Your Brain Is Broken

... and you suck at making decisions


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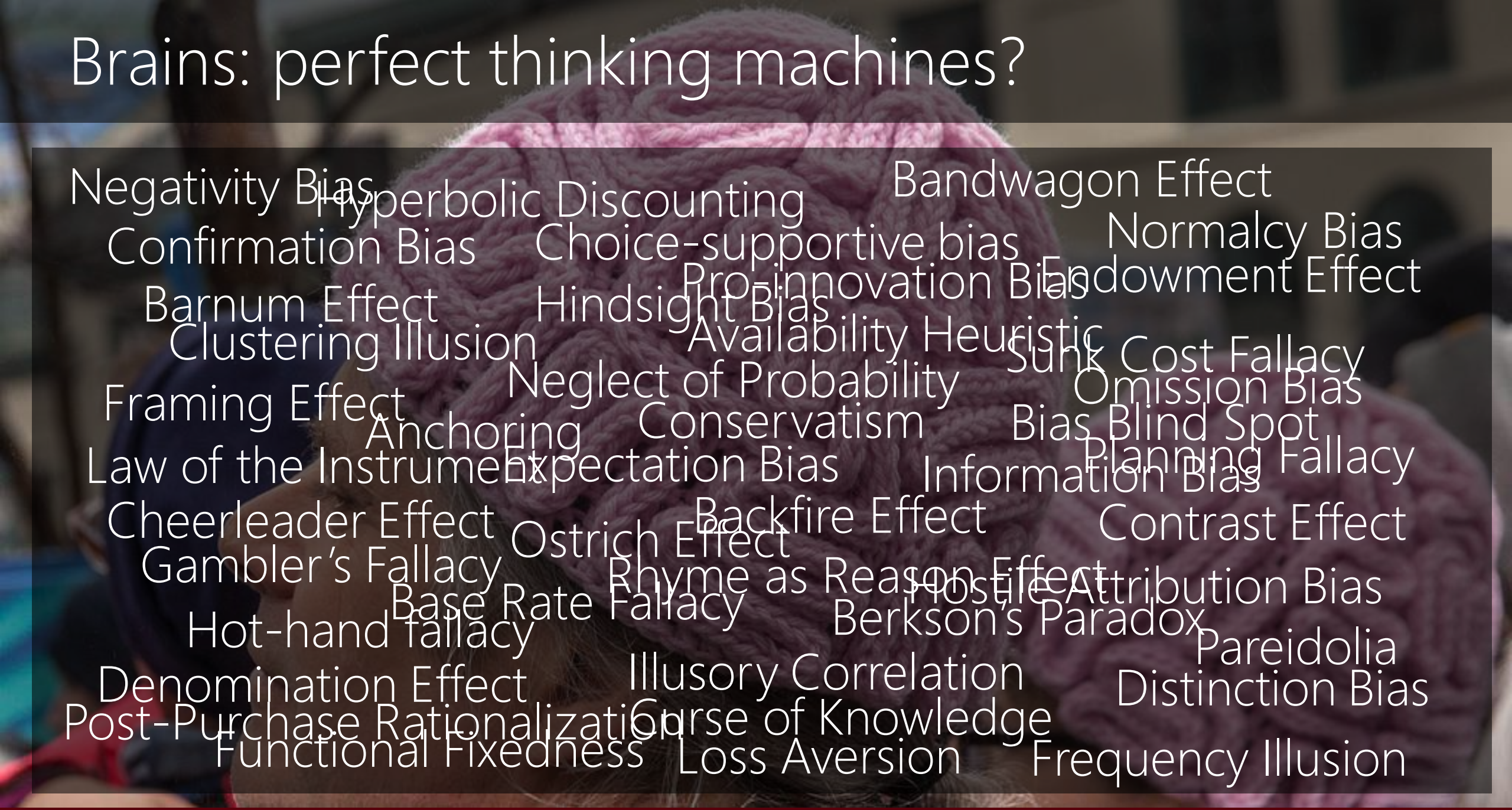
Brains: perfect thinking machines?



Brains: perfect thinking machines?

Confirmation Bias – the tendency to seek out information that conforms to our already held beliefs

Sunk Cost Fallacy – the tendency to continue with an activity even if it has a very small chance of success because of invested resources

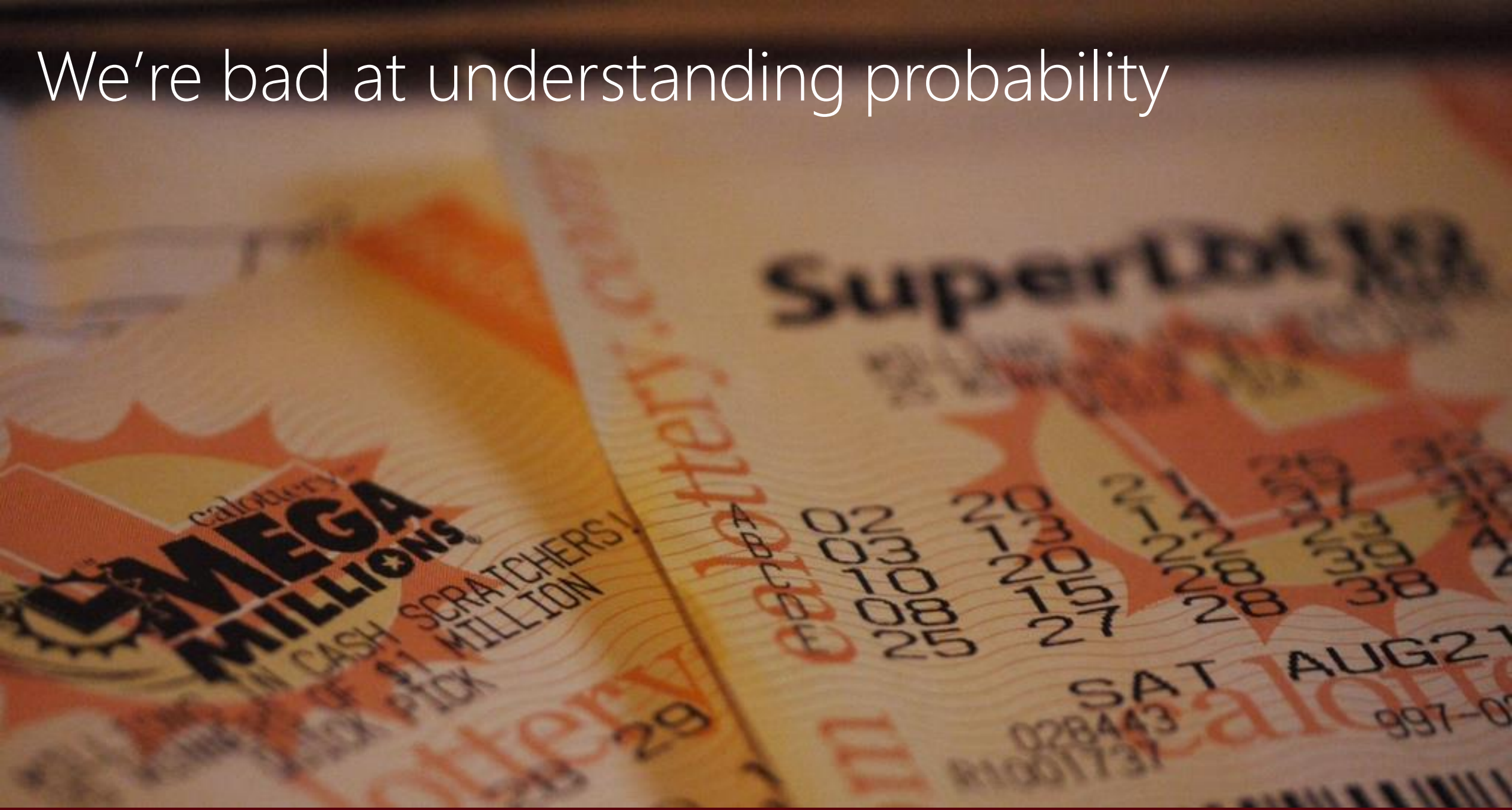
Framing Effect – the tendency to react to a particular choice differently depending on how it is presented

Availability Heuristic – the tendency to view information that is easily recalled as more important than alternatives

Bias Blind Spot – the tendency to see these biases in others, but not in ourselves

Fast vs. slow thinking

We're bad at understanding probability



Probability – A quick mental exercise

New breathalyzers

The local police buy new breathalyzers for the department.

- If someone is intoxicated it will indicate it 100% of the time (no false negatives).
- If someone is not intoxicated it will indicate a positive (a false positive) 5% of the time.

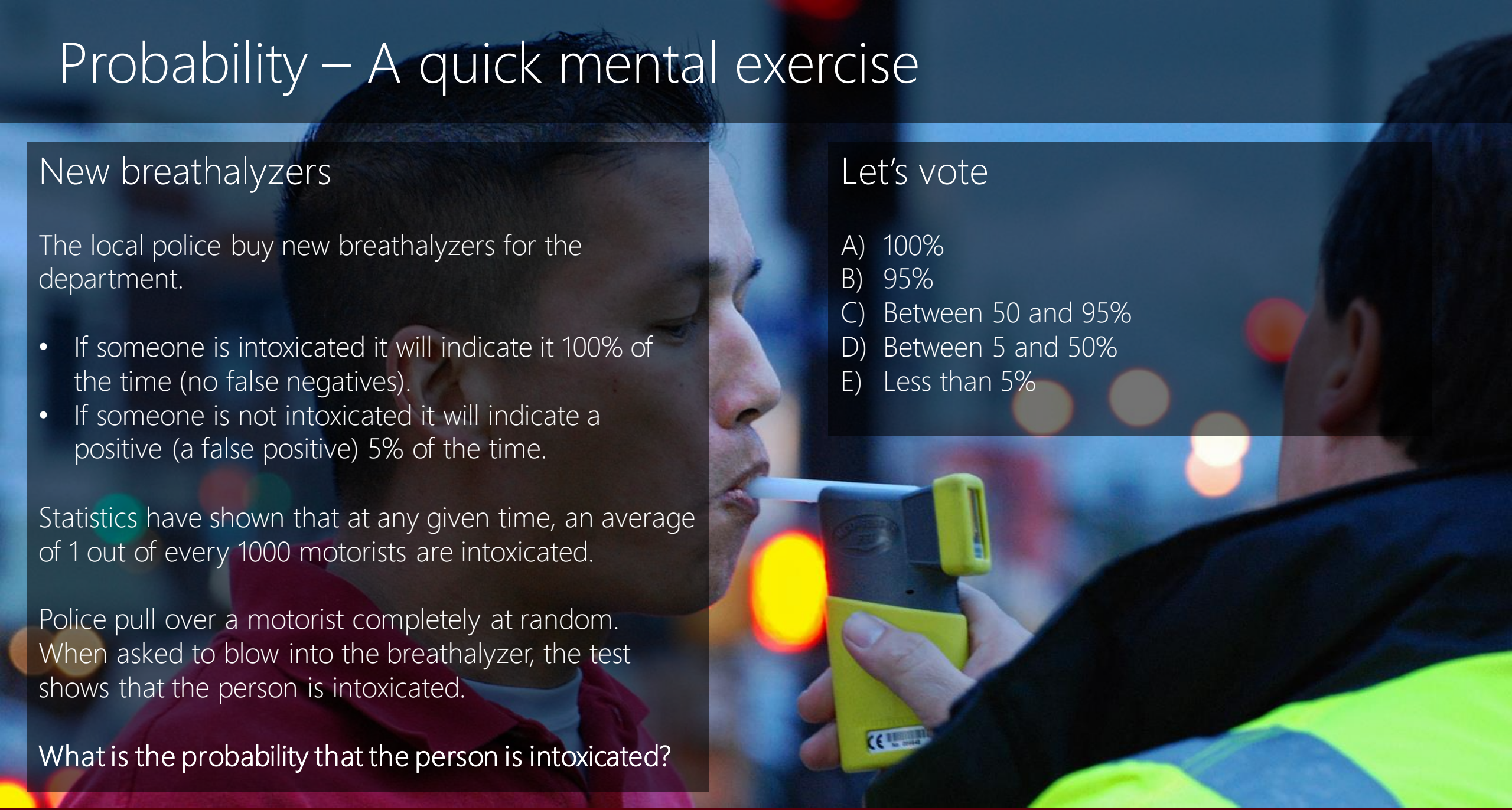
Statistics have shown that at any given time, an average of 1 out of every 1000 motorists are intoxicated.

Police pull over a motorist completely at random. When asked to blow into the breathalyzer, the test shows that the person is intoxicated.

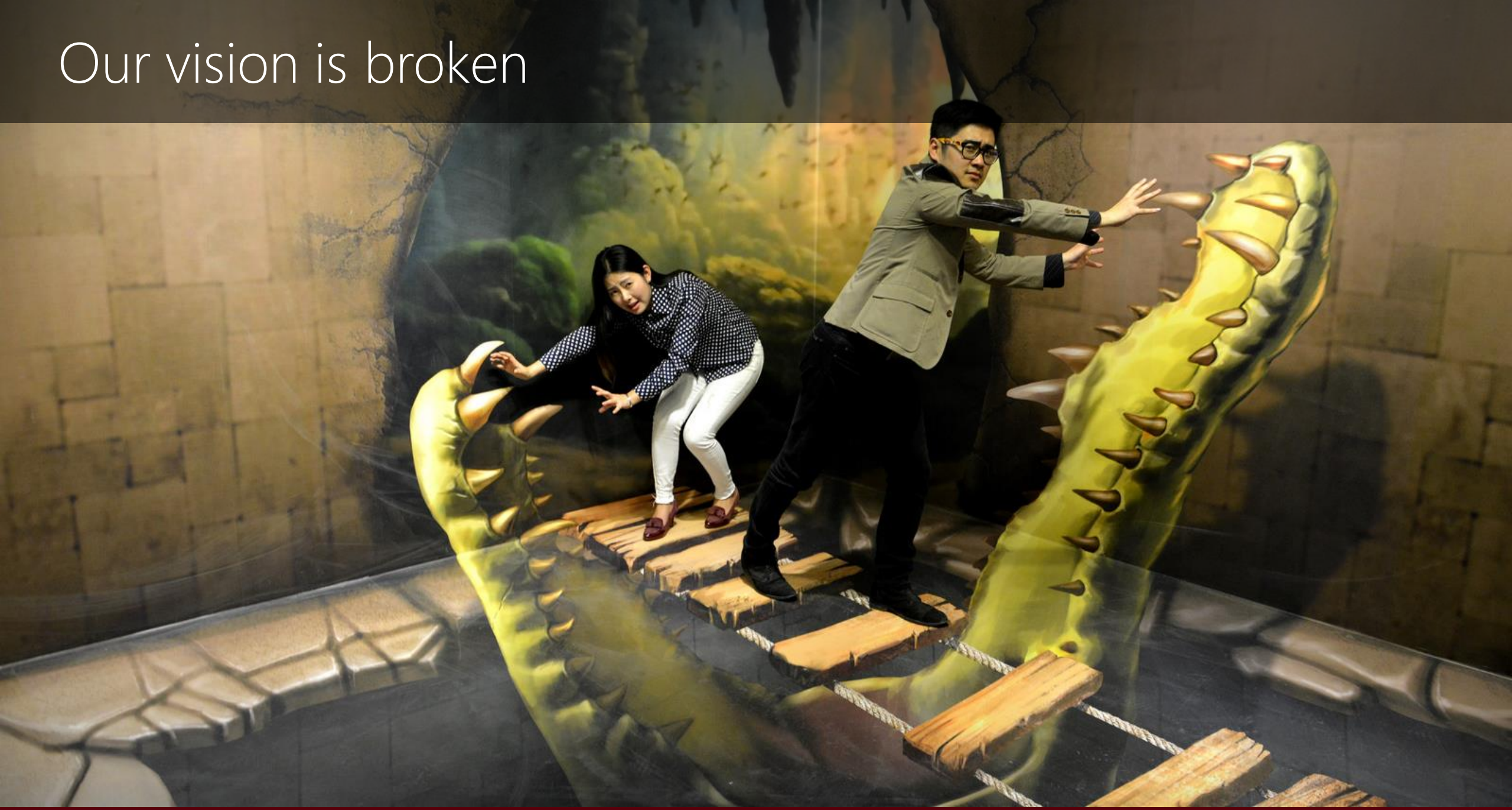
What is the probability that the person is intoxicated?

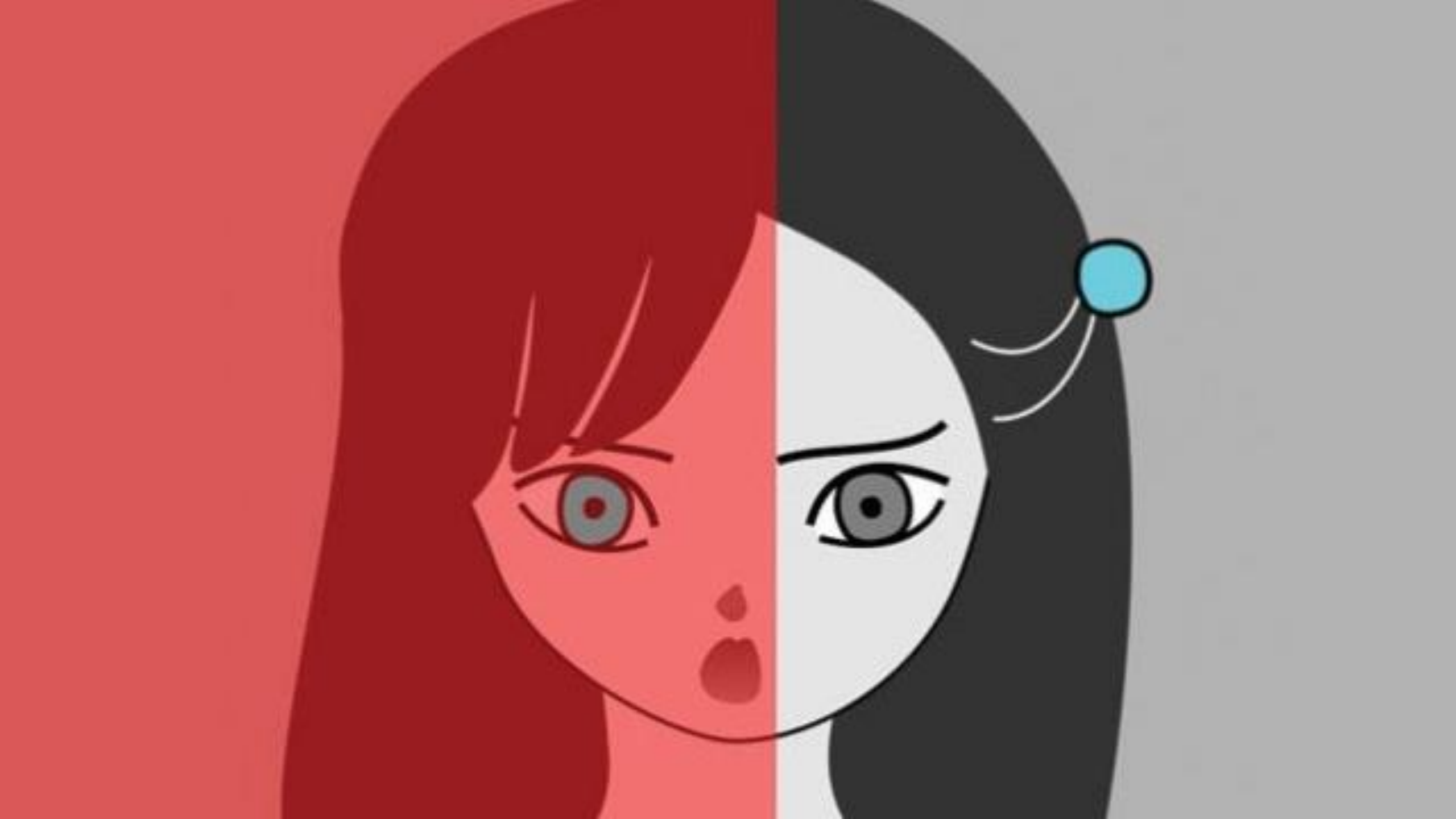
Let's vote

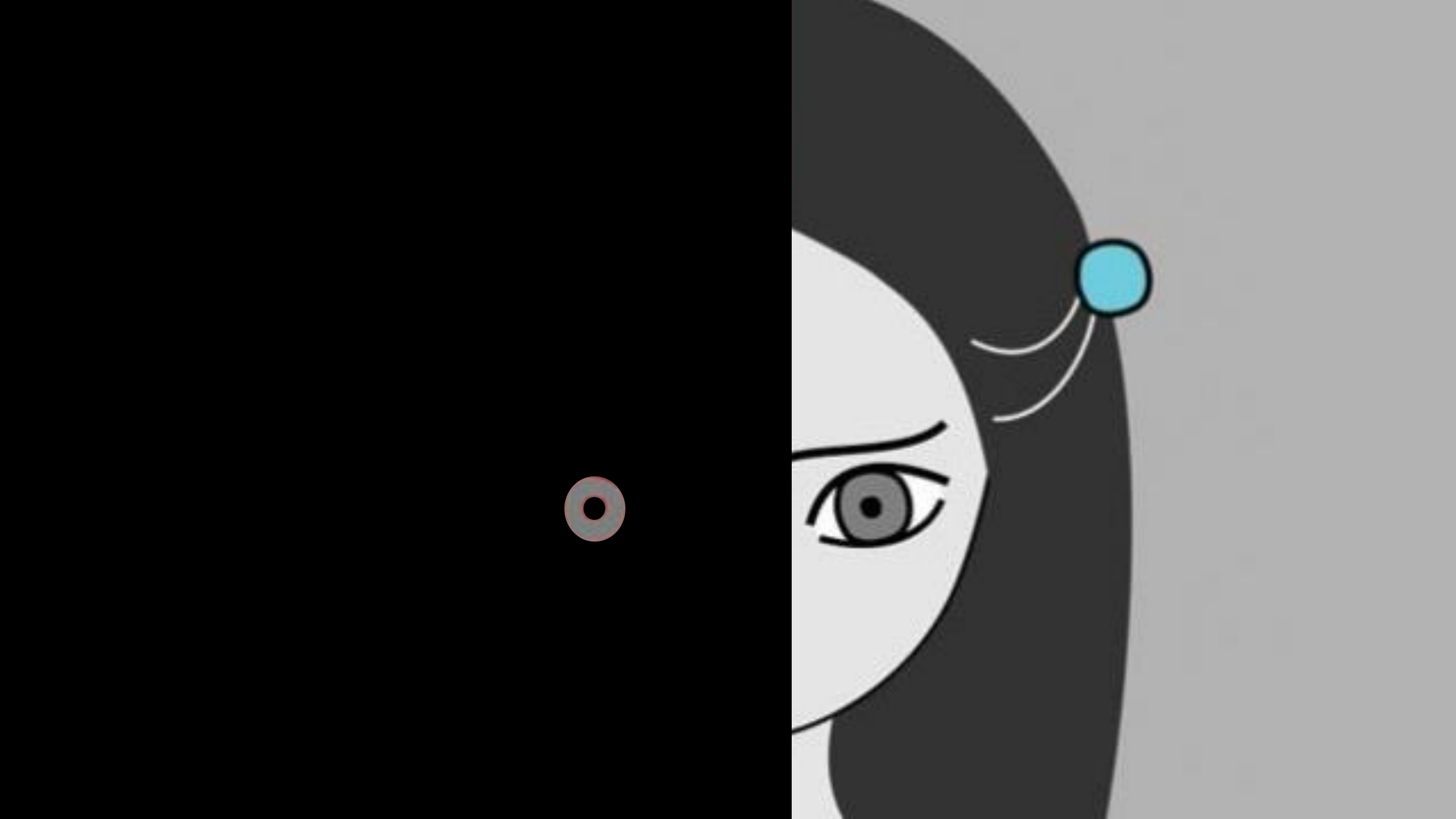
A) 100%
B) 95%
C) Between 50 and 95%
D) Between 5 and 50%
E) Less than 5%



Our vision is broken

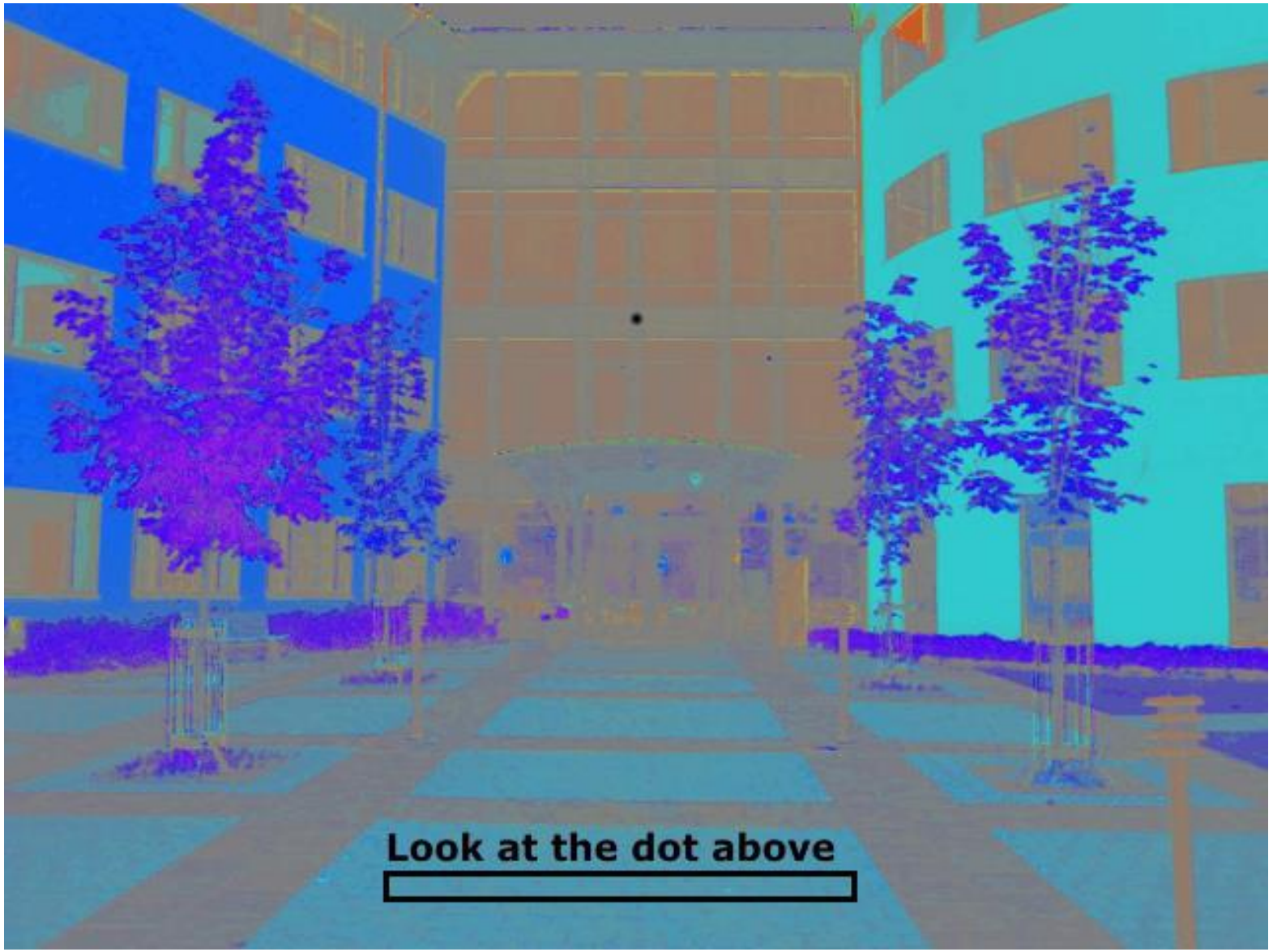






BLUE AND BLACK?

WHITE AND GOLD?


Look at the dot above

Our memory is broken

How agile practices buffer us from ourselves

Lean and Agile – they go together like peas and carrots

Planning practices – overcoming the Planning Fallacy

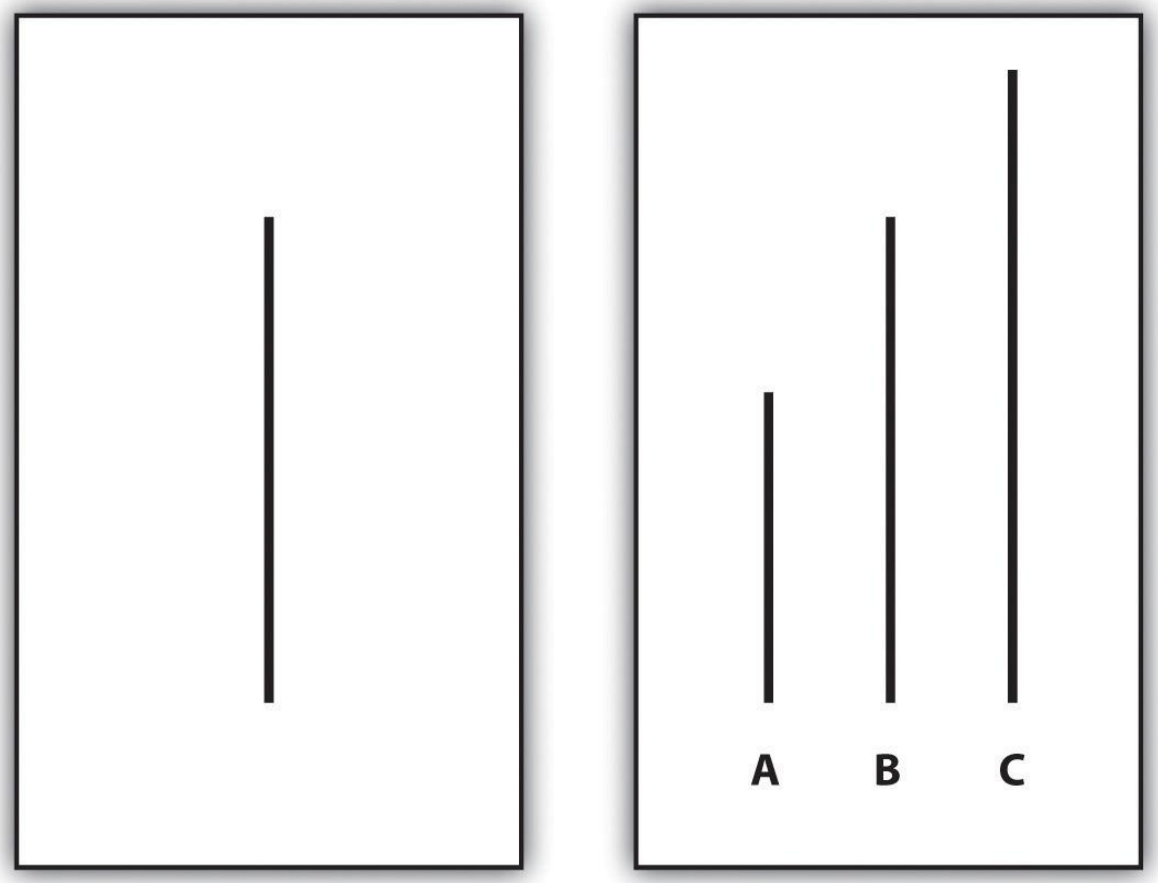
Avoiding conformity effects

The Asch experiment

74% of people conformed at least once

On average, people conformed about 1/3 of the time

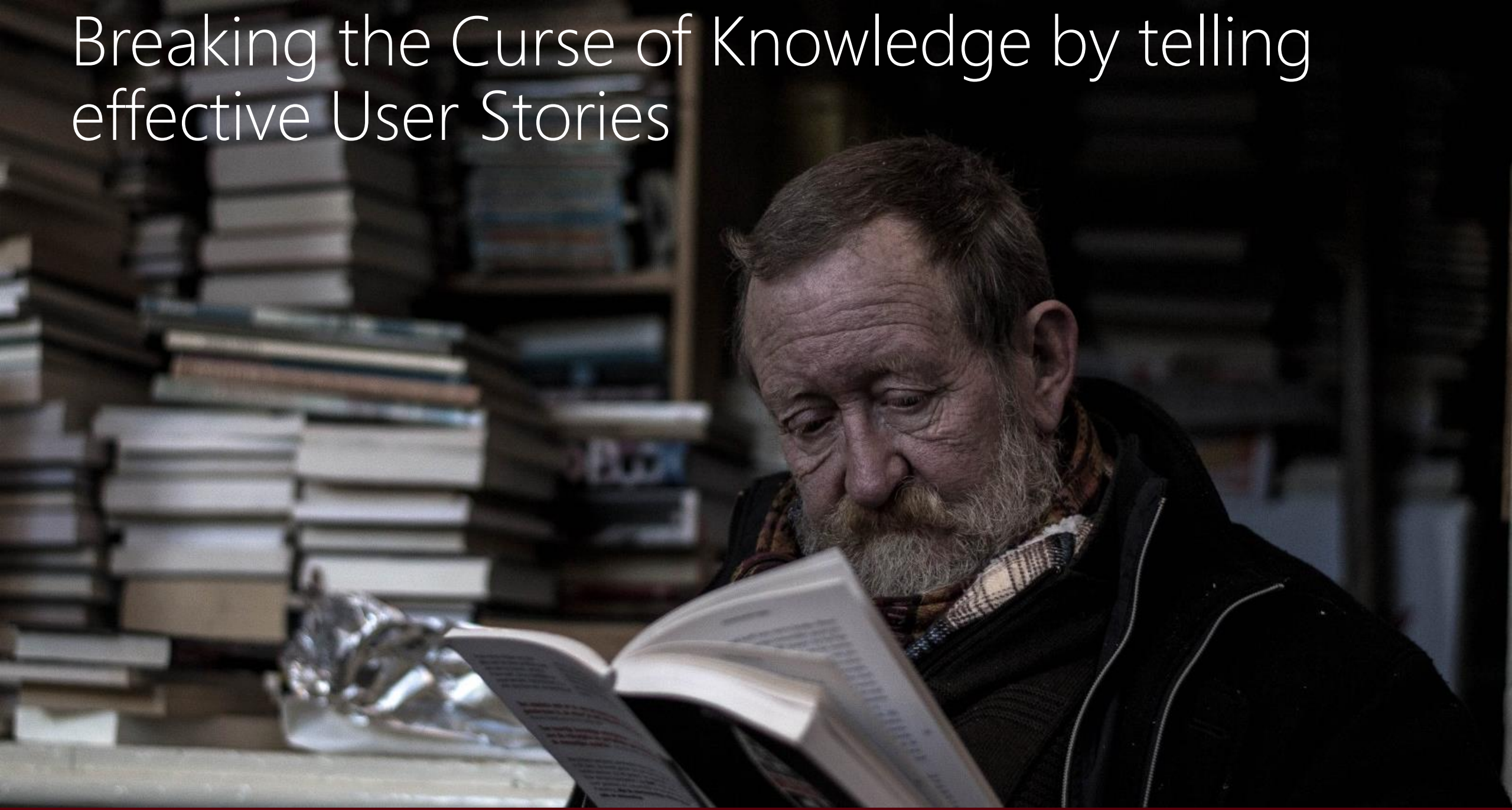
Only around three opponents is required for people to conform at these levels



Feedback practices

Hijacking the Availability Heuristic using Information Radiators

Breaking the Curse of Knowledge by telling effective User Stories



Putting it all together

Thank you! Questions?

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