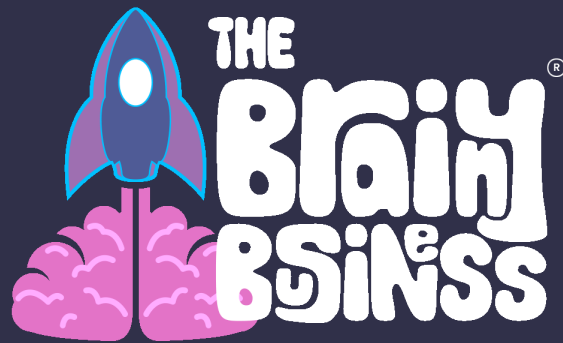


FAMILIARITY BIAS

WORKSHEET



Much like status quo bias, because the subconscious loves predictability, it favors the familiar. This can work to your advantage...or be a bit of a problem...

Don't Let It Hold You Back

This could be as simple as a gut feeling that keeps you from starting a new project or accepting a new position. When something you were excited about feels scary when it's time to pull the trigger, ask, "Is this just familiarity bias?" What opportunities did you pass on previously and regretted after the fact? What can you do next time?

When Working With Others

When introducing a new project or opportunity to others, it is very possible they may have their familiarity bias triggered and make them want to pass. How can you present the opportunity in a way that can work with familiarity bias instead of against it?

Familiarity Bias With Customers

Fight your conscious brain's bias to come up with something new and flashy every time it is time to promote something. People like things more as they become more familiar. List 5 things that have been working, which don't need to change, but can benefit from familiarity bias in your business (and then take them off your mental "to do" list!):
