# M1L5. Human Cognitive Process

## Slide #1Huma Cognitive Process

## Slide #2Human cognition process

Human cognition excels at managing context, communication, uncertainty, and ethical considerations.

Integrating this with data-driven insights can significantly enhance decision-making processes.

## Slide #3Scenario

Picture a manager at a company trying to figure out how much of each product to produce and keep in the inventory.

Data analytics can assist by looking at past sales and predicting what customers might want. While helpful, the manager brings their market knowledge and understanding of the business, making the decision more well-rounded.

This teamwork between human thinking and data insights makes for smarter decisions, especially in a fast-paced business setting.

## Slide #4Human thinking is stronger in areas like creativity and understanding emotions

Human thinking is strong in areas like creativity and understanding emotions, things that technology finds tricky.

## Slide #5Examples

In business, like deciding to enter a new market, human intuition and long-term vision matter a lot.

For instance, an executive thinking about strategic regional and international expansion needs to consider more than just data. They need to bring in their experience and understanding of the industry to make smart decisions for the company's future.

Even in the education field, where technology can suggest personalized learning, a teacher's ability to connect with students and adapt to their needs is something computers can't fully do. A teacher's passion for tailoring lessons and offering emotional support is crucial.

While data analytics and smart computer programs can be great for processing information, it's important not to push aside human thinking intentionally.

Think about healthcare, where doctors use technology to check medical images. Technology helps, but the doctor's knowledge, empathy, and understanding of the patient's situation are still super important.

In a nutshell, teaming up human thinking with data insights gives a well-rounded approach to decision-making. Combining the strengths of both human judgment and smart technology helps make decisions that not only look at the numbers but also consider the more human strategic aspects. It's about finding the right balance to make decisions that are well-informed and make sense in dynamic situations.

## Slide #6Summary

The essence of decision-making fundamentally involves assessing the costs, benefits, and risks associated with various alternatives.

In the following section, we will explore examples of human judgment, along with the emotional and intuitive reactions humans have towards risk.

Additionally, we'll examine how individuals with varying intrinsic leadership styles tend to weigh the value and risk differently.

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