

# TWELVE TYPES OF BIASES THAT IMPACT YOUR WORK DAY!



## PROTOTYPE BIAS

When we have preconceived notion of who will be right for a particular role based on stereotypes. For example men are better at engineering roles and women of customer service roles.



## STEREOTYPING

An over-generalisation and fixed belief about a particular group of people. We expect people to behave in a certain manner.



## BANDWAGON EFFECT

A phenomenon in which people will do something only because other people are doing it, regardless of their own beliefs. This is also called herd mentality.



## BEAUTY BIAS

Judging people based on physical attractiveness. Has a very big impact on hiring decisions.



## RECENCY BIAS

The tendency to weigh the latest data more heavily than older data. Occurs commonly during performance appraisals and reviews.



## IMPLICIT BIAS

The tendency to form conclusions based on past messages received. Can influence decisions regarding role allocations.



## AFFINITY BIAS

The tendency to like people who are similar to us, leading to a more positive evaluation of them. Influences hiring decisions.



## CONFIRMATION BIAS

We tend to listen only to information that confirms our preconception. Impacts interpersonal skills.

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## HORN EFFECT

The tendency of perceiving someone negatively after learning something unfavourable about them. Influences hiring and promotion decisions.



## HALO EFFECT

The tendency to put someone on a pedestal or think more highly of them after learning something impressive about them. Influences hiring and promotion decisions.



## ANCHORING BIAS

The tendency where a specific piece of information is relied upon to make a decision. For example- considering only articulation skills as part of communication and ignoring listening skills.



## VALUE ATTRIBUTION

The tendency to assign higher value to certain qualities or traits. For example to favour extroversion over introversion.

# Twelve Types

**CH Cherryholmes**



**Twelve Types:**

## Unveiling the Energy of Verbal Artistry: An Mental Sojourn through **Twelve Types**

In a global inundated with monitors and the cacophony of instantaneous transmission, the profound energy and mental resonance of verbal artistry frequently fade in to obscurity, eclipsed by the regular onslaught of sound and distractions. However, situated within the lyrical pages of **Twelve Types**, a charming work of literary brilliance that impulses with natural feelings, lies an unique journey waiting to be embarked upon. Penned by way of a virtuoso wordsmith, that interesting opus books visitors on an emotional odyssey, lightly revealing the latent possible and profound affect stuck within the intricate web of language. Within the heart-wrenching expanse of this evocative examination, we will embark upon an introspective exploration of the book is main subjects, dissect their fascinating writing type, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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