

Session 4:

Decision Making

In session 4 you'll learn how humans make meaning and make decisions with cognitive biases. You'll also be doing a few exercises to help you apply these techniques to your life and the lives of others.

- Humans often do not make decisions consciously or logically. Unconscious incentives drive us to make decisions.
- We make very different decisions when we are under pressure, than when we are relaxed.
- When you are in the state of relaxation, or your highest self, you have the ability to see conscious consequences and you can connect the decisions of the past and relate it to the future. On the other hand, when we're stressed and triggered, we lose this ability to think into the future.
- The enemy of decisions is ambiguity, mistrust, and confusion. When someone doesn't understand the information, or doesn't trust another person, they'll want to get away instead of making a decision.
- *Cognitive Biases* - Automatic preferences, that humans have internally, that are set at birth.
- The fear of loss is twice as powerful as the desire for gain. So, you'll want to talk twice as much about what someone will lose, as what they will gain.
- *Risk Aversion* - We want to avoid situations where there's a risk of loss.
- *Ambiguity* - We don't like a situation where we're not sure what the implications are.
- We humans love to see that we're right. It's important to help people see where they're right. Don't argue with them and make them wrong.
- *Win-win or no deal* - Approach the situation of persuasion with, "I'm not going to make a deal with you unless we both win."
- The mind assigns meaning to experiences that have happened in our lives and associations are being made constantly. We learn through association.

- **EXERCISE:**

- Take the list you made of your fears and frustrations, and turn them each into a question that starts with the word "how".
- Example: If your fear is not being able to find a good partner to start a family with, your question would be, "How do I find a good partner to start a family with?"
- *Reframing* - Meaning is context dependent. We decide what something means by the context in which we find it. When you change the context, you change the meaning.
- The slight of mouth patterns (Richard Bandler) are where when you use these patterns you can change how people make meaning to things inside their mind. Here are 5 ways to reframe a situation:
 - Put a new context or frame around the situation.
 - Zoom in and actually change the content of the situation.
 - Ask the question, "What will be the outcome if you keep your current belief forever?"
 - Ask the person to explain their thinking process in detail.
 - Give a counter example and create an argument.

- **EXERCISE:**

- Make the commitment that you're going to use win-win or no deal.
- Take one of your fears/frustrations from your list, and use one of the 5 reframing techniques to reframe it. Notice your emotional shift when it happens.