

# *Insights, Hiring Tips, & Candidate Tips!*

## **Confirmation Bias**

The brain forms judgement in the first 7 seconds. That's confirmation bias kicking in. Train yourself to slow down snap judgment. Be aware of body language, tone and microexpressions - these set the tone before you even speak.

1.

## **Affinity Bias**

We're wired to prefer people who remind us of ourselves. That's affinity bias. Replace 'culture fit' with 'value alignment.' Don't try to be a chameleon - authenticity wins when they right match is real.

2.

## **Mirror Neurons**

People naturally mimic those they feel connected to - this builds rapport. Be aware if you're favoring someone because they mirror your energy. Subtle mirroring (body language, tone) can build trust fast.

3.

### **Confidence Bias**

Confidence bias leads interviewers to equate boldness with ability. Ask structured questions that reveal actual skill, not just style. Practice storytelling that's grounded in results, not just charisma.

4.

### **The Halo & Horns Effect**

One strong or weak trait can influence how we see everything else. Evaluate each skill independently—don't let one detail cloud your judgment. Reinforce your strengths, but anticipate questions around weaker areas too.

5.

### **Cognitive Load**

Both sides are under pressure to perform, manage perceptions, and process info fast. Simplify your format—more signal, less stress. Practice mental clarity beforehand. Prep key stories and don't cram.

6.

### **Emotional Contagion**

Emotions are contagious—your mood affects the room. Check your own state before you enter the room. Your calm = their confidence. Anchor into positive energy. Breathwork, visualization, and mantras help.

7.

### **Behavioral**

They tap into memory-based learning—but not everyone performs well on the spot. Allow time to think. Use follow-ups like “What would you do differently?” Use the STAR method, but rehearse real examples that show growth.

**8.**

### **Psychology of Silence**

Silence creates pressure. Most people rush to fill it—but it can also reveal depth. Let pauses happen. Some of the best insights come after a moment of thought. Don’t fear silence. Breathe, think, then speak with intention.

**9.**

### **Cognitive Dissonance**

People rationalize decisions after the fact to feel more certain (even when wrong). Debrief with clear scoring rubrics, not gut reactions. Take notes on how it felt, what worked, and where you’d improve—without spiraling.

**10.**