**Better Decisions Means Better Business** 

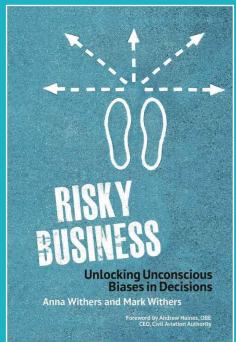
Knowing these 8 characters will help you make better decisions.

# The Problem:

Over 100 unconscious biases distort our thinking, making decisions a risky business. The work of these biases represent a hidden risk to our decisions.

## The Solution:

The Hidden R-I-S-K™ framework embodies biases in 8 memorable characters making it easy for you to recognise and mitigate the work of these biases.





The Writer in us appears when we're facing the unfamiliar, filling the gaps in our knowledge by writing scripts about people and ideas. Unfortunately, these scripts often don't reflect reality.

#### Make a better decision:

Provide the Writer with material for a new script.



The Knight defends against loss, stopping us from letting go of the people and ideas to which we're attached, even when the alternatives are so much better.

#### Make a better decision:

**e**elationship

Hidden

R-I-S-K™

Short Cuts

Help the Knight to feel safe enough to disarm.



The Gambler is over-confident and over-optimistic; a pie in the sky thinker who doesn't understand the odds.

#### Make a better decision:

Show the Gambler the real odds.



The Butler rears their head when we're facing power imbalances. They won't say what's really on their mind and only serve up what others

#### Make a better decision:

Give the Butler a voice.



The Prisoner can only see decisions through the lens of their own knowledge. They are stuck in a box and imprisoned by their training.

#### Make a better decision:

Release the Prisoner from their professional training.



The Archivist looks back into their memory bank of experience to find similar situations, searching for parallels without accounting for different contexts.

# Make a better decision:

Focus the Archivist on the present.



The Captain has already made The Judge is like a magpie, only stubbornly in a set direction.

## Make a better decision:

Direct the Captain to an



the decision and is just looking for noticing the most eye-catching evidence to confirm it, steering us aspects of a situation and often valuing style over substance.

### Make a better decision:

Let the Judge see beyond

