



Chennai Chapter

Overcoming Cognitive Biases in Coaching

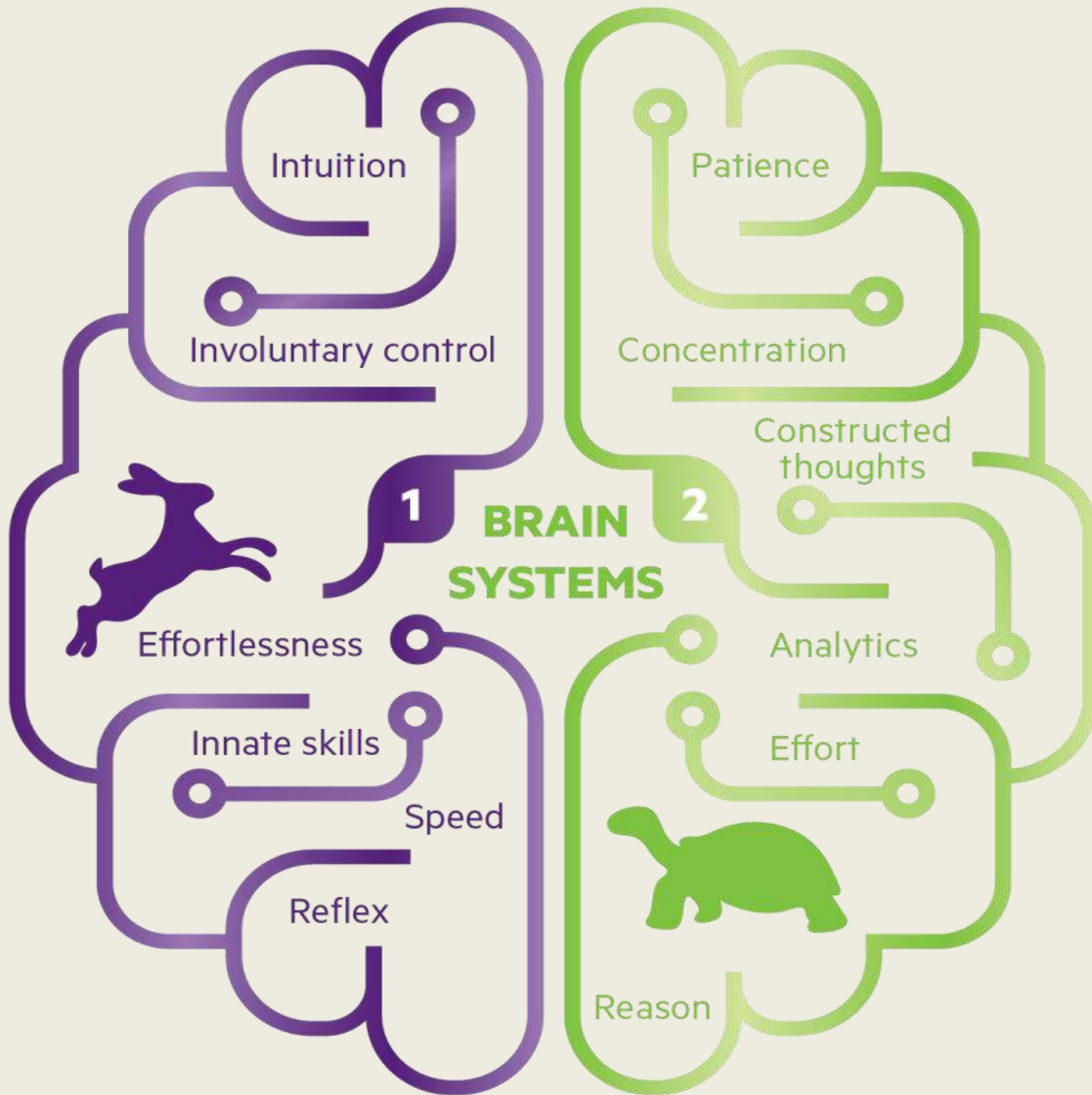
R R Krishna
Chief Learning Officer



Ignite Potential

Potential Genesis HR Services LLP





System 1



Fast



Unconscious



Automatic



Everyday
Decisions

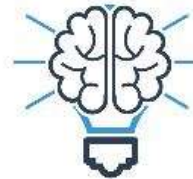


Error prone

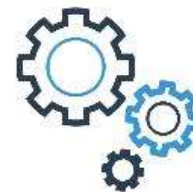
System 2



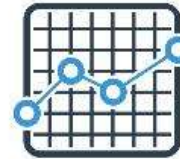
Slow



Conscious



Effortful



Complex
Decisions



Reliable

LEFT

left

upper

lower

right

RIGHT

LOWER

upper

RIGHT

UPPER

left

lower

LEFT

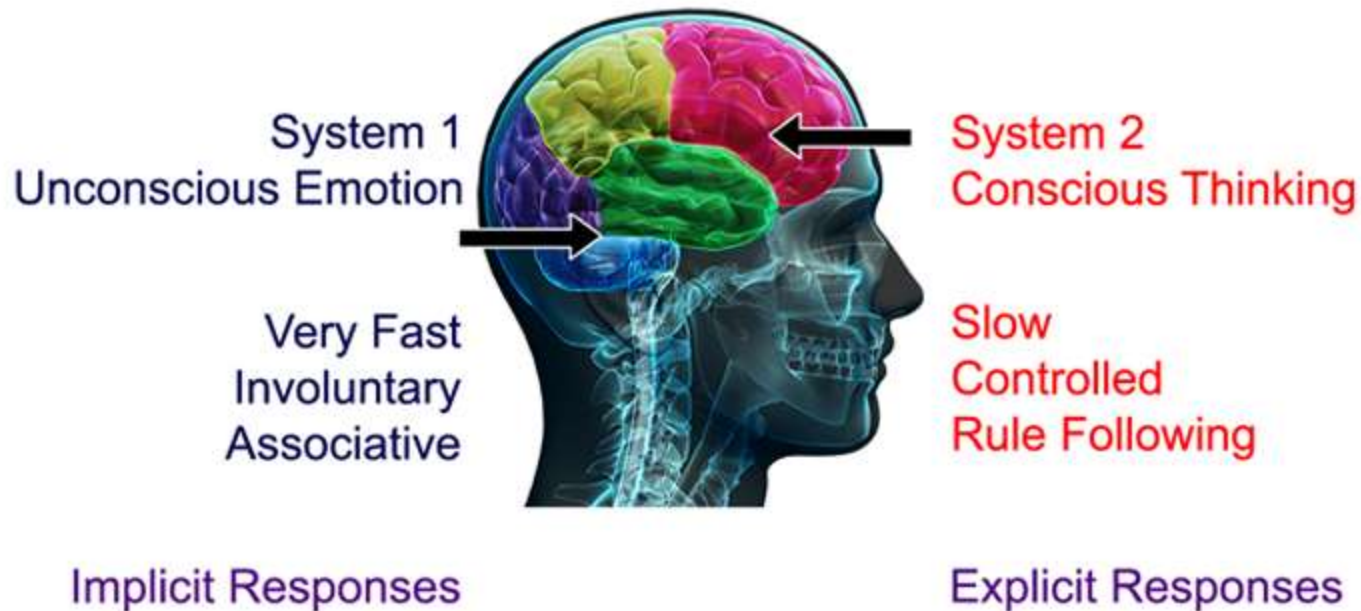
LOWER

right

upper

System 1 and 2

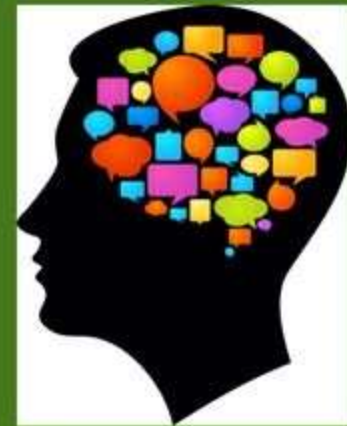
Two Decision Making Routes



Anchoring

Anchoring

Anchoring or focalism is a cognitive bias that describes the common human tendency to rely too heavily on the first piece of information offered (the "anchor") when making decisions. During decision making, anchoring occurs when individuals use an initial piece of information to make subsequent judgments.



**COGNITIVE
BIAS**

Since of Availability

The **availability heuristic** is a mental shortcut that relies on immediate examples that come to a given person's mind when evaluating a specific topic, concept, method or decision. The availability heuristic operates on the notion that if something can be recalled, it must be important, or at least more important than alternative solutions which are not as readily recalled

Loss Aversion



Framing Bias

Framing Effect

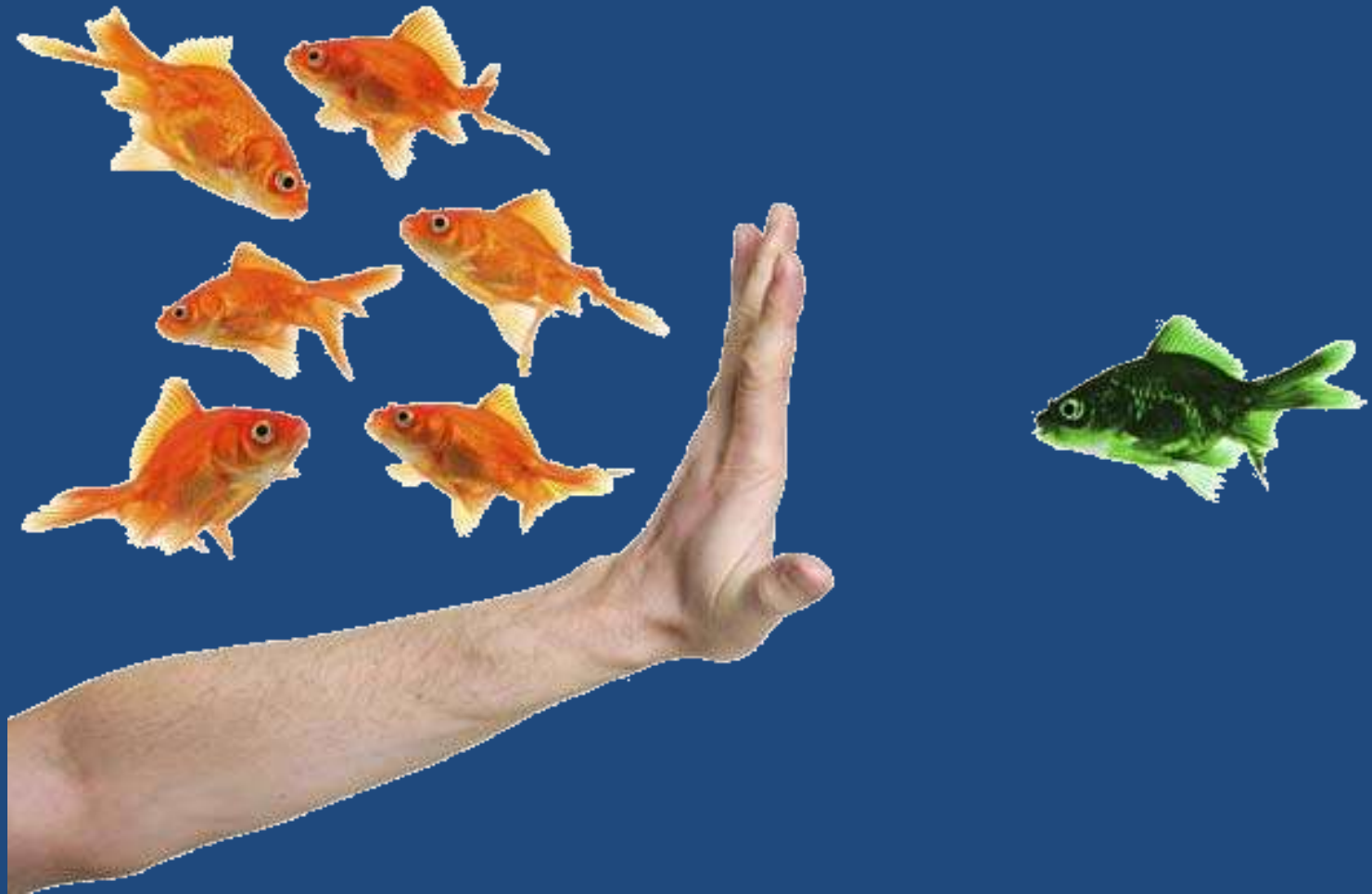


Framing Effect says that the wording or the context in which options are presented directly impact (or frame) our selections.

Sunk Cost Fallacy



Similarity Bias



Expedience Bias



Experience Bias



Distance Bias



Safety Bias





Cognitive bias exist both for coach and
coachee

ICF Competency and Cognitive Bias

C. Communicating Effectively

5. Active Listening

6. Powerful Questioning

7. Direct Communication

D. Facilitating Learning and Results

8. Creating Awareness

9. Designing Actions

10. Planning and Goal Setting

11. Managing Progress and Accountability

Affective Forecasting and Cognitive Bias

- Process of predicting how future events will influence emotional well-being.
- People often use affective forecasting when making decisions.
- For example, people make choices about who to marry, where to live, and what to buy based on their affective forecasts about what will bring happiness. Unfortunately, affective forecasting is prone to error, which can lead to decisional regret (e.g., divorce, buyer's remorse, etc.).