

Better Decisions for a Better Future

ICF South Africa Conference



Robert Farndell

robert@credera.co.za

+27 83 556 5620

20 October 2017



Groupthink



Excessive optimism

Escalation of commitment

Egocentrism

Loss aversion

Present bias

Controllability Bias

Sunk cost fallacy

Status quo bias

Mere exposure principle

**Anchoring and
insufficient adjustment**



credera

If no one comes from the future to stop you from doing it, then how bad a decision can it *really* be?

