

The art of avoiding cognitive biases ̵...

by Peter Gfader -

<https://beyond-agility.com/highlight-from-pmf19-the-art-of-avoiding-cognitive-biases-anton-genkin/>

The art of avoiding cognitive biases – Anton Genkin

Highlight from #pmf19 – Product Management Festival 2019



Be aware of
cognitive biases



H.A.L.T.



Get external
perspective



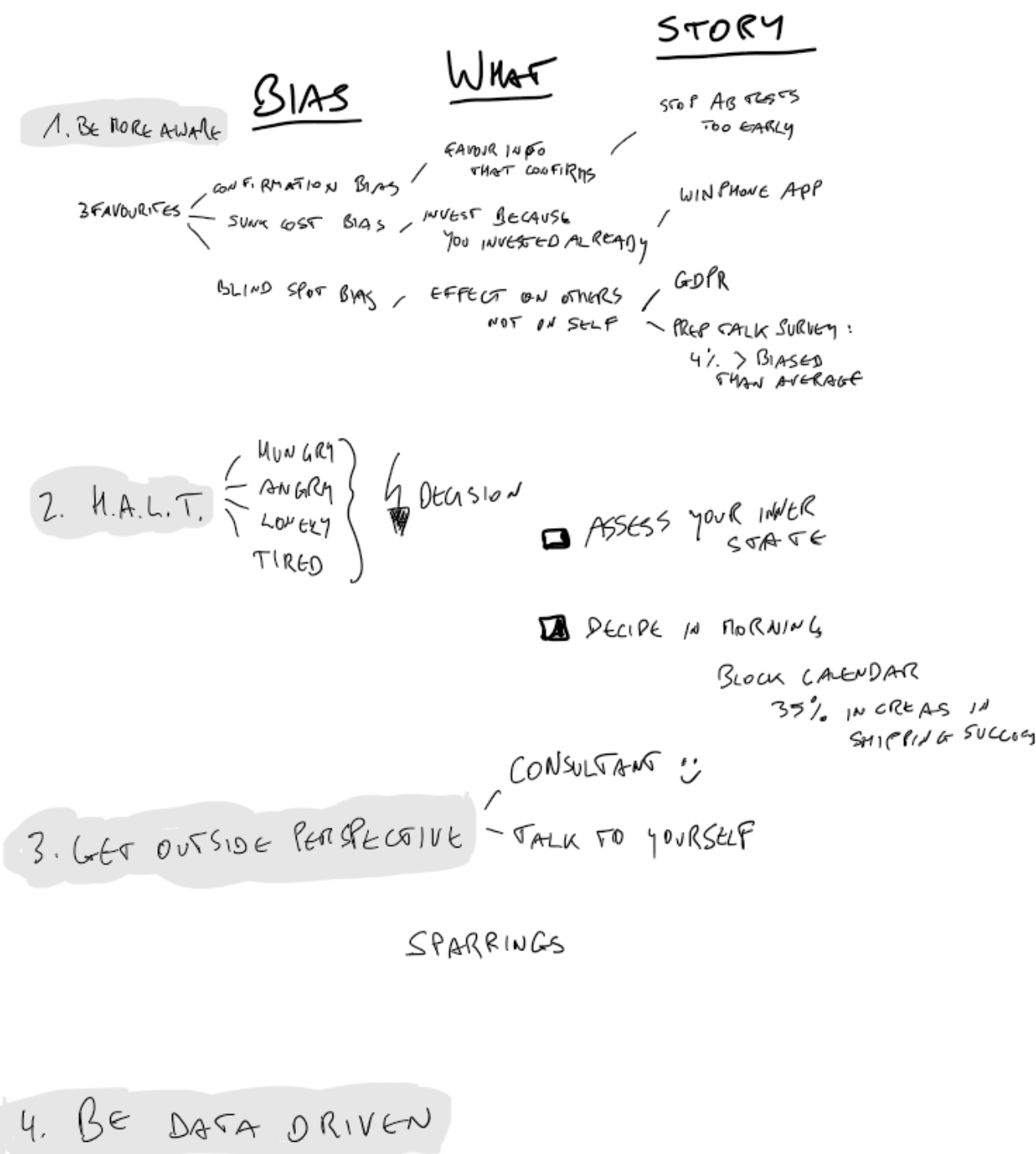
Be data-driven

- **Be more aware!** Problem: even if you know the trap, you fall into it :/
- **Observe yourself!** Being in the following mood: hungry, angry, lonely, tired → don't take a decision.
H.A.L.T.
- **Get an outside perspective:** coach, consultant, talk to yourself, sparring partners
- **Be data driven**

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Thinking Fast and Slow was also introduced – from Daniel Kahnemann

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SYSTEM 1

- ⚡ Fast
- 🧠 Unconscious
- 🔄 Automatic
- ◇ Everyday decisions
- ❓ Error prone

SYSTEM 2

- ⌚ Slow
- 🧠 Conscious
- ⚙️ Effortful
- ♣️ Complex decisions
- ✅ Reliable

SYSTEM 1 PRECURSORS



What should we remember?

We can only afford remembering bits that are most likely to prove useful in the future.



Need to ask fast

We're constrained by time and information, and yet we can't let that paralyze us.



Too much information

There is just too much information in the world, we have no choice but to filter almost all of it out.



Not enough meaning

The world is very confusing, and we end up only seeing a tiny sliver of it.

Thanks [Anton!](#)

[More highlights on the #pmf overview page.](#)

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We Go Beyond Agile

Beyond Agility

Zürich - Switzerland