Let's talk biases: Yours and your clients'.

Review this list of biases and their respective descriptions. Then select the top 3 that you've observed in your ideal clients and the top 3 you have observed in yourself.

Rate them 1 to 3 (1=most prevalent, 2=fairly prevalent, 3=somewhat prevalent).

If time allows, find a partner to discuss your results. How are they similar? How are they different?

Ideal clients	You	Bias	Description
☐	☐	**Loss aversion**	Greater sensitivity to losses than to gains
☐	☐	**Recency bias**	Give more weight to outcomes that occurred in the recent past
☐	☐	**Herding**	Being influenced by peers to follow trends
☐	☐	**Familiarity bias**	Tendency to invest in things that are familiar
☐	☐	**Mental accounting**	Applying different subjective values to the same amount of money based on its origin or intended purpose
☐	☐	**Narrative bias**	Tendency to irrationally overweight stories versus objective facts
☐	☐	**Overconfidence**	Overestimating one's own skill and accuracy
☐	☐	**Hindsight bias**	False belief that they correctly predicted a past event
☐	☐	**Information bias**	False belief that more information will improve decision-making
☐	☐	**Status quo bias**	Resistance to new ideas, new research