



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #339

The 7 Cognitive Biases Holding You Back and How to Override Them

Our actions are fueled by our unconscious defaults.

Why you choose one restaurant over another...

The way you interact with your boss...

How you talk about and handle adversity...

All of these happen because you act upon your “cognitive biases.”

Cognitive biases are your defaults and assumptions that make day-to-day decision-making simpler. But inasmuch as it's useful, cognitive bias is flawed.

Your biases can hold you back because they don't always result in good decisions. BUT becoming aware of these biases can help you override them—and that's exactly what we're going to do in this episode.

Listen in as I reveal 7 cognitive biases and how you can override them to have a better life, achieve more goals, and ultimately, find success through failure.

Tune in now and don't forget to leave a rating and review if you find this episode helpful!

Top Quotes From This Episode

“More information is not always better.”

“The whole concept behind this podcast is: learning through our failures, learning through our weaknesses, learning through our setbacks— because we're identifying these failures, these weaknesses, and we're learning from them to create the success that we want.”

“Just because you failed 5 times in a row at something, it does not mean that you'll continue to do so. Past events do not impact future probabilities of you finding success.”

“Failure's part of success. It's part of YOUR success.”

Show Notes

This episode touches on the following key topics and ideas:

- **What is Cognitive Bias? (0:31):** Cognitive Bias as painted through [Robert O'Neill and Dakota Meyer](#)'s stories
- **Subscribe, listen, leave a review (3:47):** Subscribe to the Success Through Failure podcast: [iTunes](#) | [Spotify](#). Don't forget to give us a rating and review!

The 7 Cognitive Biases

1. **[Information Bias \(4:51\)](#):** To seek more information when it does not affect the action
 - **Defining cognitive Bias (7:28):** *"Cognitive biases are flaws in your thinking that can lead you to draw inaccurate conclusions. They can be harmful because they cause you to focus too much on some kinds of information while overlooking other kinds."* ([healthline.com](#))
 - **"Heuristics" (8:33):** Why do we have cognitive biases?
 - **[Override your default \(10:06\)](#):** Learning about the flaws of cognitive biases can aid you in overriding your thinking to make better decisions.
2. **Negativity Bias (10:53):** Something very positive will generally have less impact on a person than something equally emotional but negative
3. **[Attentional Bias \(13:00\)](#):** This is the tendency to pay attention to some things while simultaneously ignoring others
4. **[Gambler's Fallacy \(14:31\)](#):** The tendency to think that future probabilities are altered by past events when in reality they are unchanged
5. **[Parkinson's law of triviality \(17:56\)](#):** The tendency to give disproportionate weight to trivial issues
6. **[Self-handicapping \(also known as self-sabotage\) \(19:30\)](#):** When people avoid effort in the hopes of keeping potential failure from hurting their self-esteem
7. **Race and Gender Bias (21:46):** I used to say, "I don't see race," but we all have [unconscious bias](#)
 - **In conclusion... (23:14):** Take a few minutes to journal or, at the very least, think out loud about 1-2 of these biases that affect you most
 - **How to override cognitive biases? (23:59)**

1. Bring diversity into your world: people, races, genders, ages, professions. [Build your team](#)
2. [Productive Pause](#) questions to experience success through failure:
 - i. What biases do I have that are holding me back?
 - ii. Where do they come from? (*upbringing? friend group? media? past experiences?*)
 - iii. How can I hedge against them the next time they come up?

List of Resources Mentioned in the Episode

JK Rowling's ["Harry Potter" series](#)

Want to talk to a personal performance coach?

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: JimHarshawJr.com/APPLY

Enjoyed the podcast and want to hear more? Head on over [here](#) for more!

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Other Episodes Referenced

[#246 & #247 Interview with Tim Ferriss: Secret \(or Not-So-Secret\) Routines, Experiments, and Absurd Questions from a World-Class Performer](#)

[#291 Logically Override the Default: How to Stop Procrastinating, Scrolling, and Getting Distracted](#)

[#251 Unconscious Bias: My Role in Social Injustice](#)

[#283 How to Build a Personal Dream Team That Will Streamline, Simplify, and Optimize Your Life](#)