

SEEDS MODEL

OUR BRAINS CONSTANTLY TAKE MENTAL SHORTCUTS (SOME GOOD AND SOME BAD) TO HELP US CHOOSE BETWEEN OPTIONS.

These shortcuts are known as biases and most of these are invisible to us. The SEEDS model simplifies the more than 150 identified cognitive biases and groups them into five categories and mitigation strategies.

Similarity



We hire and promote people who are like us because we believe “people like me are better.” This is **in-group** and **out-of-group** bias. We positively evaluate people who are similar to us or who share like goals, and we perceive people who are different from us more negatively.

strategies

1. Find ways to acknowledge the similarities that exist between you and others.
2. Remove identifying information and bias from decision-making processes.

Expedience

It's expedient to make judgments based on our **intuitions** instead of taking time to gather information and make **objective** decisions. "Confirmation bias" leads us to interpret new evidence as confirmation of our existing beliefs or theories ... or what we *want* to be true.



strategies

1. Slow down the process.
2. Involve others in the decision.

Experience



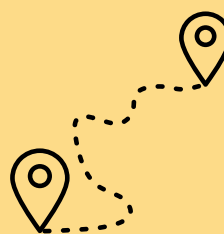
We assume that **our own experiences** and perceptions are more accurate than others. We rate ourselves as less susceptible to biases than others. With the “false consensus effect,” we overestimate the extent to which others agree with us.

strategies

1. Seek objective outside opinions from those not involved in the project or decision.
2. Revisit ideas after a break.
3. Look at yourself and the message through other people's eyes.

Distance

Unconsciously, we assign greater value to those things that we perceive to be closer to us, **simply because they are close**. We may neglect projects or people that aren't in our own backyard. We favor short-term (here and now) rather than long-term investment.



strategy

Take distance out of the equation by evaluating outcomes or resources as if they were equally close to you in distance, time, or ownership.

Safety



We are more driven to avoid negatives than to pursue positives – in other words, **bad is stronger than good**. This discourages innovation. Safety biases can happen any time you are making decisions about the probability of risk or return.

strategy

Imagine you are making the decision for someone else to make it less emotional and less tied to the self.