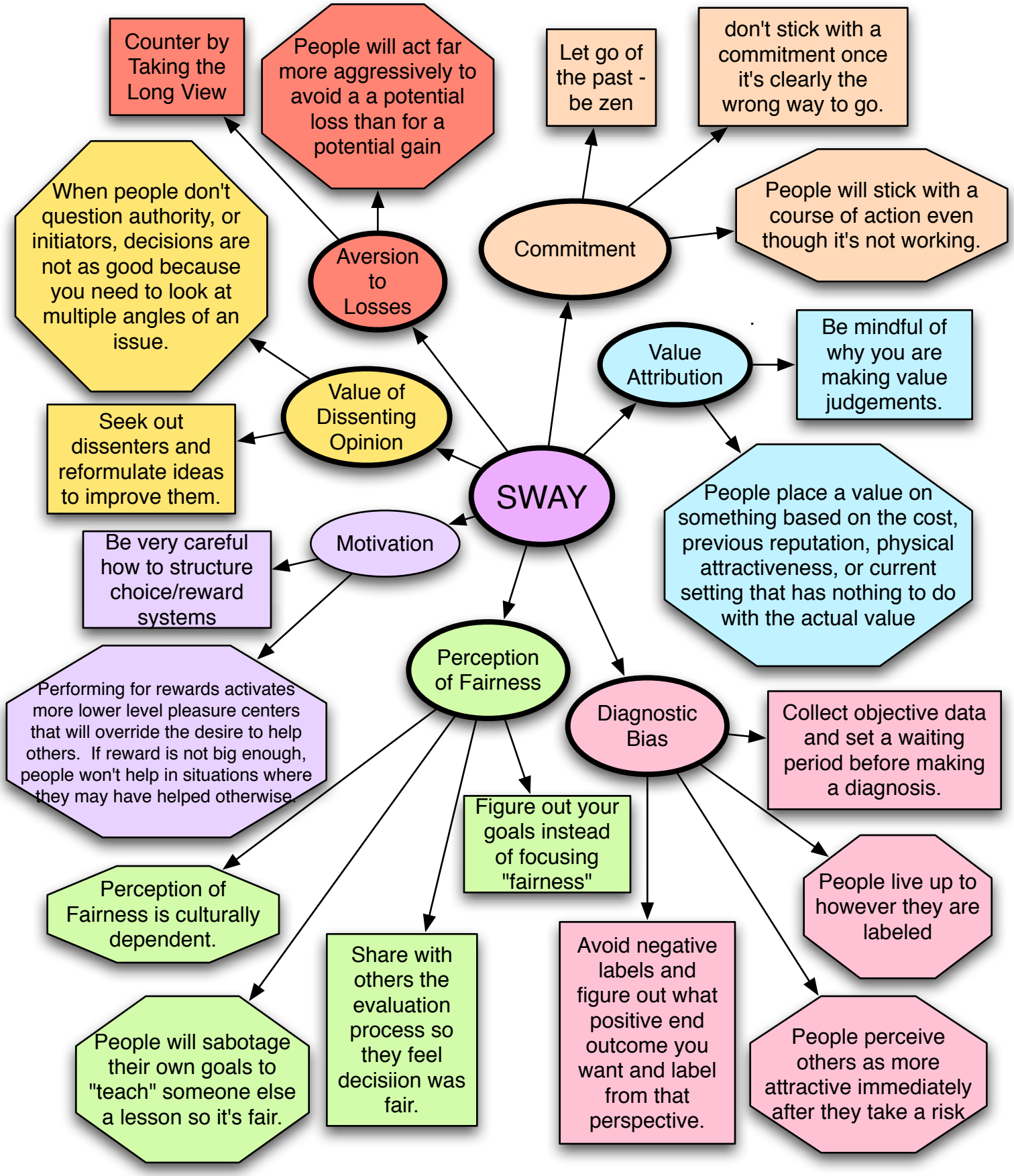
SWAY
Aversion to Losses
Counter by Taking the Long View
People will act far more aggressively to avoid a a potential loss than for a potential gain
Commitment
Let go of the past - be zen
don't stick with a commitment once it's clearly the wrong way to go.
People will stick with a course of action even though it's not working.
Value of Dissenting Opinion
When people don't question authority, or initiators, decisions are not as good because you need to look at multiple angles of an issue.
Seek out dissenters and reformulate ideas to improve them.
Value Attribution
Be mindful of why you are making value judgements.
People place a value on something based on the cost, previous reputation, physical attractiveness, or current setting that has nothing to do with the actual value
Motivation
Be very careful how to structure choice/reward systems
Performing for rewards activates more lower level pleasure centers that will override the desire to help others. If reward is not big enough, people won't help in situations where they may have helped otherwise.
Perception of Fairness
Figure out your goals instead of focusing "fairness"
Perception of Fairness is culturally dependent.
Share with others the evaluation process so they feel decisiion was fair.
People will sabotage their own goals to "teach" someone else a lesson so it's fair.
Diagnostic Bias
Collect objective data and set a waiting period before making a diagnosis.
People live up to however they are labeled
Avoid negative labels and figure out what positive end outcome you want and label from that perspective.
People perceive others as more attractive immediately after they take a risk