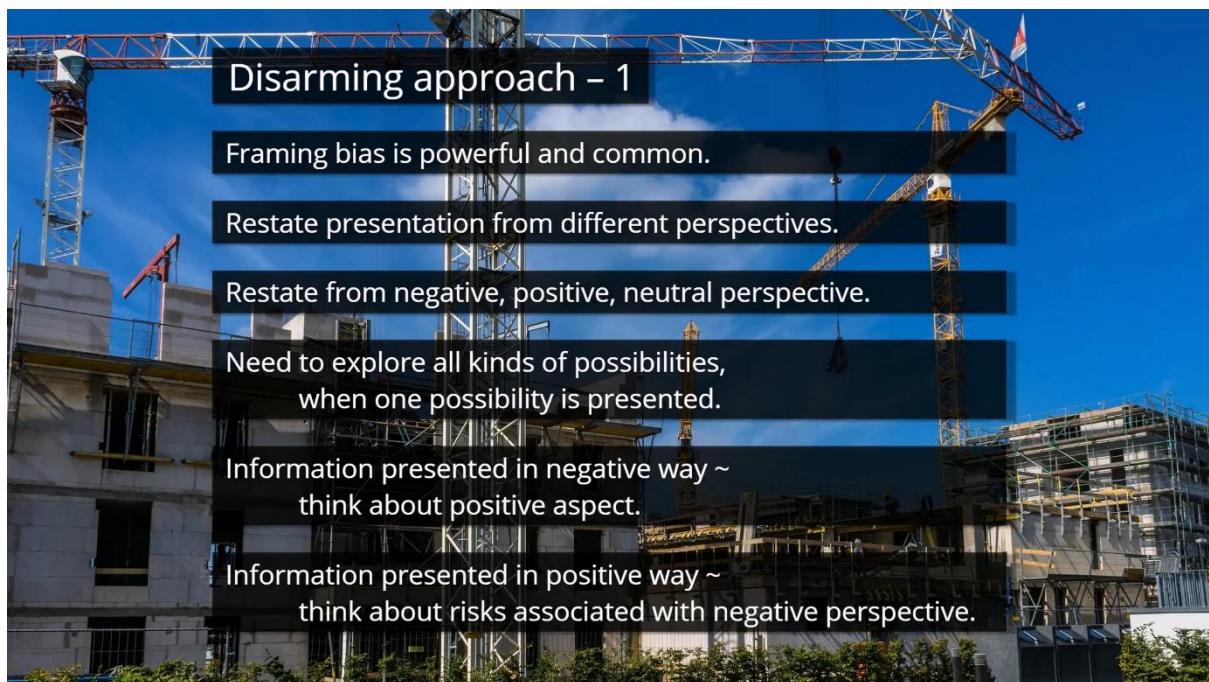# M2L7. Disarming Framing Bias

Slide #1

In this topic, we will discuss how to disarm framing bias.

Framing bias is powerful and common.

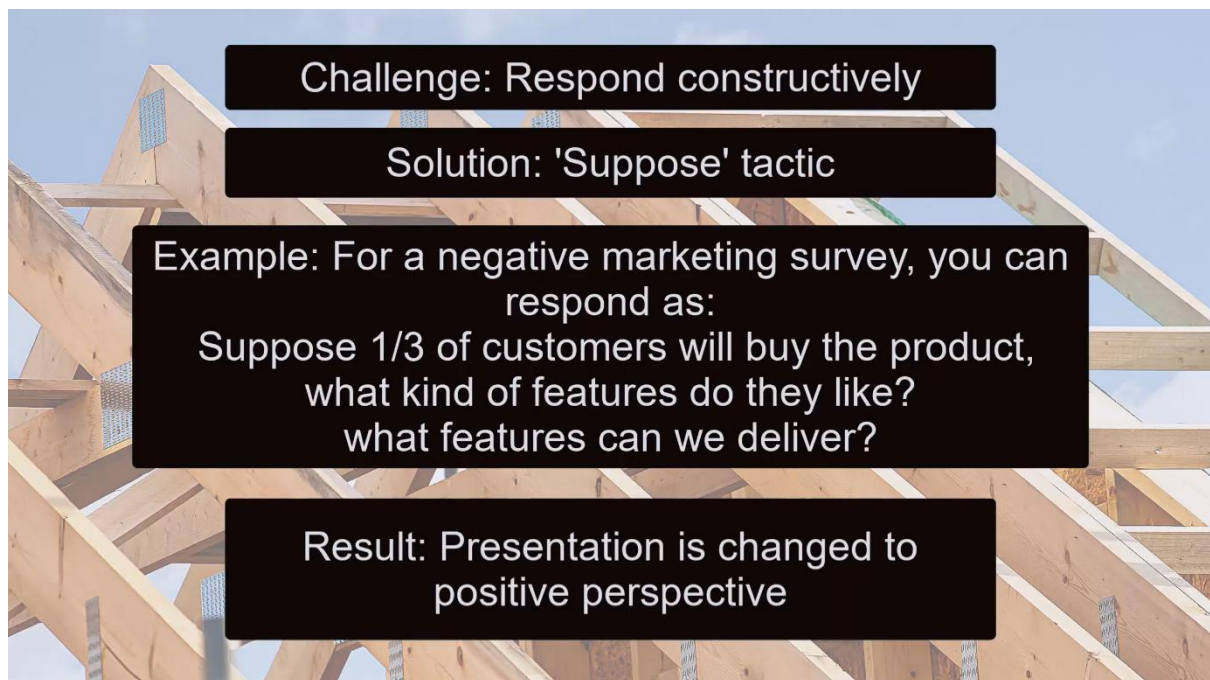One way to disarm framing bias is to restate the presentation from different perspectives.

We can restate the presentation from a negative, positive, and neutral perspective.

We need to explore all kinds of possibilities when one possibility is presented.

When the information is presented to us in a negative way, we need to think about the positive aspect.

On the other hand, if it is presented in a positive way, we need to think about the risks associated with their negative perspective.

The real challenge of disarming framing bias is to respond in a constructive way.

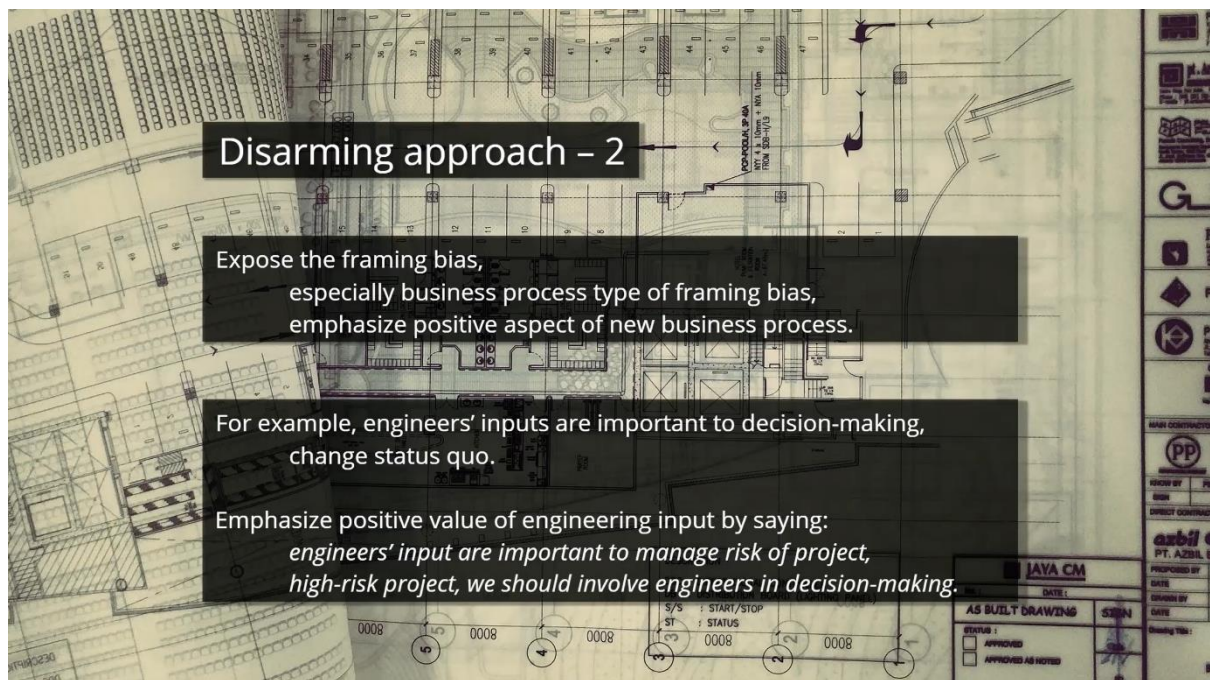To bring a new perspective without damaging the cooperative environment.

We can use the supposed tactic to change the way of presentation.

For example, if your manager presented the marketing survey in a negative way, you can respond to it by saying, suppose a third of the customers will buy the product. What kind of features do they like? What kind of features can we deliver?

By using the supposed tactic, we change the way of presentation from a negative perspective to a positive perspective, and at the same time maintain a constructive discussion environment.

Slide #4

A second tactic to deal with framing bias is to expose the framing bias especially for the business process type of framing bias that can emphasize the positive aspect of a new business process to the corporation.

For example, if we think that engineer's input is important to decision making and we want to change the status quo, we can use a direct way to emphasize the positive value of engineering input by saying that engineer's input is important to managing the risks of the project.

And since this is a high-risk project, we should involve engineers in the decision making process.