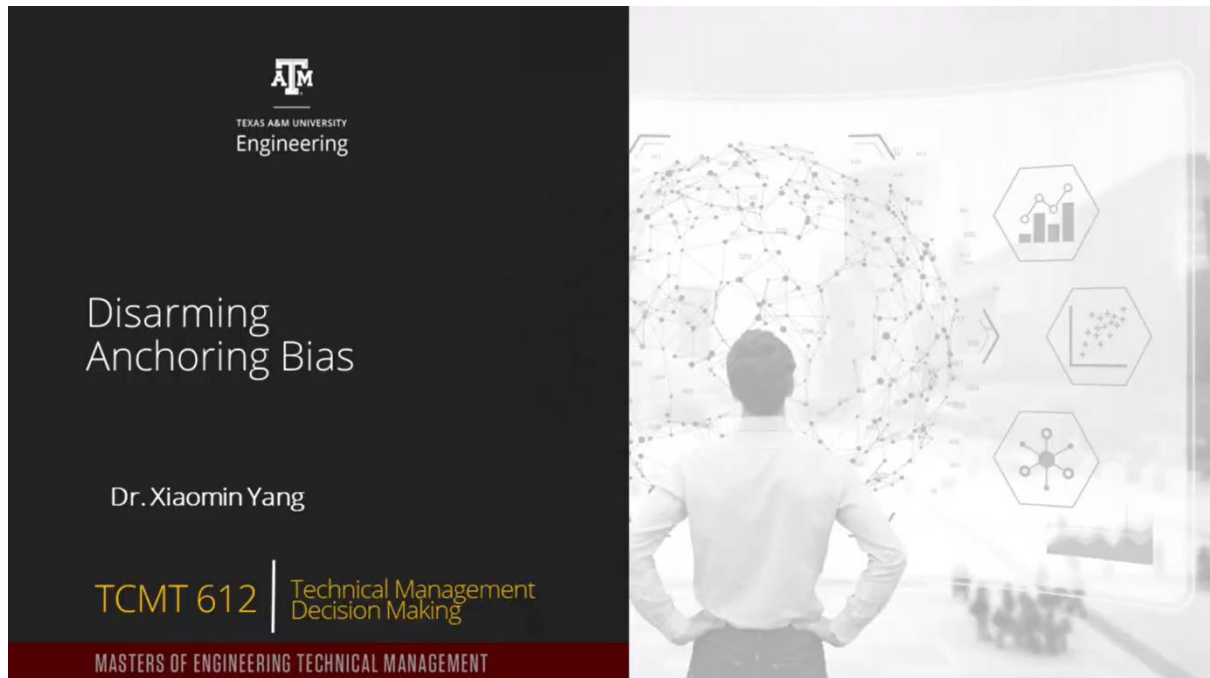


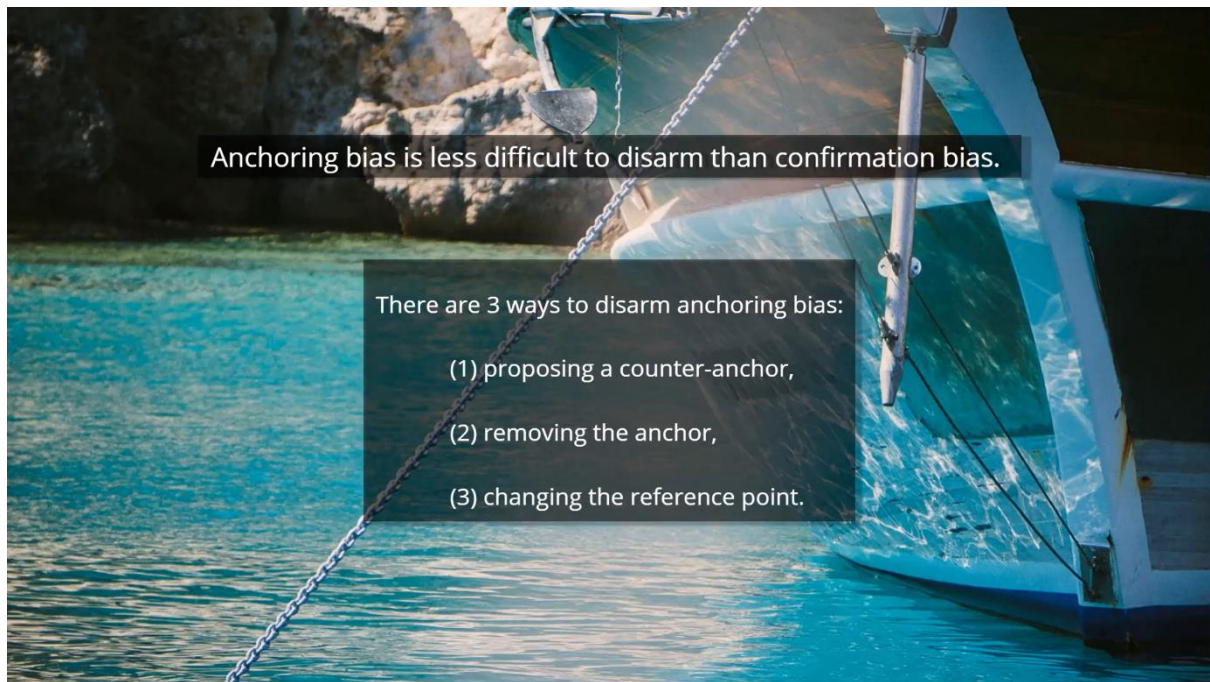
M2L5. Disarming Anchoring Bias

Slide #1



In this video, we will discuss how to disarm anchoring bias.

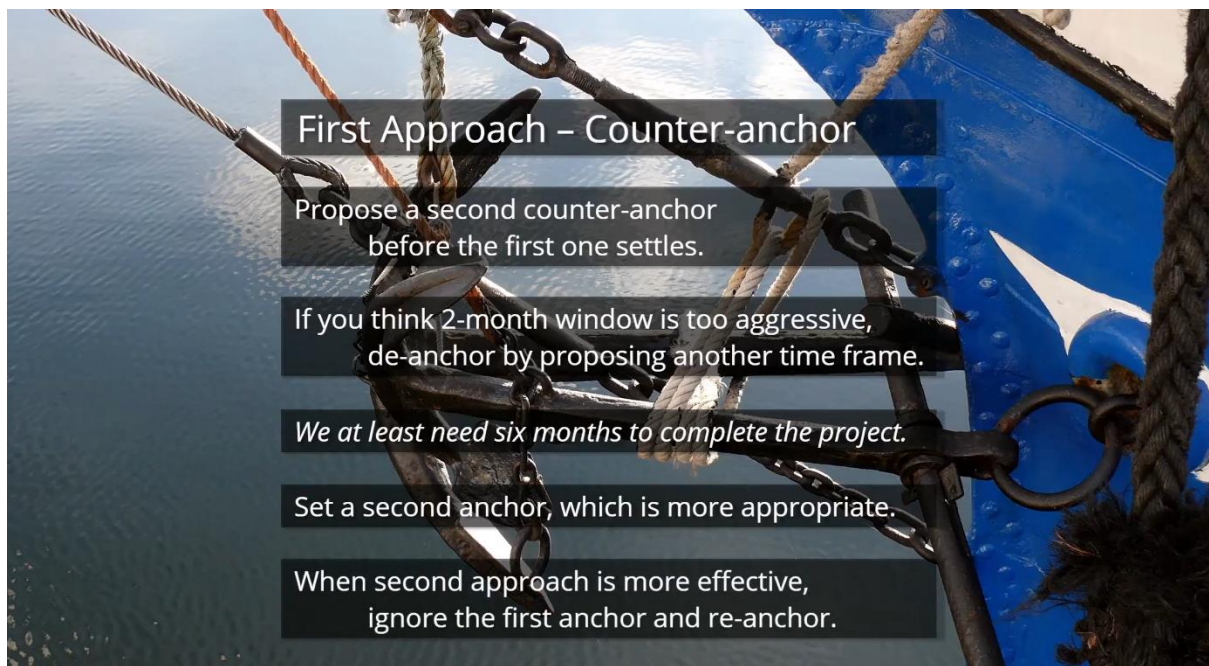
Slide #2



Anchoring bias is less difficult to disarm than confirmation bias.

Anchoring bias can be disarmed by proposing a counter anchor, removing the anchor, and changing the reference point.

Slide #3



The first thing you can do is to propose a second counter anchor before the first one settles.

For example, if you think the two-month window is too aggressive, you can simply de-anchor that by proposing another time frame.

For example, you can say we at least need six months to complete the project.

By doing so, you have already set a second anchor, which is more appropriate.

As you believe the second time frame is practical, ignore the first anchor and re anchor.

Slide #4



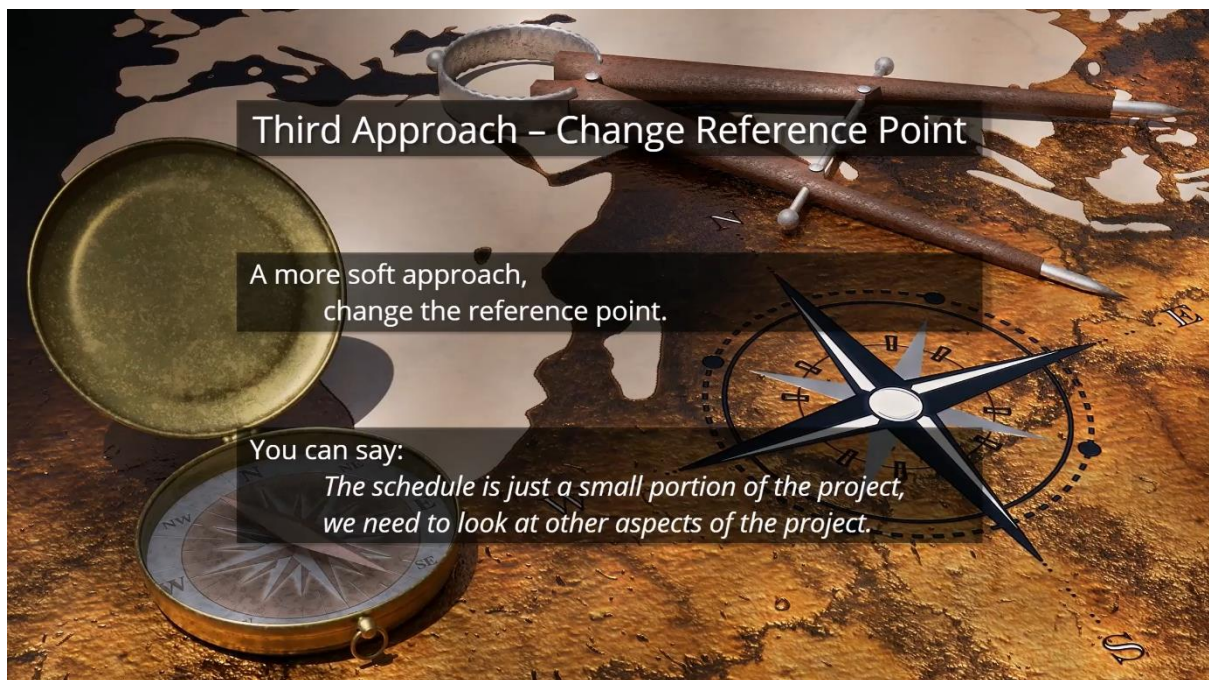
Second Approach – Remove Anchor

You can remove the project's schedule by saying:
*We need to focus on what we want to achieve
in the context of the company's goal.
Before talking about the project schedule,
we need to talk about our project objectives
and the scope.*

You can remove the project's schedule anchor by saying, we need to first focus on what we want to achieve.

In the context of the company's goal, before talking about the project schedule, we need to talk about our project objectives and the scope.

Slide #5



Third Approach – Change Reference Point

A more soft approach,
change the reference point.

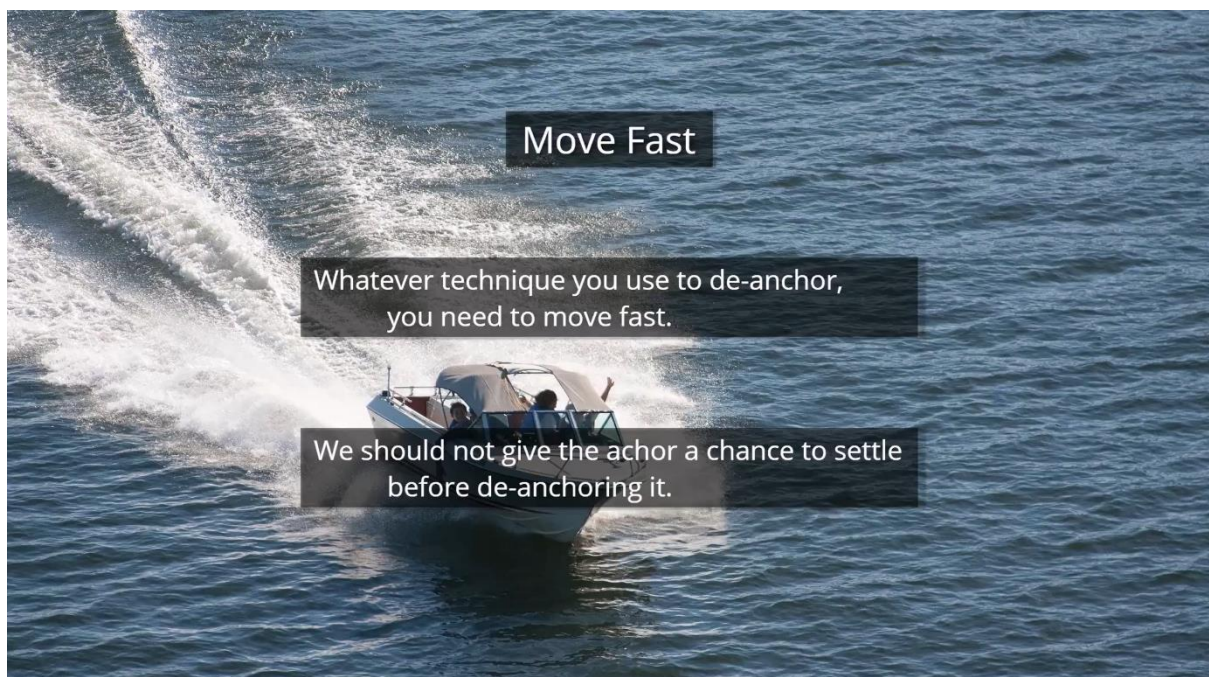
You can say:

*The schedule is just a small portion of the project,
we need to look at other aspects of the project.*

The third approach is to change the reference point. This is a more soft approach.

For example, you can say, the schedule is just a small portion of the project, and we need to look at other aspects of the project.

Slide #6



Move Fast

Whatever technique you use to de-anchor,
you need to move fast.

We should not give the anchor a chance to settle
before de-anchoring it.

Whatever technique you use to de-anchor, you need to move fast. We should not give the anchor a chance to settle before de anchoring it.