



NAVIGATING CO-CREATION

Seven biases that get in the way of *thinking up*

What's happening...

The bias

To counteract...

Being too familiar with the topic can prevent us from seeing things anew

1 CURSE OF KNOWLEDGE

Solicit inputs from different systems and outsiders, allow time for new associations

Losing our own voice and following the majority results in groupthink

2 CONFORMITY BIAS

Seek individual contributions and decision methods, welcome disturbance

See also: Bandwagon effect

Inputs that spring to mind first, may skew or limit thinking

3 AVAILABILITY BIAS

Gather and curate inputs, apply relevant filters, visualisation and task structuring to manage cognitive load

See also: Information overload

The context and delivery influence how we respond, like a filter

4 FRAMING EFFECT

Map and explore multiple perspectives, expanding and changing frames

See also: Anchoring

Thinking what we have is good enough, when something better might be around the corner

5 STATUS QUO BIAS

Initiate long term orientation, radical scenarios, apply transformative stories, zero-basing, and iteration

See also: Ambiguity effect, endowment effect

We reject what contradicts our beliefs or opinion, "being right" prevents openness to change

6 CONFIRMATION BIAS

Give power to the purpose, involve others and use balanced input approaches

See also: Not invented here bias

Concern about the possible downside outweighs the possible upside, we are playing it safe

7 NEGATIVITY BIAS

Suspend judgement, find the positives, find the playfully light

"Think up", encouraged Alex Osborn, "You can think up better if you team up with others." Co-creation refers to partnering with others to create new possibilities. The cognitive biases that help us make decisions quickly may prevent us from contributing our full creative potential when working with others. At Creativer, workshop sessions, pre-tasks and techniques are designed to help teams push past biases... to think up.