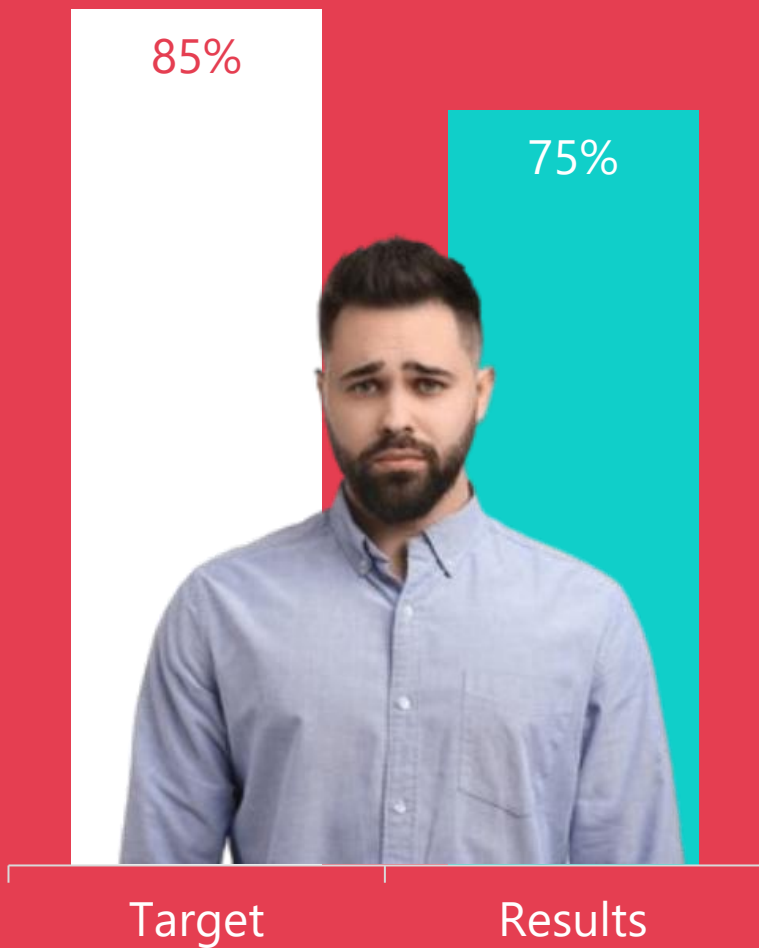
Once revealed, trends feel
inevitable and easy to predict

New findings dismissed as
things we "already knew"

Uncertainty that existed
before launch is downplayed

Hindsight bias

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Anchored to first hypothesis or expectations

Then want to prove it, to please somebody

Anchor (& pander) bias

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Tendency to seek more information, even when it won't impact action

Information bias

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Spot ——— Combat ——— Leverage

Expose
disconnects

Remove
objectivity

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narratives

**Unlock
persuasion**



Secret ways to cue 'listen up'

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Involve early on
Share snippets
Co-create narratives
Echo their language
Workshop implications

Ikea effect

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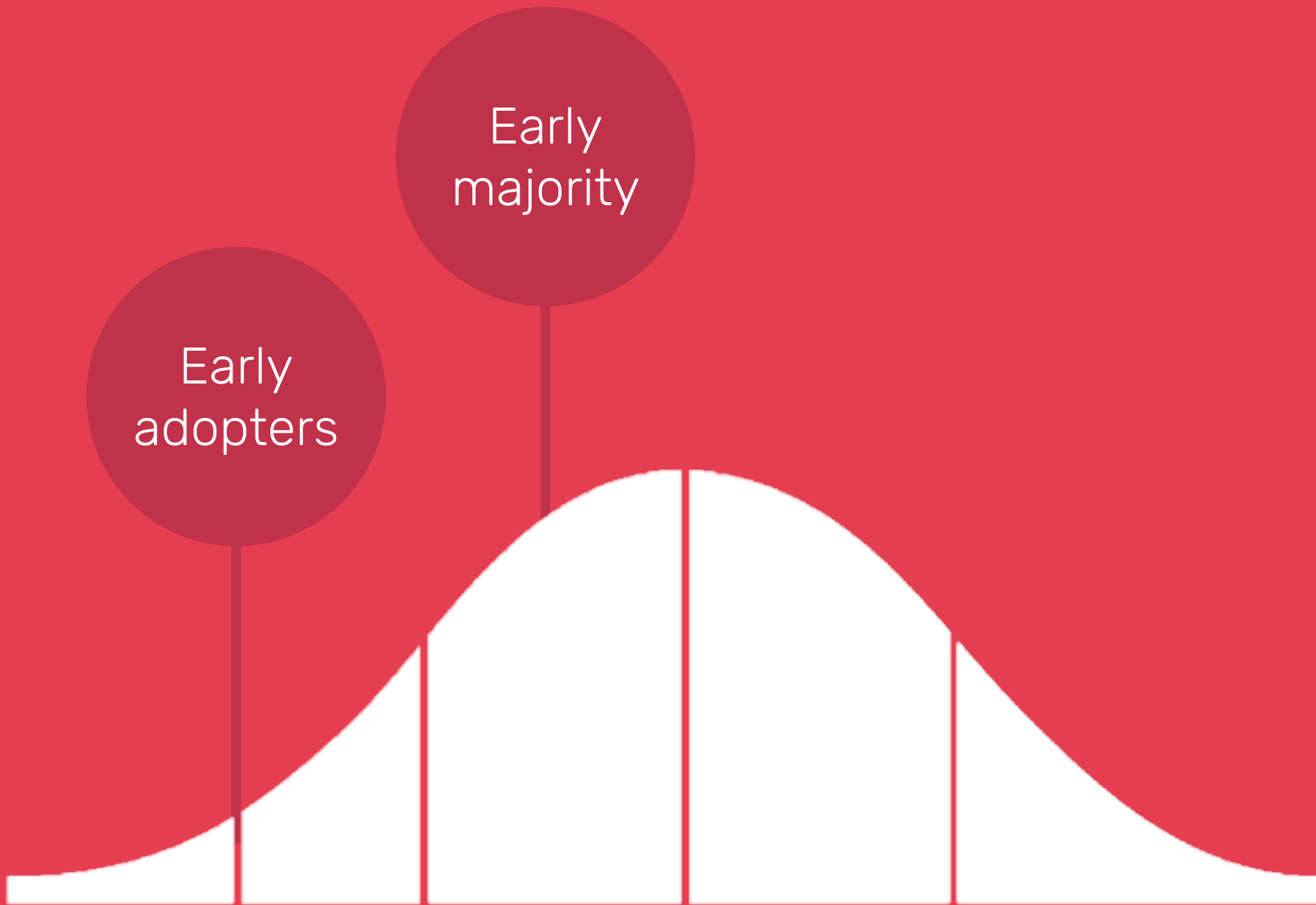
**Expert, credible sources
earn more trust**

Case studies
Senior sponsors
Robust samples
Thought leadership



Authority bias

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**We adopt behaviours
when others do it first**

Success stories
Engagement champions
Risk of NOT acting

Social proof and bandwagon

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Spot — Combat — Leverage



Biases: both our friend and foe!

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