Develop Honest Bias

01 We **depend on the context** to figure out what to notice and remember.

To value **out-of-context** options, ask: What have I missed because options were hidden from my context in the moment?

02 We **accept what comes to mind,** and don't worry much about what doesn't come to mind.

To value **out-of-mind** options, ask: What options have I not considered because they didn't come to mind at the time?

03 We **amplify bizarre things**.

To value **lackluster** options, ask: What have I missed because something else grabbed my attention instead?

04 We **notice novelty**.

To value **old** options, ask: What options have I neglected because they didn't feel shiny and new?

05 We **seek takeaways** to remember and toss the rest.

To value **forgettable** options, ask: What have I undervalued because it didn't stand out as a take-away at the time?

06 We **fill in the gaps** with stereotypes and generalities.

To value **outlier** options, ask: What options have I not seen in their true light because I projected stereotypes and generalities onto them?

07 We **favor familiar things** over the non-familiar.

To value **unfamiliar** options, ask: What have I passed over simply because it didn't feel familiar to me?

08 We treat **experience as reality**.

To value **unrelatable** options, ask: What options have fallen by the wayside because they didn't match my own personal experiences?

09 We **simplify mental math**.

To value **ambiguous** options, ask: What options have I dismissed because they felt less certain or more risky in the moment?

10 We are **overconfident** in everything we do.

To value **underestimated** options, ask: What have I ignored or neglected because I overestimated my ability to control certain situations?

11 We **stick with things** we've started.

To value **costly** options, ask: What options have I dismissed because they would require changing course from previous decisions?

12 We **protect existing beliefs**.

To value **disturbing** options, ask: What have I dismissed because I wasn't ready to accept that I might be wrong?

13 We will opt to **do the safe things**, all other things being equal.

To value **unpopular** options, ask: What options have been pushed aside because I felt gathering consensus would put me at risk in some way?