



HEURISTIC HACK

## Status Quo Bias

The people who are crazy enough to think they can change the world are the ones who do!



Humans like things to stay relatively the same and feel the risk of change is not worth its potential benefits. Status Quo bias refers to the tendency to like things to stay relatively the same where the perceived disadvantages of making a change (which are seen as potential losses) can outweigh the perceived benefits (which are potential gains), even if the benefits are likely to be greater.

### How to hack status quo bias?

Go into your closet and take out every piece of clothing and every shoe that you have not used in 2 years. Unless it is a special wear item, give it away to the needy. Your heuristic brain will try to stop you and heckle you with thoughts like, "Oh, not that sweater! You can't give that away. You look great in that sweater!" Just remember - you are not the same person who bought that sweater. You've moved on, and now it is time for the sweater to move on too.

