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The ID Experience
Today

The Bias Barrier

Break (2:30 – 3:00)

The Humor Vault
Is / Is not
$62B revenue
10.5M souls in our care
173k employees
49k nurses
17k physicians
37 hospitals
621 medical offices
2500 innovators
25 care delivery orgs
15 safety net org
3 design firms
3 foundations
10 years of learning
Snowflake Handshake
The numbers game...

Here are my numbers: 2, 4, 8

Propose your own to determine the pattern
Here comes bias.
A cognitive bias refers to a systematic pattern of deviation from norm or rationality in judgment, whereby inferences about other people and situations may be drawn in an illogical fashion. Individuals create their own "subjective social reality" from their perception of the input.
Bias

A cognitive bias refers to a systematic pattern of deviation from norm or rationality in judgment, whereby inferences about other people and situations may be drawn in an illogical fashion. Individuals create their own "subjective social reality" from their perception of the input.

AKA: YOU THINK YOU ARE MAKING A DECISION FOR ONE REASON, BUT ITS FOR SOMETHING ENTIRELY DIFFERENT
Confirmation bias
Did you read my paper on confirmation bias?

Yes, but it only proved what I already knew.
What: Look for confirmation of hypothesis

So What: You miss data that may show otherwise and lead you in a different direction

Confirmation bias

Researcher: Peter Watson, 1960’s,
@czuber @mccarthychris  © 2015 Kaiser Permanente / 20
Confirmation bias
Confirmation bias

**What:** Look for confirmation of hypothesis

**So What:** You miss data that may show otherwise and lead you in a different direction

5 min

Examples in your own work (5 min)

5 min

What you might do with this info now

@czuber @mccarthychris  © 2015 Kaiser Permanente / 22
Here comes bias.
Who thinks they are the smartest person in the room?
Who thinks they are the smartest person in the room?

Write down every number I say and answer each question I ask.

This will be fast!
Availability bias
"It would appear, Hopkins, that your gut feel was only indigestion"
Availability bias

**What:** Preference for what can be easily imagined

**So What:** Undervaluing of more novel ideas
Availability bias

I just don't see it

WHY AREN'T WE MORE SCARED OF MEASLES?

WITH PROFESSOR BRIAN ZIKMUND-FISHER

https://www.youtube.com/watch?v=X9udphYRJMW
Availabiity bias

**What:** Preference for what can be easily imagined

**So What:** Undervaluing of more novel ideas

5 min each

Examples in your own work

What you might do with this info now

Share with room
**Self-efficacy** refers to an individual's belief in his or her capacity to execute behaviors necessary to produce specific performance attainments.

Self-efficacy reflects **confidence in the ability** to exert control over one's own motivation, behavior, and social environment.

Bias song – take a break

https://www.youtube.com/watch?v=3RsbmjNLQkc
Be boo bop

See you at 3pm sharp.

Meep Meep Merp.
Fun/Humorous Energizer

Charlie Angeles?

What are you Doing?

Boo!! Yay!

CHARLIE'S ANGELS
Why laugh?
humor and creativity

“the person who is spontaneously humorous is, by the same token, spontaneously creative.”
~ J.D. Goodchilds

humor
the ability to perceive in an ingeniously humorous manner the relationship between seemingly incongruous things (morris, 1976)

creativity
forming of associative elements into new combinations which either meet specified requirements or are in some way useful (mednick, 1962)
Divergent thinking and age

Land and Jarman, 1998

Percentage of age group having “genius” scores in divergent thinking:

- 98% of age 3-5
- 32% of age 7-10
- 10% of age 14-15
- 2% of adults (200,000)

We are all capable of being creative.

“We are educating people out of their creativity”

Sir Ken Robinson 2006

With Permission: Barry Kudrowitz
Adult mind vs child mind
what is play?

**play** *(noun).*

freedom of movement within a given space

It is developmental and cathartic.

“It is essential for helping children reach important social, emotional, and cognitive developmental milestones as well as helping them manage stress and become resilient”

- The American Academy of Pediatrics (AAP)

It is a natural and learned schematization of life.

“A primitive and paradoxical communication, schematic expression, and a succession of disequilibrium bipolar state, with their own rules, sequences and climaxes”

- Brian Sutton Smith, PhD

It is a quality of mind.

“Play and work are words used to describe the same activity under different circumstances”

- Mark Twain

With Permission: Barry Kudrowitz
The ID Experience Redux
If at first an idea is not absurd, then there is no hope for it.

- Albert Einstein

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Thoughts and reflections from the day

Share out and discussion
The biggest question I’ve gotten in my career is this, “How do I go from understanding an idea in my head to living it in my heart?” After all, you can know a thing intellectually, but how do you make it real?

“If you want to move knowledge from your head to your heart, it requires your hands,” she said. “Creativity is the ultimate integration tool. And the best part is that it’s built in.”

In other words, we all have the power to create. And it’s in the act of doing and making a thing that you go from knowing a thing to living it.

This isn’t just a nice-to-do—it’s critical for helping you get back up after you’ve fallen, she says...also known as resilience.

-Brene Brown