

Develop Honest Bias

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| 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 to 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? |