

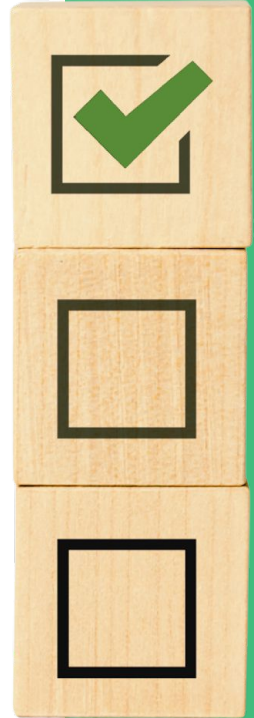


## Module 4: Critical Thinking

# Critical Thinking in the Workspace

# WIIFM

- SWOT Analysis
- Biases and Objectivity
- The Whole Package



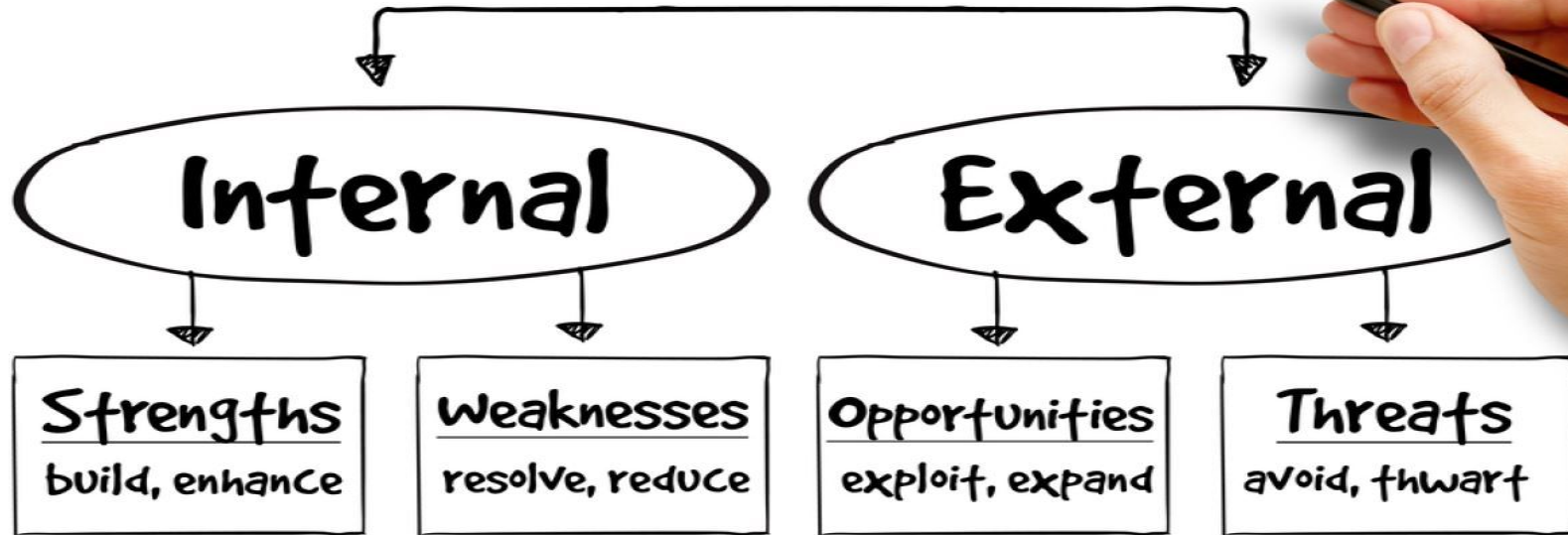
## SWOT for Daily Life

- Personal SWOT - Career Planning
- SWOT for Decision Making
- SWOT for Organizations



## SWOT

# Strategic Analysis



## SWOT For Decision Making

- Consider the obvious natural priorities
- Consider how your strengths align with the opportunities
- Consider how your weaknesses align with the threats
- Consider any other potential matches

## Biases and Objectivity

- How to identify key cognitive biases
- How to challenge them
- How to make better decisions for innovation outcomes



## Food For Thought



Human beings are poor examiners,  
subject to superstition, bias,  
prejudice, and a PROFOUND  
tendency to see what they want to  
see rather than what is really there.

— *M. Scott Peck* —

AZ QUOTES

## Unconscious Bias











The word 'bias' just means a preference for or against something.

Biases can be based on:

- Gender
- Age
- Race
- Nationality
- Physical appearance (conventional attractiveness)
- Language
- Ego



# ACTIVITY

1 	2 	3 	4 	5 
6 	7 	8 	9 	10 



# Thank You



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