



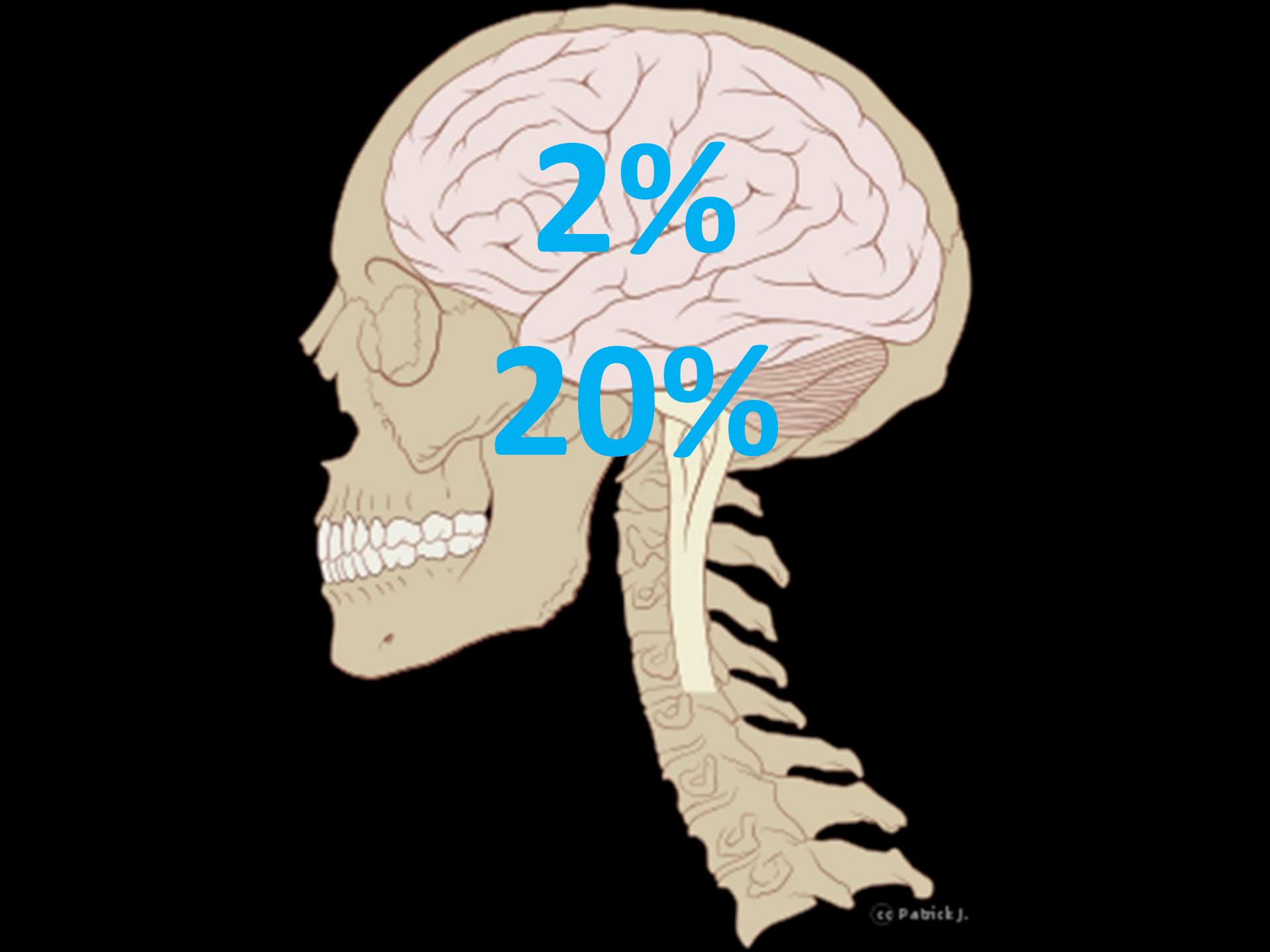
Insights – Human Factors in Decision Making

Presented by David Parsons

Human factors in decision making



©C.Patrick J.

An anatomical illustration of a human head in profile, facing left. The brain is shown in pinkish-red, and the spinal cord and vertebrae are visible in the neck area. The image is set against a black background.

2%

20%



Humans

- Induction
- Narrative fallacy
- Confirmation bias

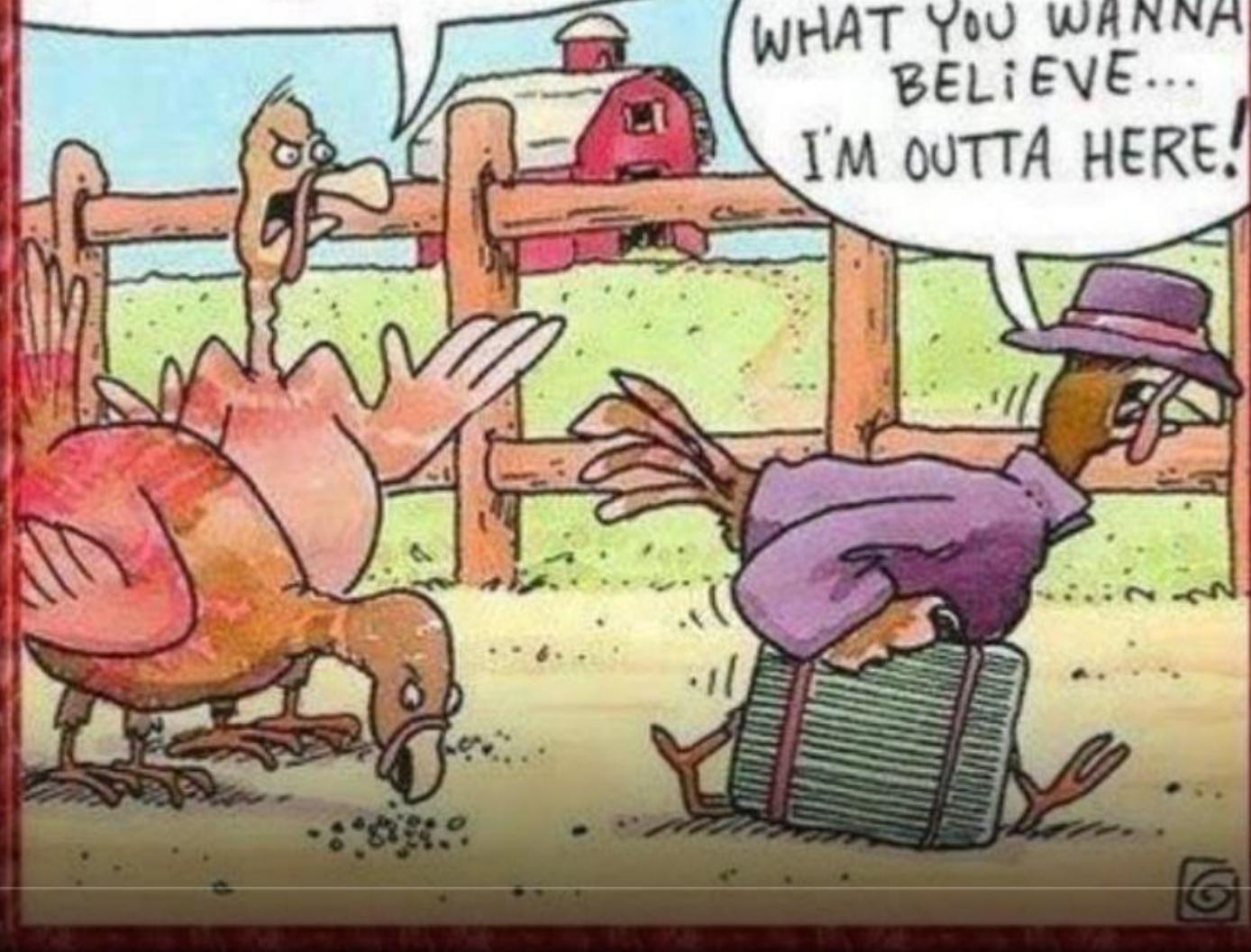






BE REASONABLE, FRANK.
IF HE WANTED US DEAD,
WHY WOULD HE FEED
US SO MUCH?!

HEY! BELIEVE
WHAT YOU WANNA
BELIEVE...
I'M OUTTA HERE!



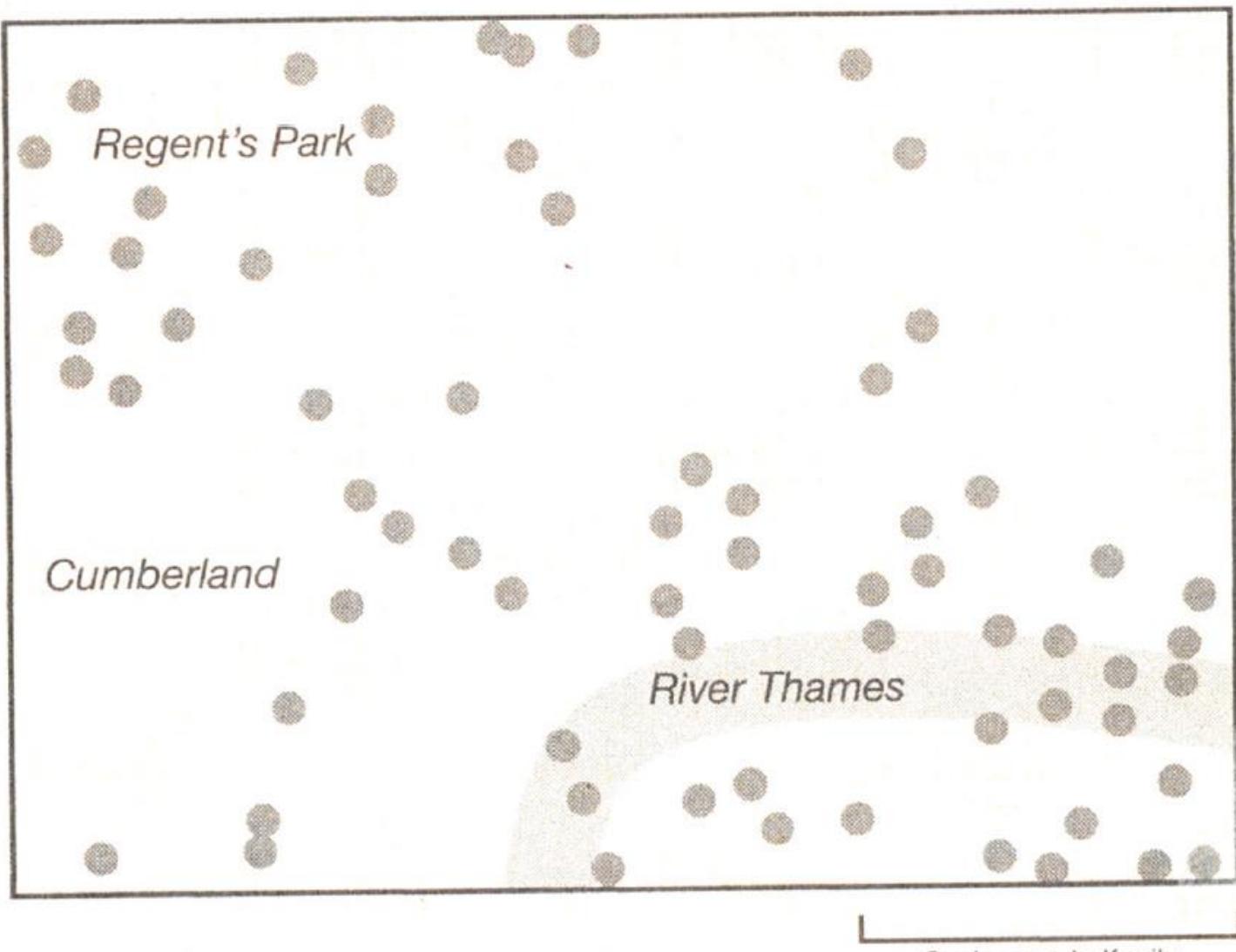


Figure 1.3. Map of London showing V-1 rocket strikes (Adapted from Gilovich [1991])

20

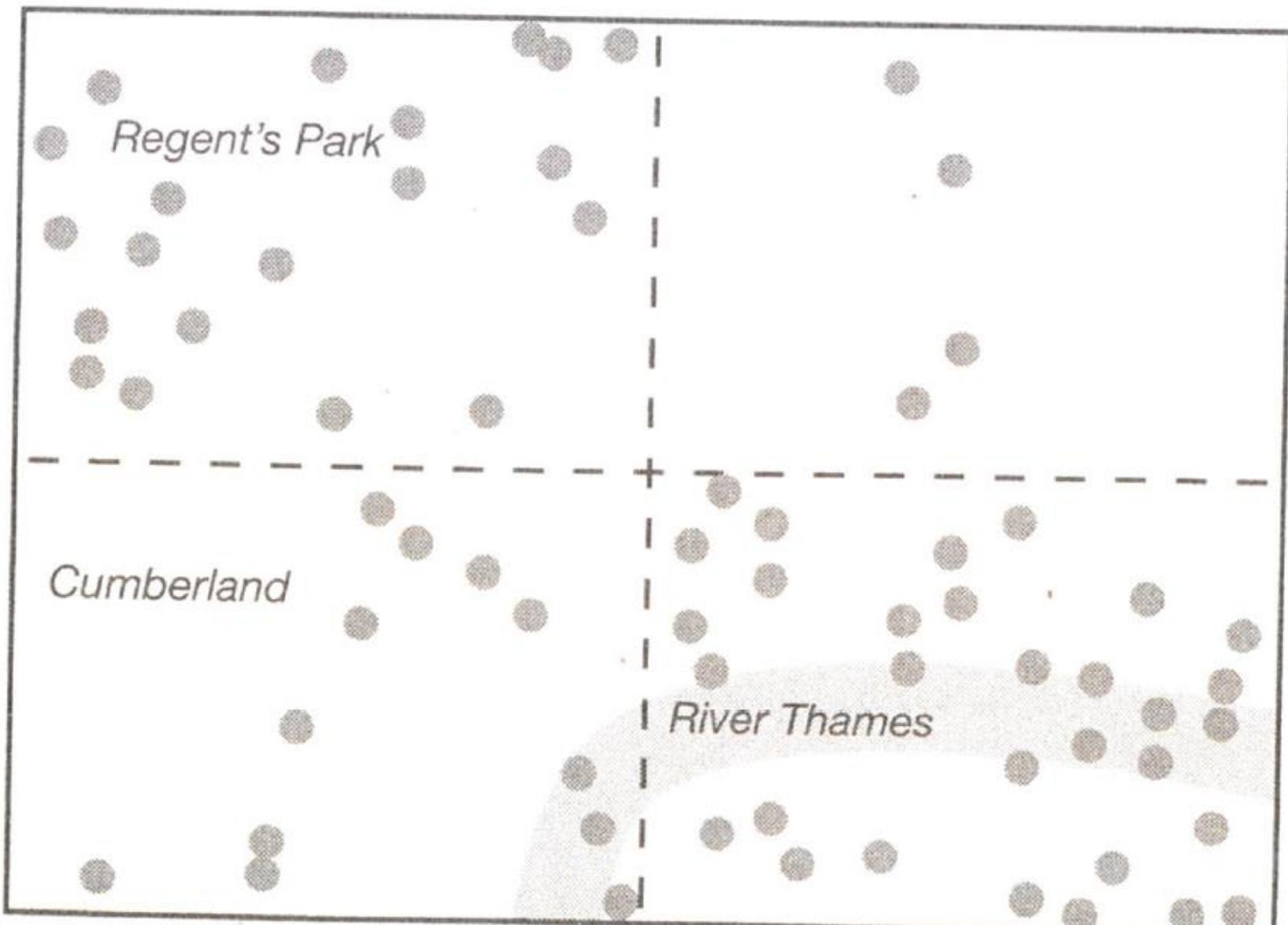
Cumberland

12

River Thames

4

31



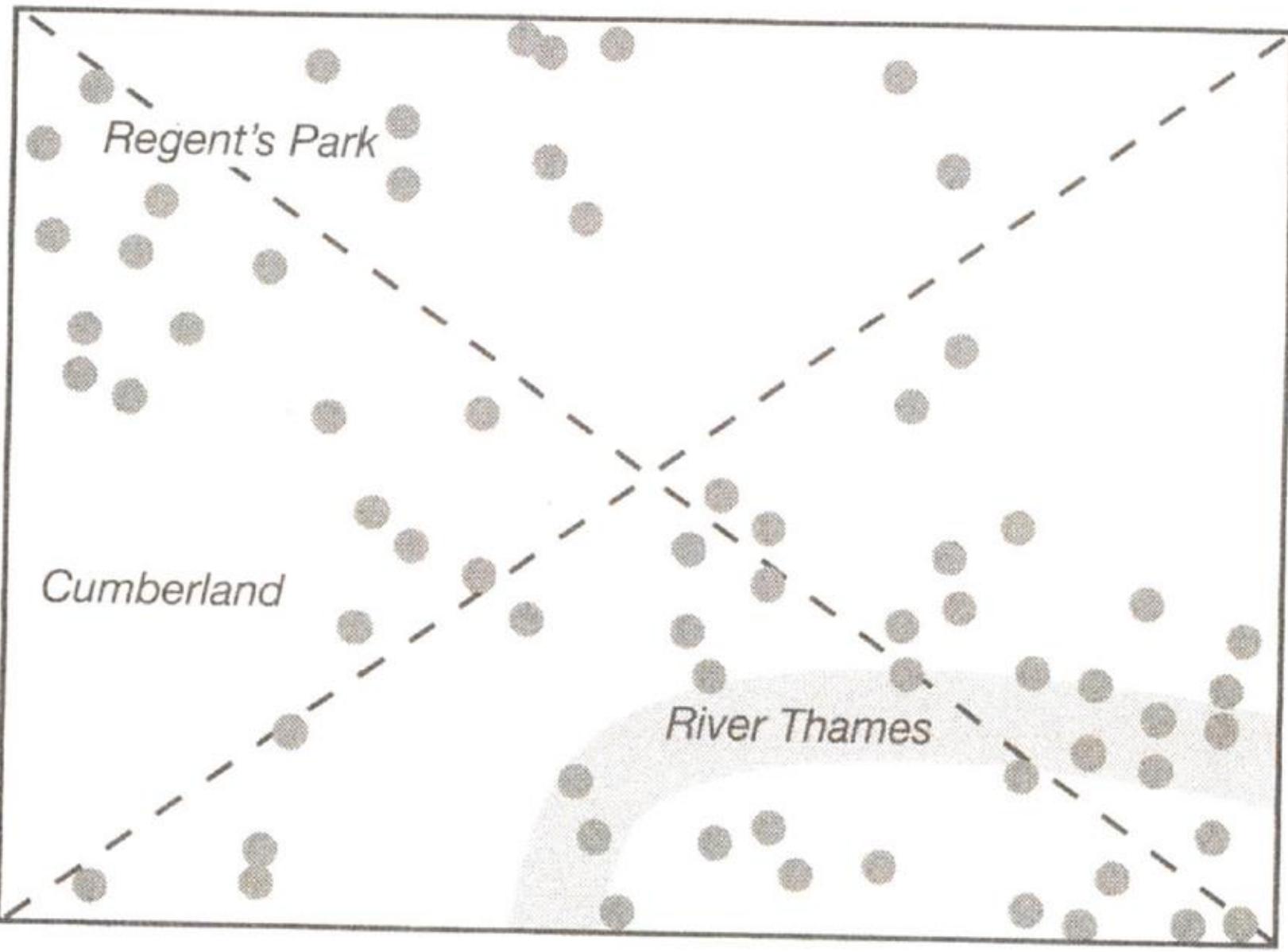
Scale: one-half mile

10

16

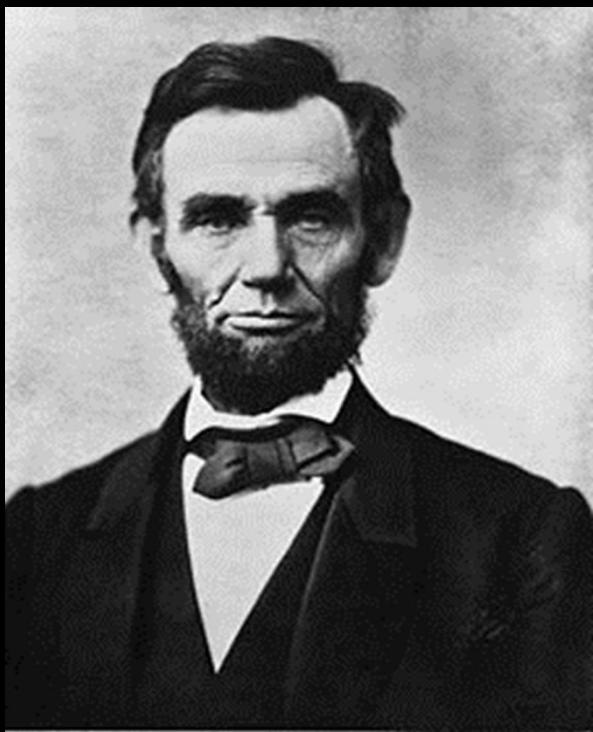
18

23



Scale: one-half mile







4TH GRADE
GREENSBORO SCHOOL
FRANKLIN PARK NJ 07013

SENATOR DASCHLE
509 HART SENATE OFFICE
BUILDING
WASHINGTON DC 20510-3407

09-11-01

YOU CAN NOT STOP US.
WE HAVE THIS ANTHRAX.
YOU DIE NOW.
ARE YOU AFRAID?
DEATH TO AMERICA.
DEATH TO ISRAEL.
ALLAH IS GREAT.

TOM BROKAW
NBC TV
30 ROCKEFELLER PLAZA
NEW YORK NY 10112

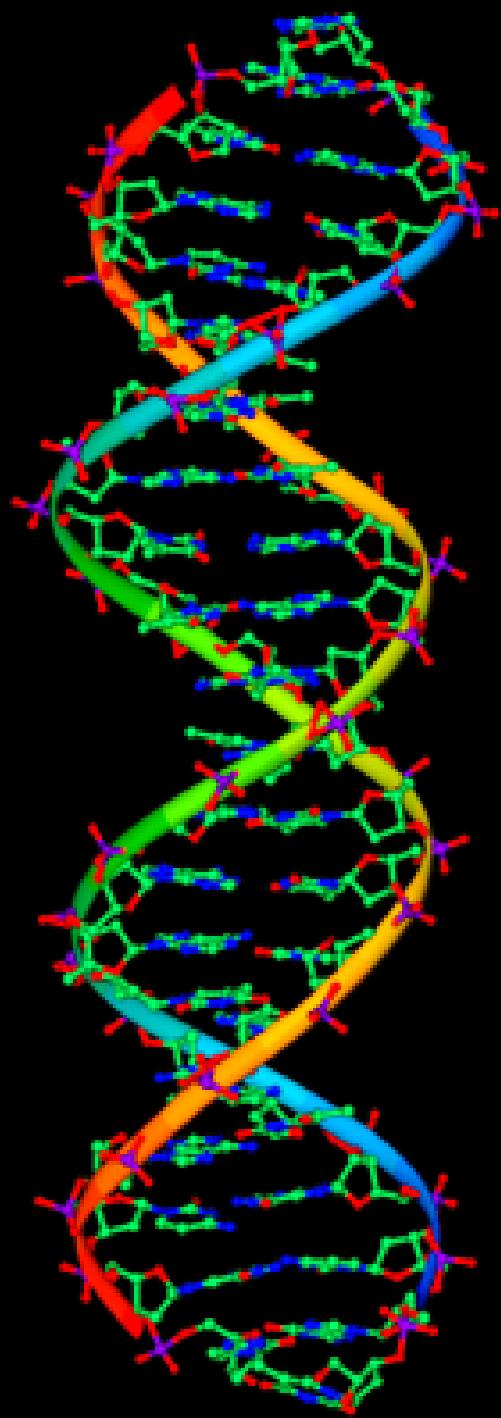
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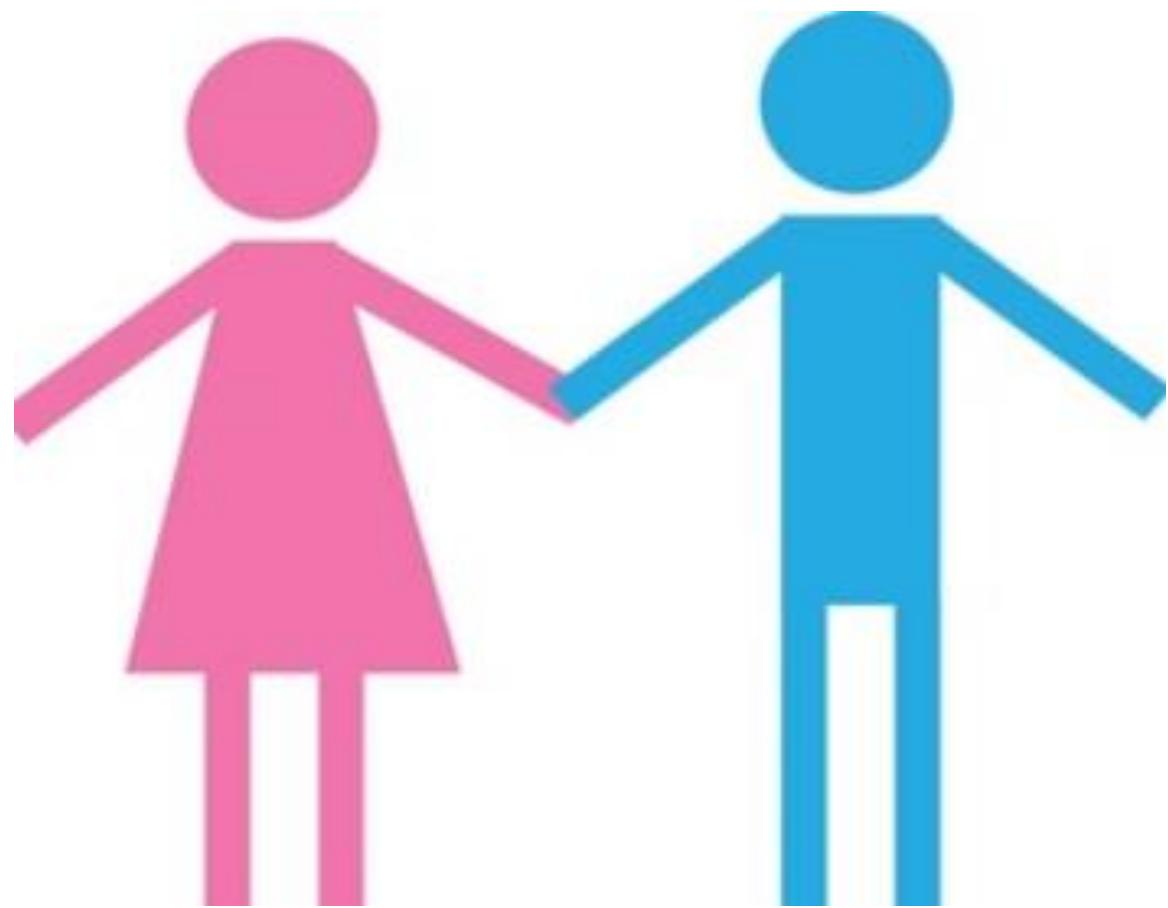
THIS IS NEXT
TAKE PENICILLIN NOW
DEATH TO AMERICA
DEATH TO ISRAEL
ALLAH IS GREAT

Editor
New York Post
1211 Ave. of the Americas
New York NY 10036

09-11-01

THIS IS NEXT
TAKE PENACILIN NOW
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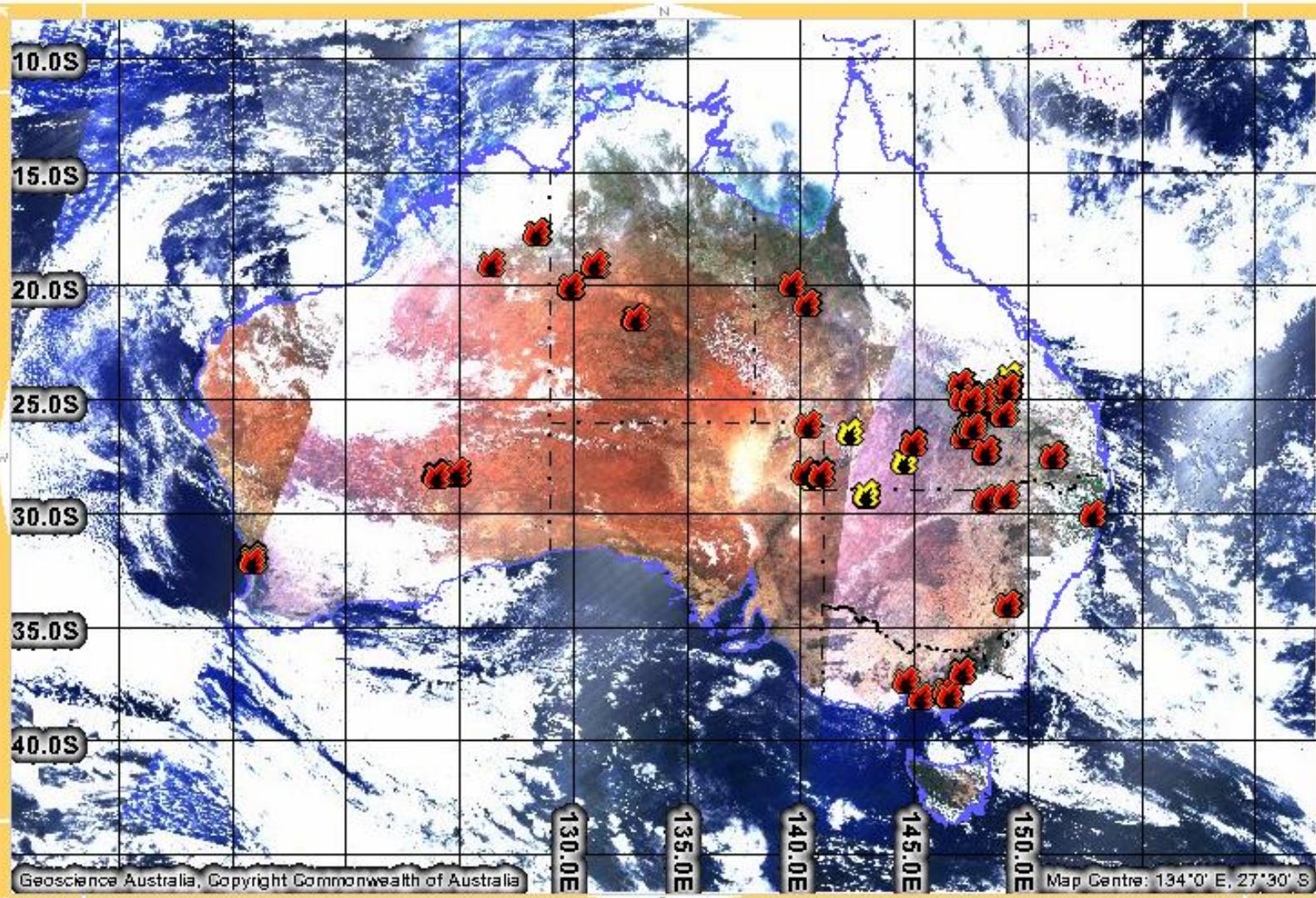


Our focus

- http://www.youtube.com/watch?v=IGQmdoK_ZfY

Change blindness

- <http://www.youtube.com/watch?v=wBoMjORwA-4&feature=plcp>



Geoscience Australia, Copyright Commonwealth of Australia

130.0E

135.0E

140.0E

145.0E

150.0E

Map Centre: 134°0' E, 27°30' S

Latest SHP Hotspot Data: 2013-01-23 16:46 AEDT / Updated: 2013-01-23 17:08 MODIS Mosaic: 2013-01-23 12:24 AEDT

Scale: 1: 33,482,000

go

Map Tool: Zoom In

Refresh Map

See
dis



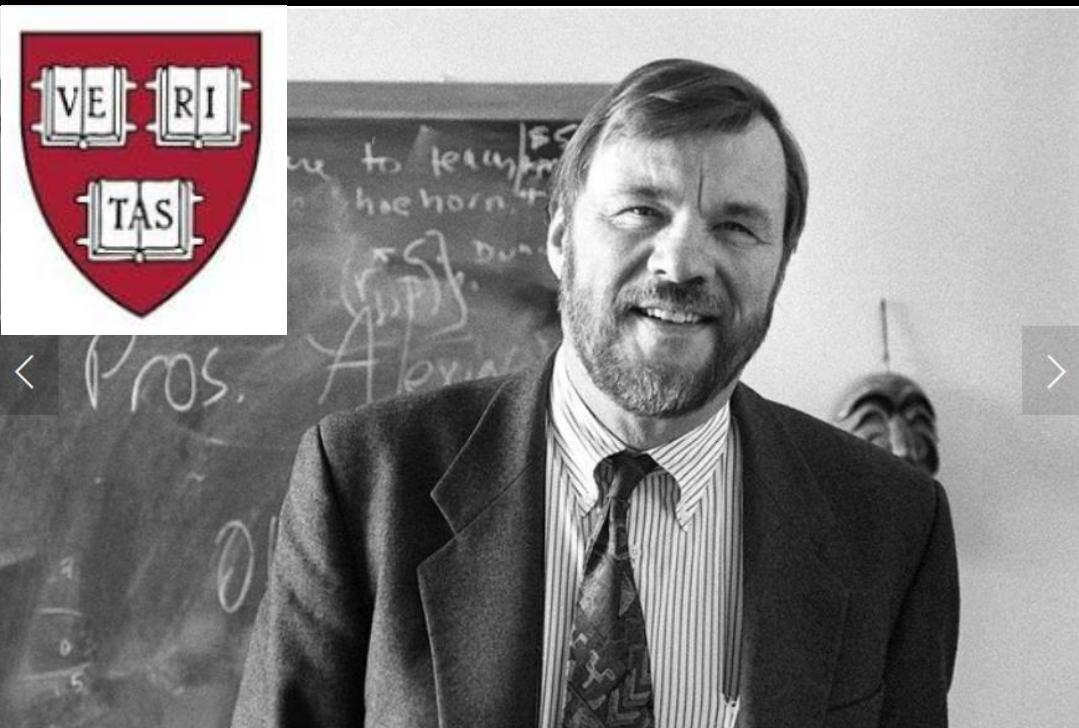
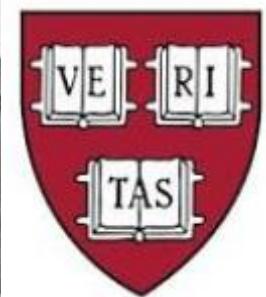
Groups

- <http://www.youtube.com/watch?v=KE5YwN4NW5o>

Obedience - Milgram

- <http://www.youtube.com/watch?v=IzTuz0mNIwU>

60-30-10





“The beginning is the most important part of the work.”

Plato

Greek philosopher and writer

429–347 B.C.E.





77%

A photograph of a crashed airplane fuselage lying on a grassy hillside. Thick black smoke billows from the wreckage. In the foreground, the tail section of the plane is visible, featuring a red, white, and blue logo. The background shows a cloudy sky and some hills.

77%

44%

FEMA

Federal Emergency Management Agency





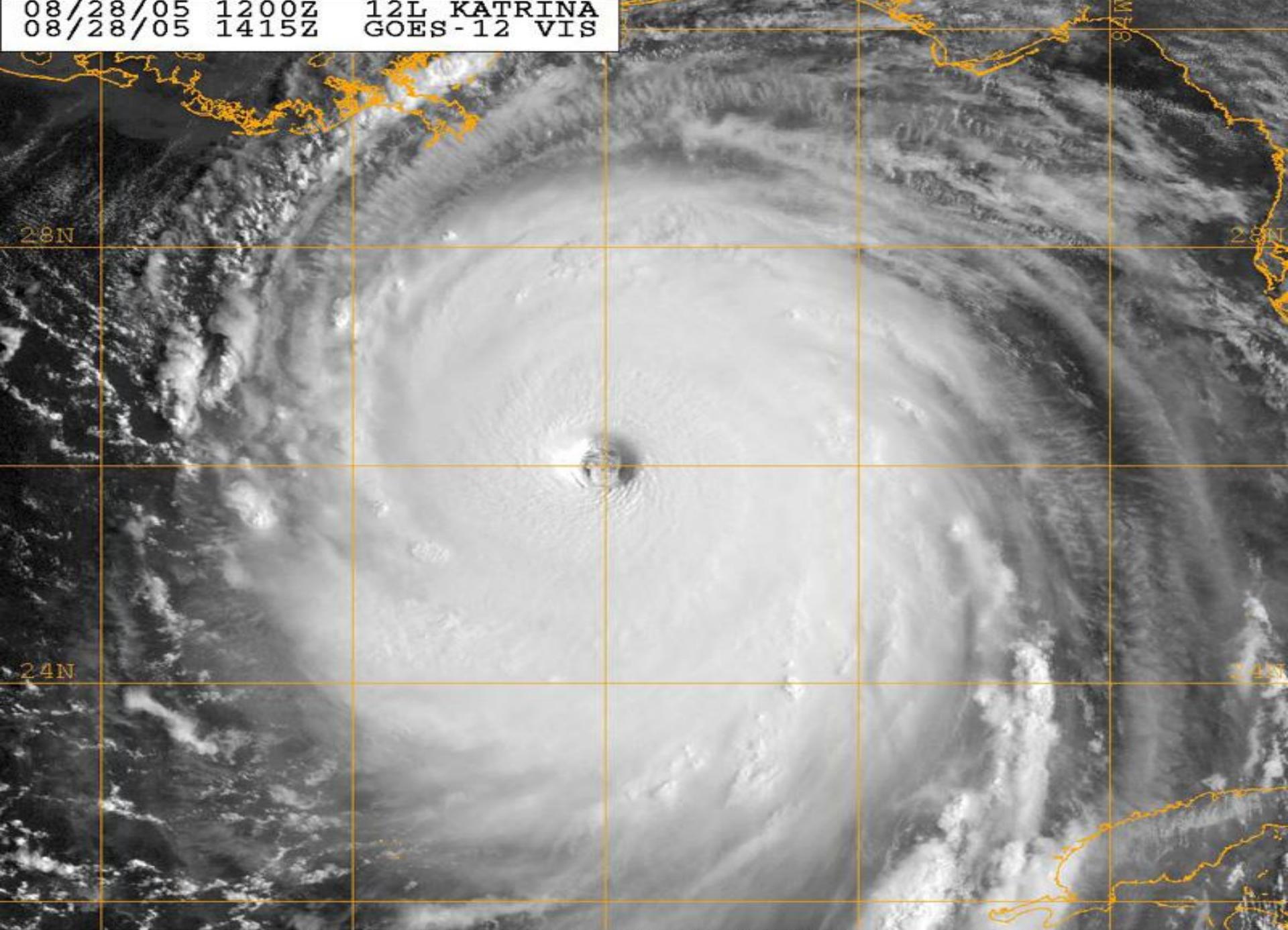
4-18-95







08/28/05 1200Z 12L KATRINA
08/28/05 1415Z GOES-12 VIS











WAL*MART



Douglas Doan and unusual
procurement

FEMA





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53

UNITED
HOMES FOR YOU
RELIEF
CENTER



Sheriff Harry L.





Admiral Thad Allen





Sydney
WATER
COMMUNICATIONS

A black and white portrait of Marlene Dietrich, looking slightly to her right. She has dark, wavy hair and is wearing a dark, high-collared garment. The lighting is dramatic, with strong highlights and shadows.

Marlene DIETRICH

Trust

- “... trust has to grow out of patterns of practice over time in which people learn that they can depend on each other to behave in predictable ways in high stake activities.
- City, Elmore, Fiarman and Teitel 2009

Shannon's Information Theory



www.fotoeinfach.com

34%



7

- <http://www.youtube.com/watch?v=1oBTzbKx0jo>



Team Climate

Investigator: As a manager, how do you seek out dissenting opinions?

MMT Chair: Well, when I hear about them.

Investigator: By their very nature you may not hear about them.

MMT Chair: Well, when somebody comes forward and tells me about them.

Investigator: But, what techniques do you use to get them?

Apparently, the MMT Chair offered no response to this final question.

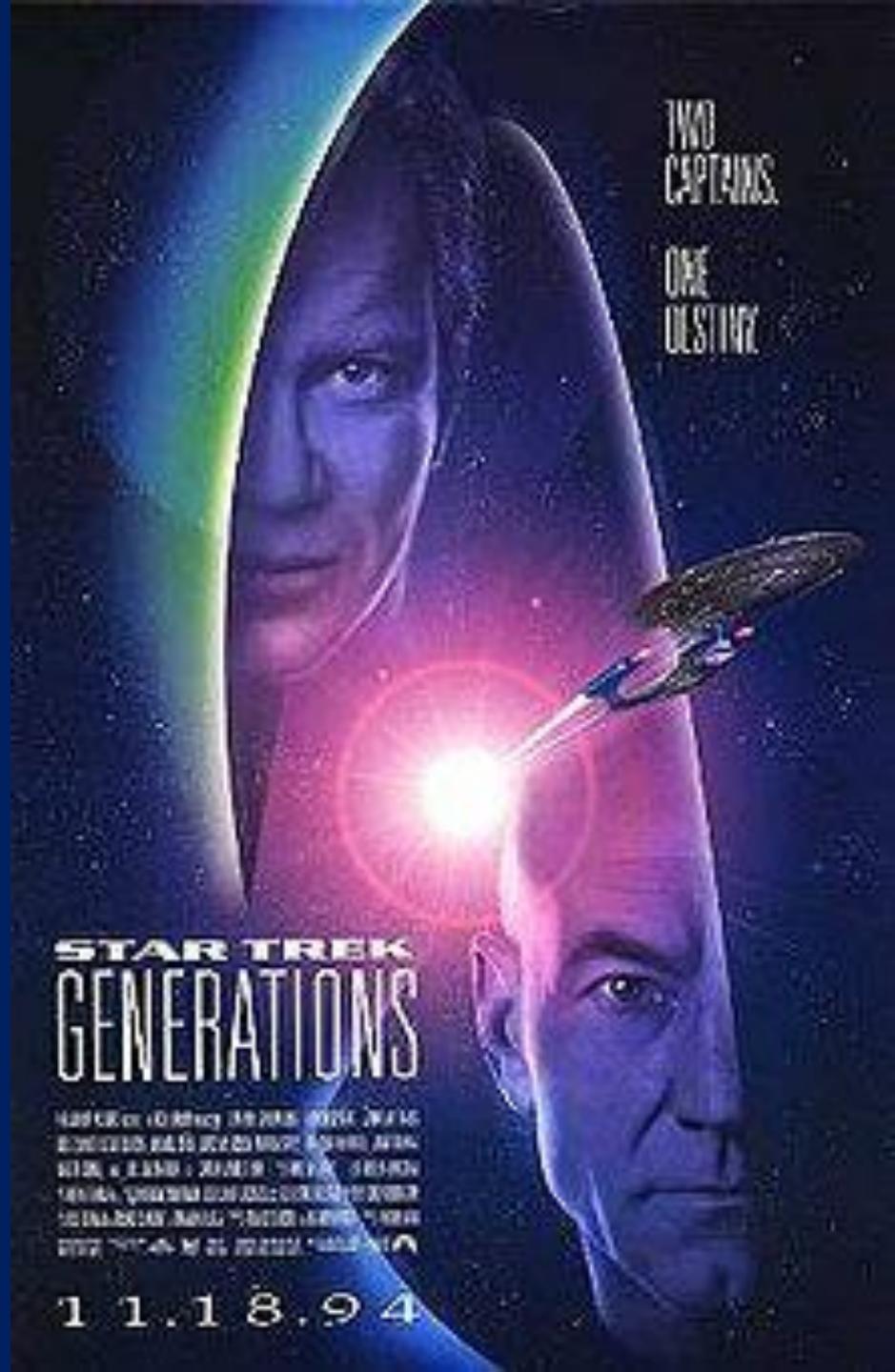
Red flag conditions



Zero Gravity Thinkers



3G teams
G20 teams







**It's not hard to
make decisions ↗
once you know what
your VALUES are.**

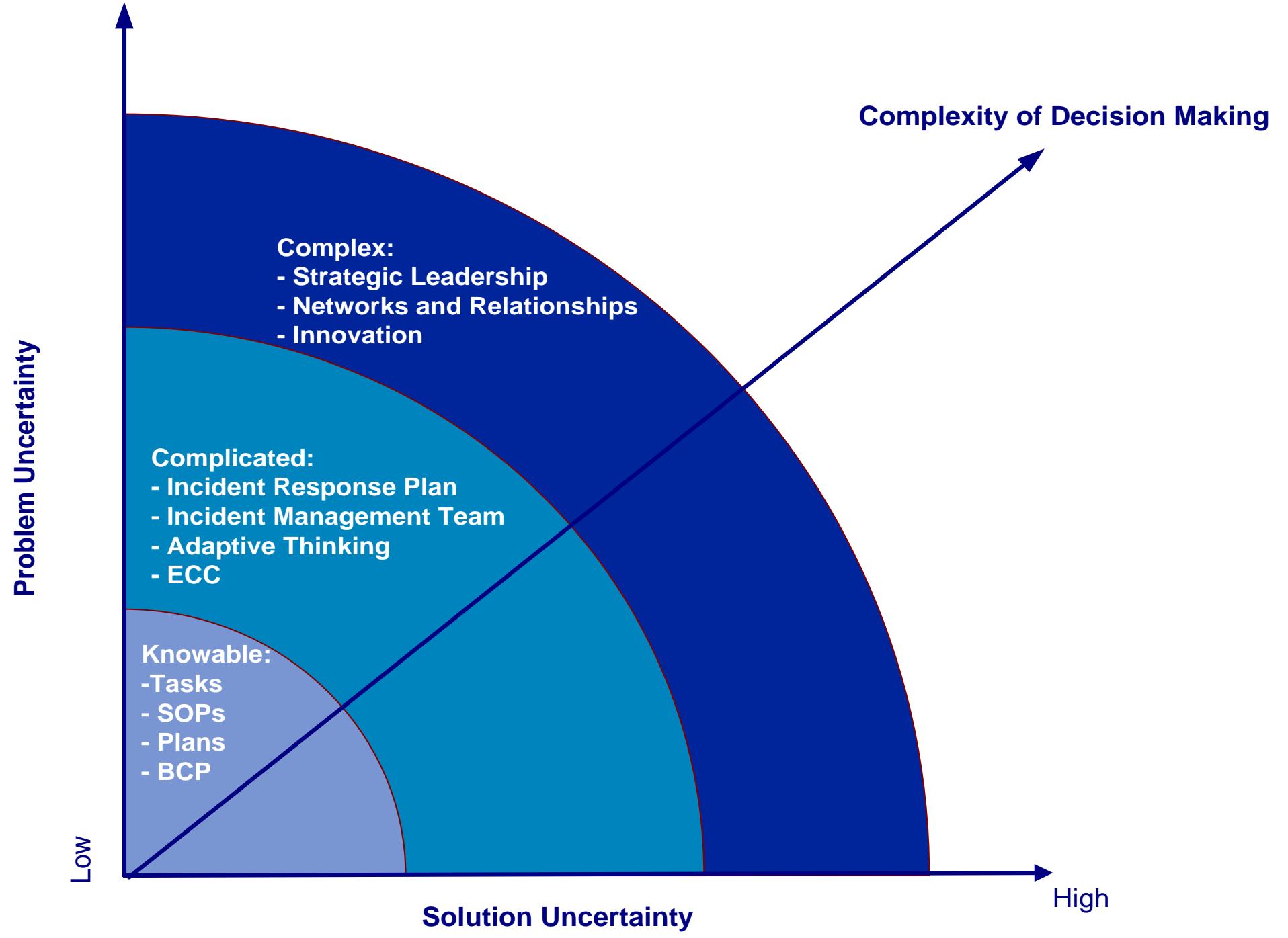
~ Roy E. Disney

US Airways Flight 1549



Chesley Burnett Sullenberger III





Our path



- Adversity leadership
- Improving
 - information interpretation
 - teamwork
 - decision making
 - focus



so

one in all in

can do attitude

values & beliefs

empowerment

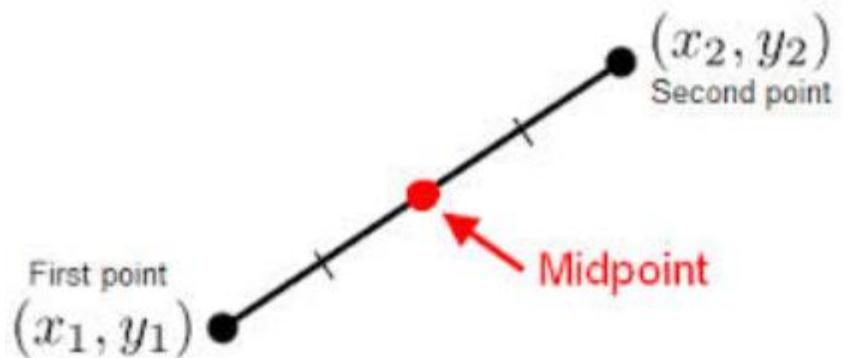
trust

rule breaking

goal sacrifice

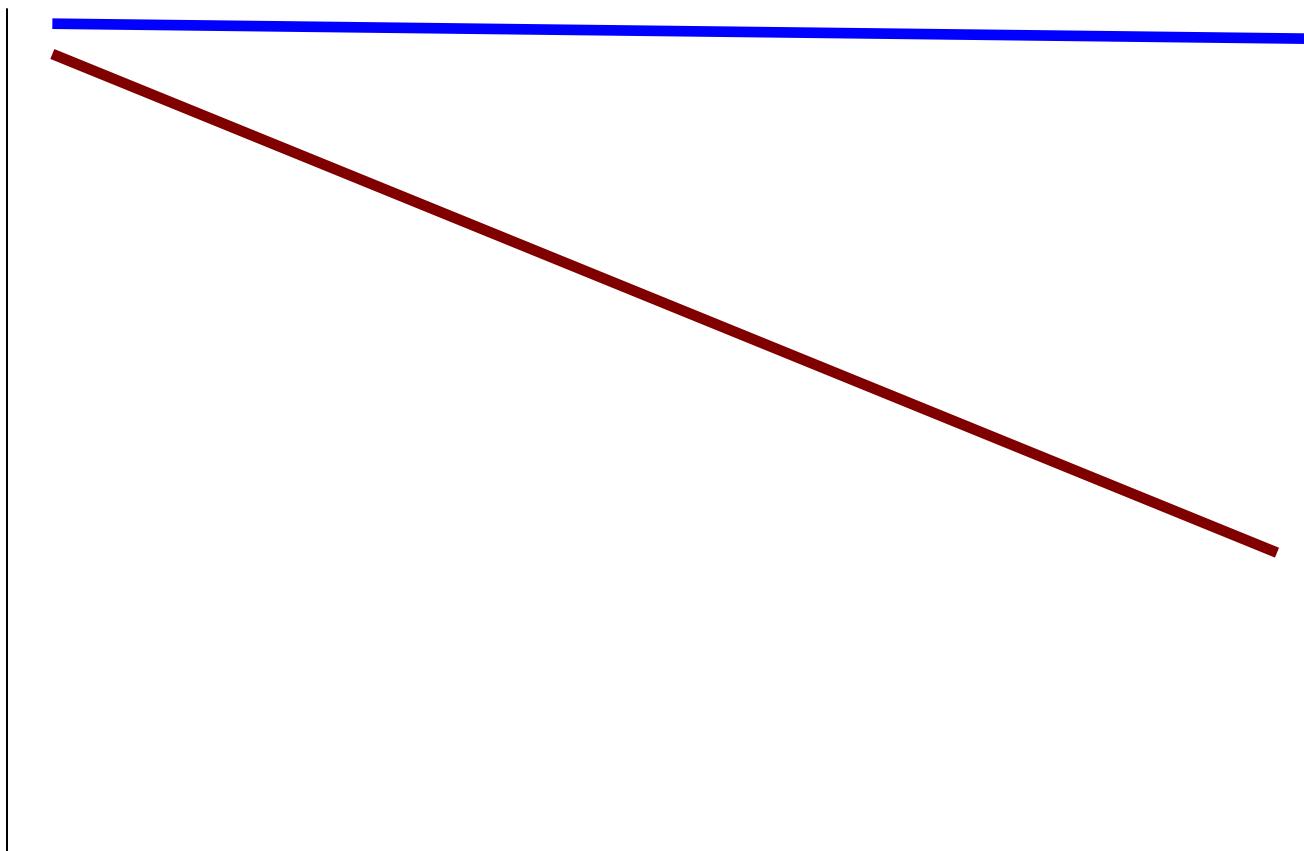


S T R A T E G Y





Decision making & wisdom

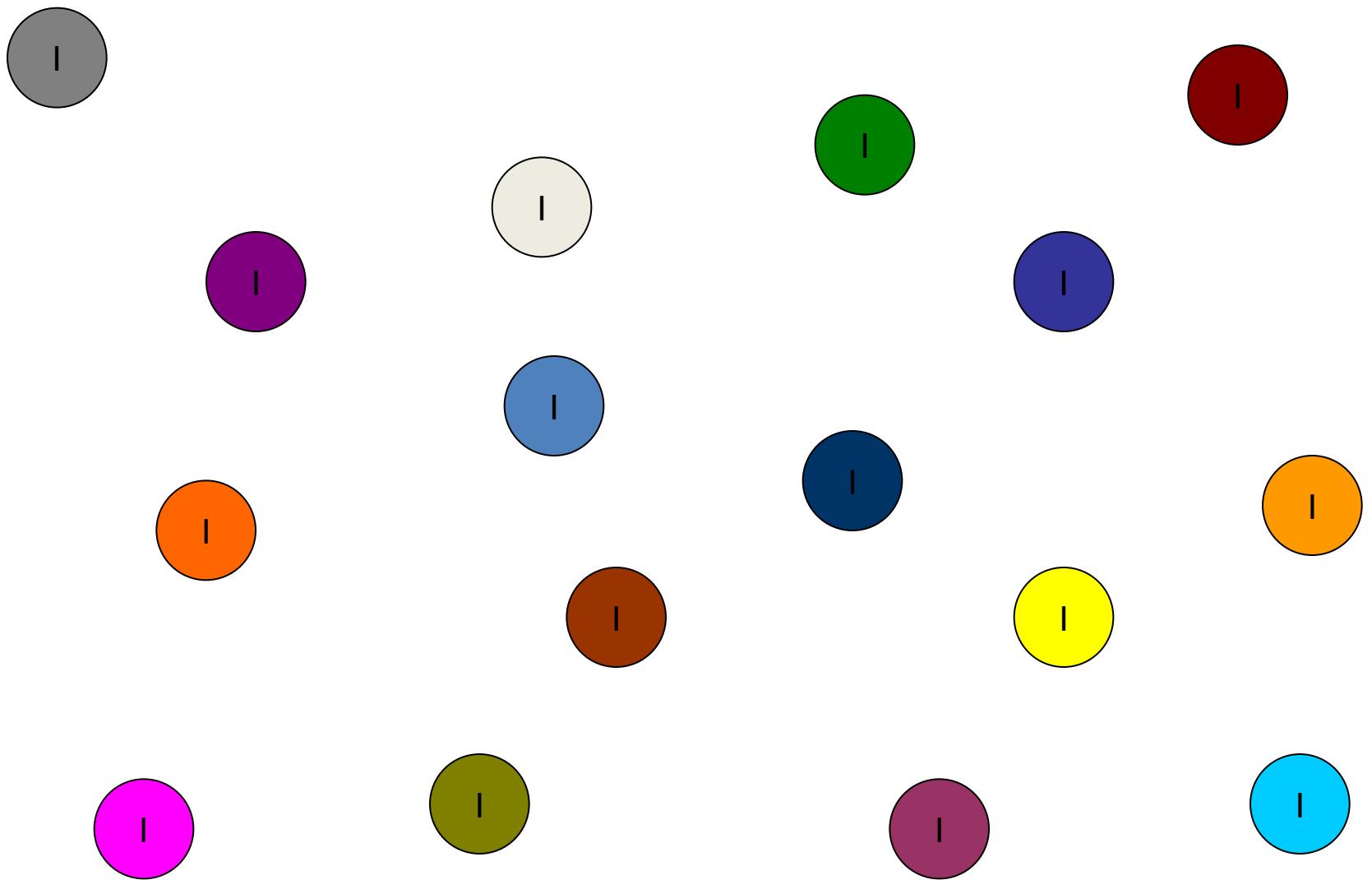


More

Time

Less

Information



Information

