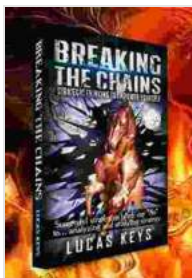


Overcome Illusory Superiority and Illusory Inferiority: A Step-by-Step Guide for New Business Start Ups

As a new business start up, you will face many challenges. One of the most significant challenges is overcoming cognitive biases, such as illusory superiority and illusory inferiority.

Illusory superiority is the belief that you are better than you actually are. This bias can lead to overconfidence, risky decision-making, and a lack of motivation to improve.

Illusory inferiority is the belief that you are worse than you actually are. This bias can lead to self-doubt, procrastination, and a lack of belief in your abilities.



Strategic Thinking to Empower Yourself: Overcome illusory superiority and illusory inferiority. A New Business Start-Up Approach. Creative Strategy for Small Business. by Dean Mosman

★★★★☆ 4.7 out of 5

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Both illusory superiority and illusory inferiority can be detrimental to the success of your new business. However, by understanding these biases and taking steps to overcome them, you can increase your chances of success.

The first step to overcoming illusory superiority and illusory inferiority is to identify your biases. There are a number of ways to do this, such as:

- **Take a cognitive bias test.** There are a number of online tests that can help you identify your cognitive biases.
- **Ask for feedback from others.** Ask your friends, family, or colleagues for feedback on your strengths and weaknesses.
- **Keep a journal.** Track your thoughts and feelings about your business and identify any patterns that may indicate cognitive biases.

Once you have identified your biases, you can begin to take steps to overcome them.

Once you have identified your biases, the next step is to challenge them. This can be done by:

- **Gathering evidence.** Look for evidence that contradicts your biases. For example, if you believe that you are a great salesperson, look for data that shows that you are not as good as you think you are.
- **Seeking out different perspectives.** Talk to people who have different opinions than you. This can help you to see things from a

different perspective and challenge your own beliefs.

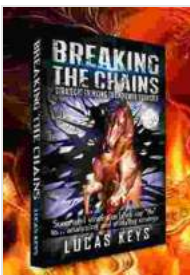
- **Reframing your thoughts.** Instead of thinking "I'm not good enough," try thinking "I'm still learning and growing." This can help you to focus on your strengths and improve your weaknesses.

Once you have challenged your biases, the next step is to take action. This means taking steps to change your behavior and improve your results. For example, if you believe that you are not good at marketing, you could take a marketing course or hire a marketing consultant.

Overcoming illusory superiority and illusory inferiority is not easy, but it is essential for the success of your new business. By understanding these biases and taking steps to overcome them, you can increase your chances of success.

If you are struggling to overcome your cognitive biases, there are a number of resources available to help you. You can find books, articles, and online courses on this topic. You can also seek out support from a therapist or counselor.

Remember, you are not alone. Many people struggle with cognitive biases. However, by taking the steps outlined in this article, you can overcome these biases and achieve success.

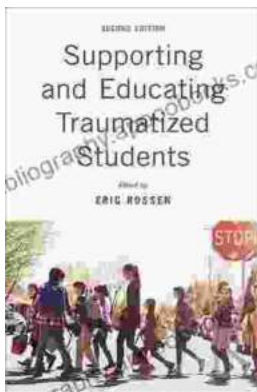


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