

Bias: Affinity Bias

Definition: Preferring people who are similar to you.

Example: Gravitates toward colleagues with similar hobbies.

Reflection: When do you feel most comfortable with someone at work—and why?

Bias: Confirmation Bias

Definition: Seeking information that confirms beliefs.

Example: Noticing mistakes that confirm first impressions.

Reflection: When have you selectively noticed behaviours?

Bias: Halo Effect

Definition: One positive trait influences overall perception.

Example: Assuming confidence = competence.

Reflection: Which positive qualities do you overvalue?

Bias: Horn Effect

Definition: One negative trait overly influences perception.

Example: Judging someone harshly for one mistake.

Reflection: What negative traits do you judge most harshly?

Bias: Attribution Bias

Definition: Judging others' behaviour as character-driven.

Example: Excusing your own lateness but not others'.

Reflection: When do you excuse yourself but not others?

Bias: Anchoring Bias

Definition: Relying too much on first information.

Example: Judging someone by their first-day performance.

Reflection: What first impressions are hard to shift?

Bias: Gender Bias

Definition: Assumptions based on gender.

Example: Expecting women to take notes.

Reflection: What tasks do you link to gender?

Bias: Age Bias

Definition: Stereotyping based on age.

Example: Assuming older staff resist change.

Reflection: What skills do you associate with age?

Bias: Racial/Ethnic Bias

Definition: Assumptions based on race/ethnicity.

Example: Expecting someone to represent their ethnic group.

Reflection: When have you made assumptions about background?

Bias: Beauty Bias

Definition: Favouring attractive individuals.

Example: Giving more attention to stylish colleagues.

Reflection: How does appearance influence you?

Bias: Authority Bias

Definition: Trusting those with higher status more.

Example: Deferring to senior staff unnecessarily.

Reflection: Whose opinions do you prioritise—and why?

Bias: Conformity Bias

Definition: Following group behaviour.

Example: Not speaking up if others are silent.

Reflection: When have you gone along with a group?

Bias: Cultural Bias

Definition: Viewing behaviour through your own cultural lens.

Example: Judging eye contact norms.

Reflection: What norms do you assume are universal?

Bias: Contrast Effect

Definition: Judging relative to previous item.

Example: Rating a candidate poorly after a strong one.

Reflection: How does sequence influence you?

Bias: Overconfidence Bias

Definition: Overestimating your objectivity.

Example: Believing you're unbiased.

Reflection: When might you be wrong?