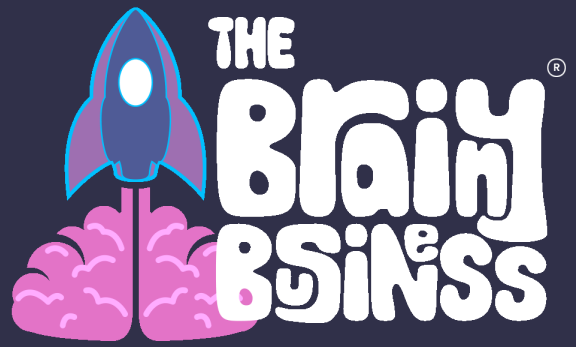


# SURVIVORSHIP BIAS WORKSHEET



Are you missing...what's missing?

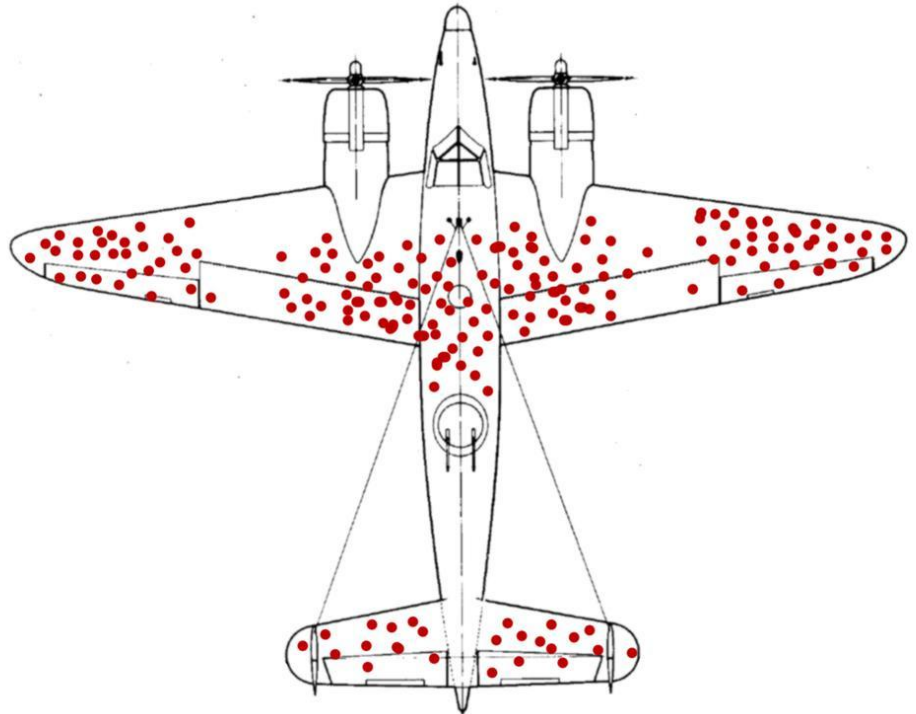
## Where to reinforce?

It's WWII. Keeping more planes and pilots in the air is the difference between victory and failure.

You analyze every plane you have to see where it has taken damage so you can know where to reinforce.

Looking at the diagram here, where would you put your strong, reinforcing metal?

If you said, "on the red dots" you were a victim of survivorship bias.



In reality, you should reinforce the places with no damage. Why? Because the planes you have at base are missing a huge piece of the data set. The red dots show where a plane can take fire and still fly. The planes that were hit in the blank spots? They didn't make it back to base to be part of the analysis.

## "Successful CEOs wake up at 5am!"

Sure, but what about all the other people who wake up at 5am and aren't successful CEOs? What about the successful CEOs that sleep in? Find 3 headlines that count on survivorship bias, and identify what's missing:

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