



Introduction to Strategy – Add on

Karel Pernica | 17.02.2021

Mental models and perception

Perception is trying to match some elements of the observed reality with one or more of your existing boxes

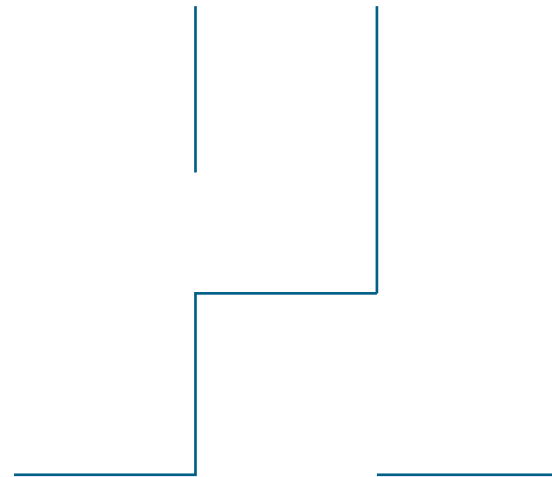
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Mental models and perception



Mental models and perception



What is business strategy?

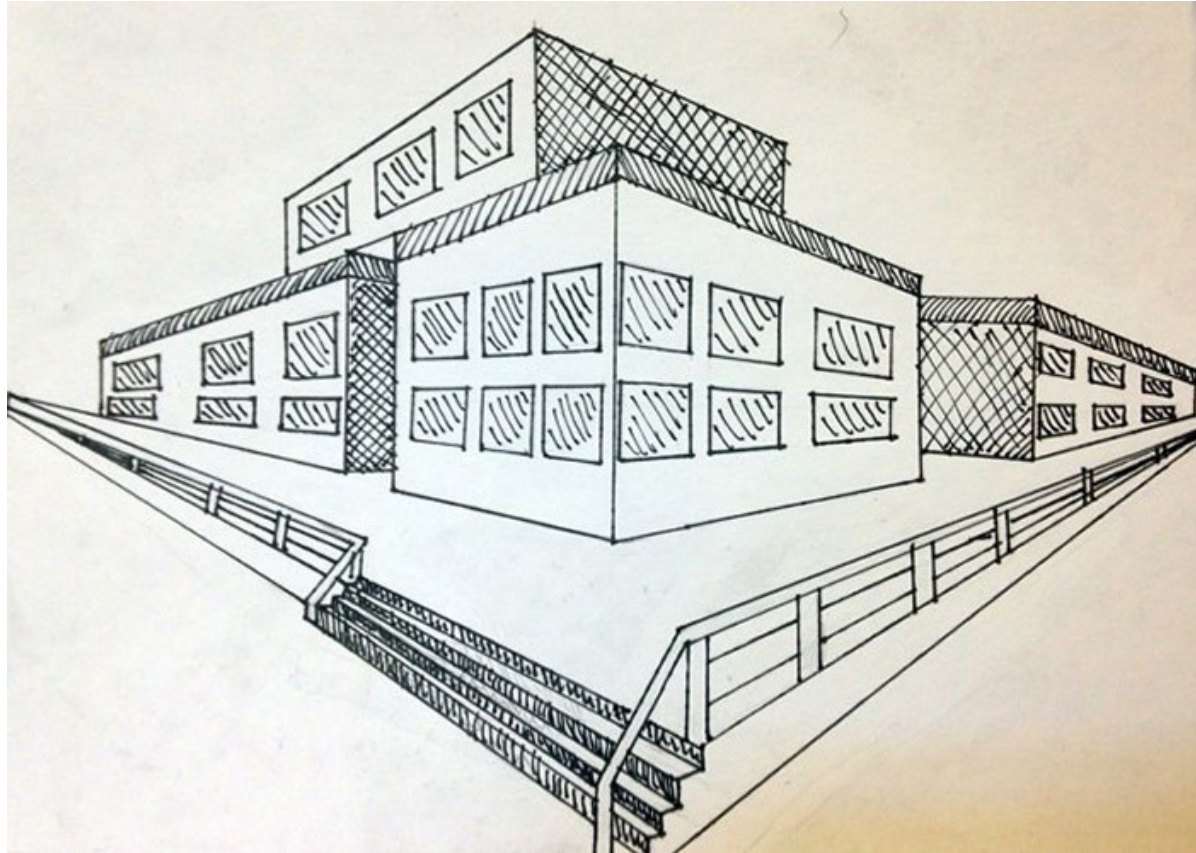
...situation when you cannot explain to yourself what is going out
(i.e. we cannot use any mental model)

This sentence has seven words.

This sentence does not have seven words.

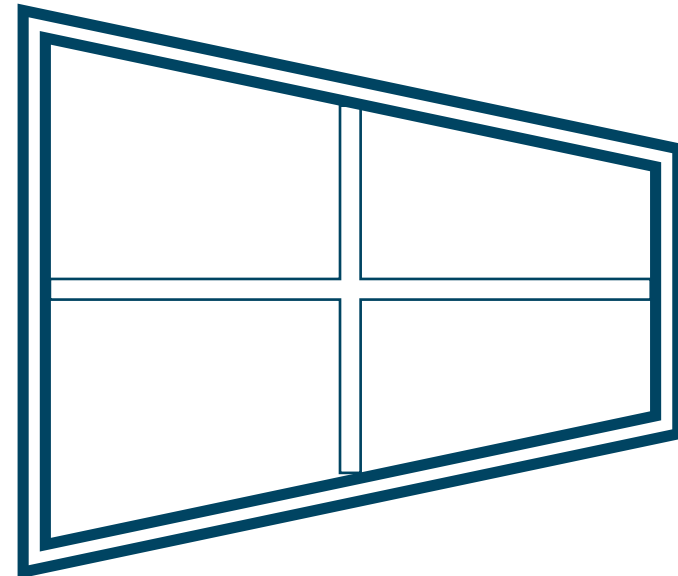
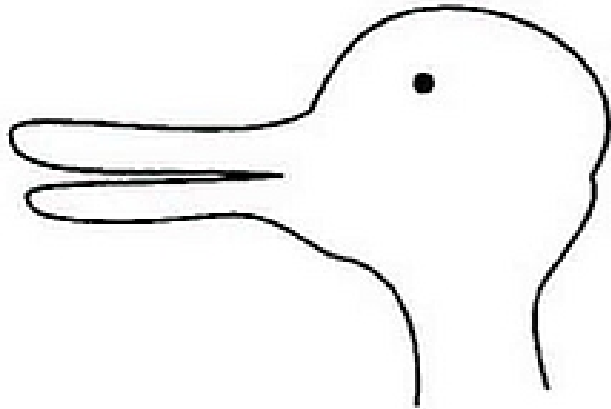


Ambiguity

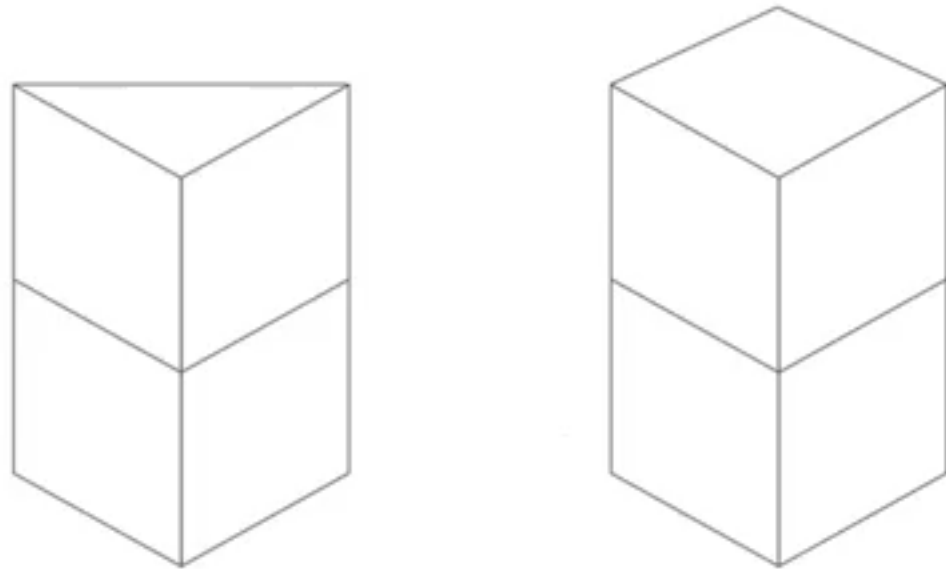


Ambiguity

...facing the same situation we could use different mental models

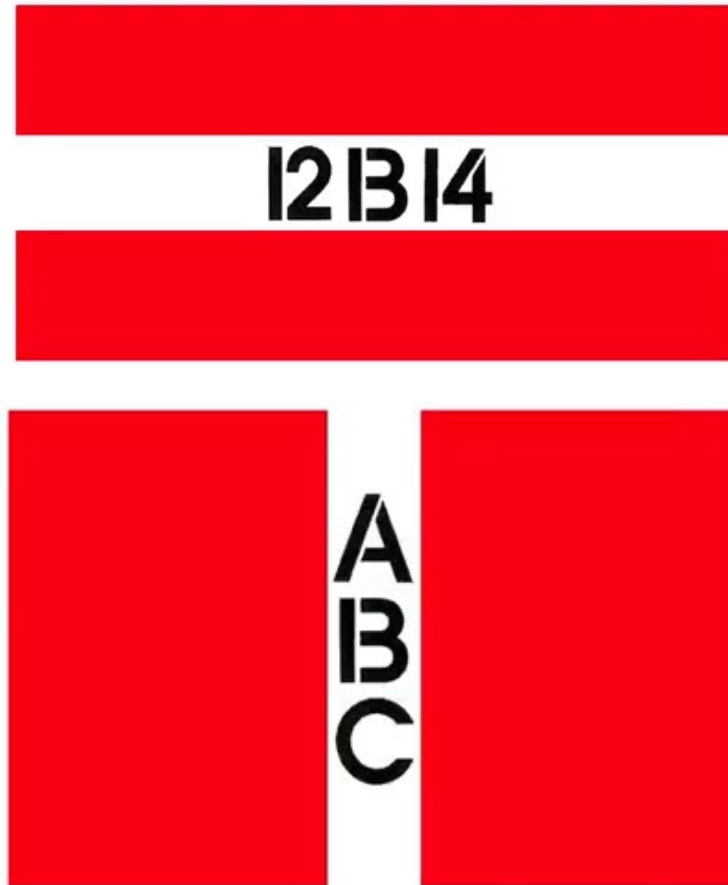


Ambiguity



Probably the most important characteristic of the brain, it is lazy.

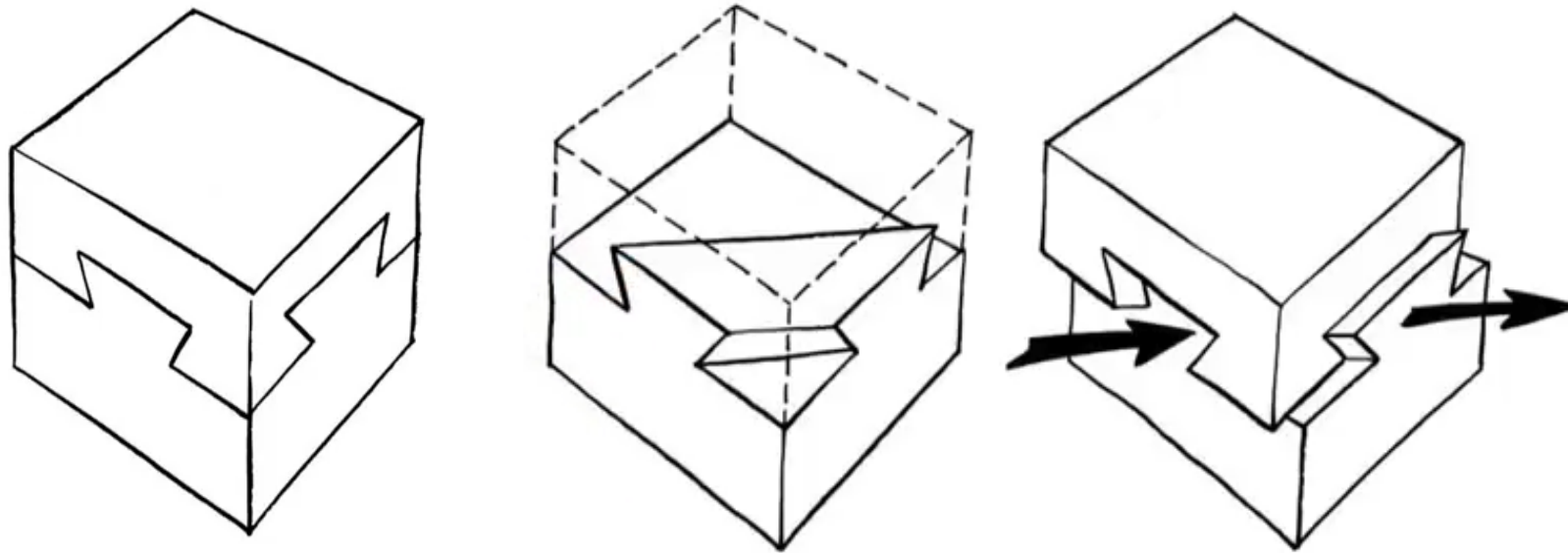
Ambiguity



Ambiguity



Ambiguity



Mistakes in logic world of deduction

Jack looks at Helen, Helen looks at Charlie. Jack is married but Charlie is not.
Is there a married person looking at an unmarried person?

- a) Yes
- b) No
- c) Not enough information

My daughter is Studying philosophy and in her spare time she volunteers for a Greenpeace and works at a women's shelter.

Do you think that there is a higher chance that twenty years from now...

- a) She will be working in a bank.
- b) She will be working in a bank and engaged in a feminist association.

Induction – we cannot go wrong but to fast

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Look at the following set and ask yourself which company does not belong there:

- a) Goldman Sachs
- b) Deutsche bank
- c) American Express
- d) Pfizer

Now take a moment and consider this set:

- a) American Express
- b) Pfizer
- c) Goldman Sachs
- d) Deutsche bank

...you frame the problem differently

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