



e-learning

# Unconscious Biases

Every day you make thousands of decisions. Your subconscious mind makes most of these decisions for you. It reaches a pre-judged conclusion without you noticing. Our brain's rules of thumb help us quickly assess a situation and make unharmed decisions.

Booking Number: **34912**

Group of participants:  
Professionals, experts and project managers who want to win over people in the company but do not have formal authority to issue directives.

Duration: **approx. 1,5 hours**

Language:  

Unit price:

€ 49,- zzgl. MwSt. | € 58,31 inkl. MwSt.

Package prices from 50 licenses on request

## Learning objectives

- ✓ You know what unconscious biases are and how to describe them.
- ✓ You are aware of your own unconscious biases and can recognise situations in which you increasingly encounter them.
- ✓ You can apply techniques that help you to counter your unconscious biases.

## Contents

Unconscious biases in general

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Familiarity bias

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Herd instinct (social proof)

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Confirmation bias

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Loss aversion

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Gender bias



**Information on the web**

[www.haufe-akademie.de/34912](http://www.haufe-akademie.de/34912)



**Let us advise you**

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