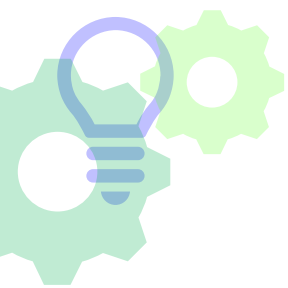
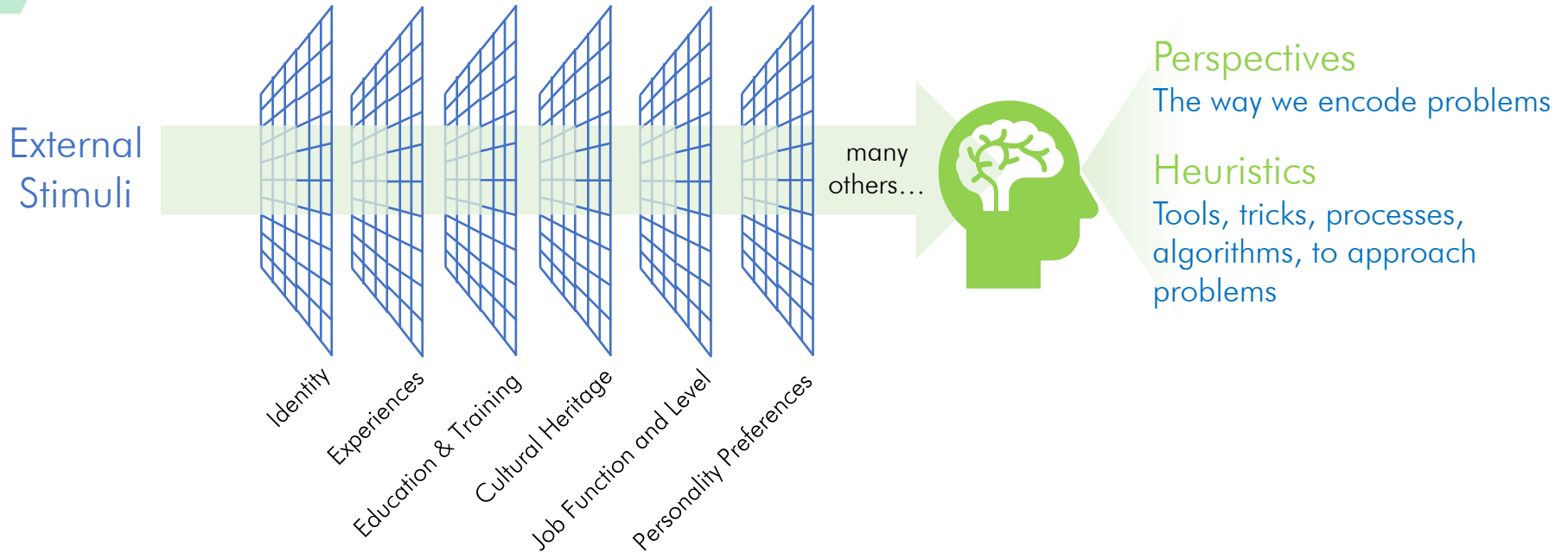




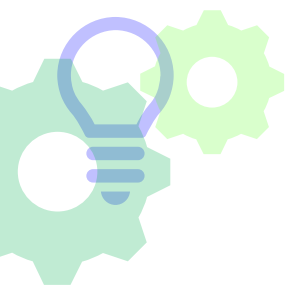
# Cognitive Diversity



# Cognitive Diversity

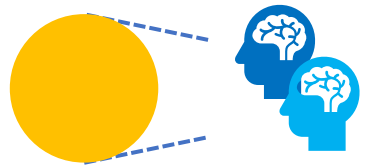


- The way we see the world is a culmination many things including our identity, experiences, education, and personality preferences
- Cognitive Diversity is having multiple perspectives involved in solving problems and multiple heuristics to solve them
- Cognitive Diversity is not the same as Identity Diversity but is equally important to innovation



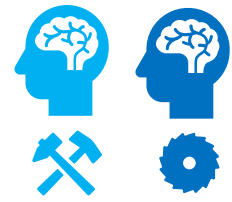
# Benefits of Cognitive Diversity

## Why Diverse Perspectives Matter



Lack of Cognitive Diversity will result in the same or similar perspectives on problems

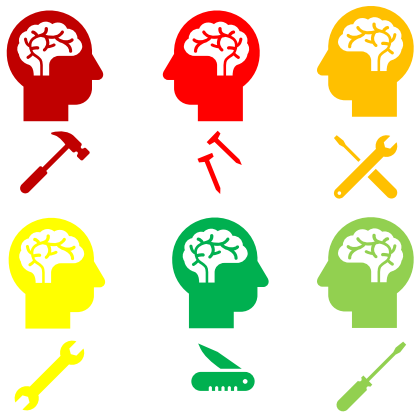
## Why Diverse Heuristics Matter



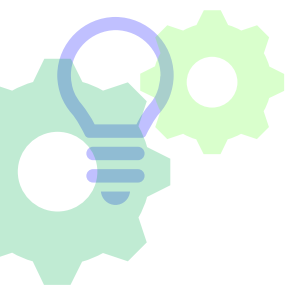
Lack of Cognitive Diversity will result fewer tools and experience to be available to solve problems



Increasing Cognitive Diversity will provide additional perspectives that may or may not provide the ultimate solution, but will always improve the ultimate solution



Increasing Cognitive Diversity will open the possibility of solutions not otherwise obvious to a few.



# Achieving Cognitive Diversity

- In the noble pursuit to diversify your workforce, consider candidates who don't see the world exactly as you do
- Personality preferences (Myers-Briggs, DISC, etc.) are one indicator of how people approach the world differently
- Include people from across the organization at all levels when trying to solve a problem
- When people offer a solution you don't understand, try and silence your inner criticism and seek to understand their perspective before making a decision