

Understanding bias = Increasing performance

COMMUNICATION

Biases influence the way people process information and make decisions. In communications, these often represent the obstacles and opportunities we have to work with. It is critical to work within a persons own psychological tendencies and therefore understanding bias **increases influence.**



RAPID DECISION MAKING

In most organisations it is critical to take timely decisions. However balancing the speed of the decision with the quality is critical for success. Examining the biases that hinder this process will increase will **increase productivity.**



RECRUITMENT, REWARD AND RECOGNITION

One of the most important elements of a successful organisation is ensuring the 'right' people are in the 'right' roles. Examine the potential biases in recruitment, and reward and recognition programmes will help support your goals and **ensure alignment of performance reviews.**



INNOVATION AND CREATIVITY

The need for creative problem solving has arisen as more and more management problems require creative insights in order to find suitable solutions. Creativity is the ability to produce new and unique ideas, innovation is the implementation of that creativity. Examining the biases that can hinder innovation and creativity will help **develop new solutions.**

