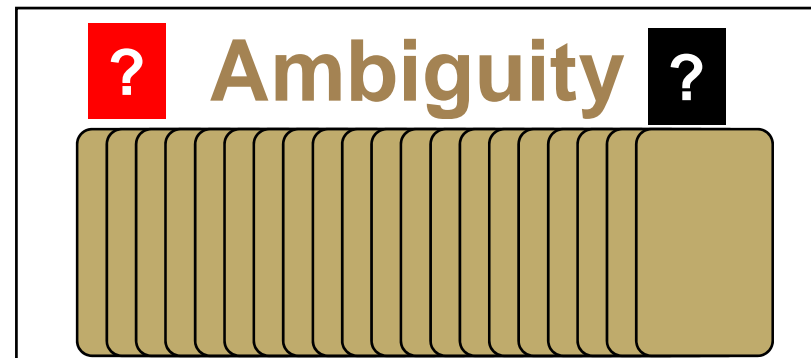
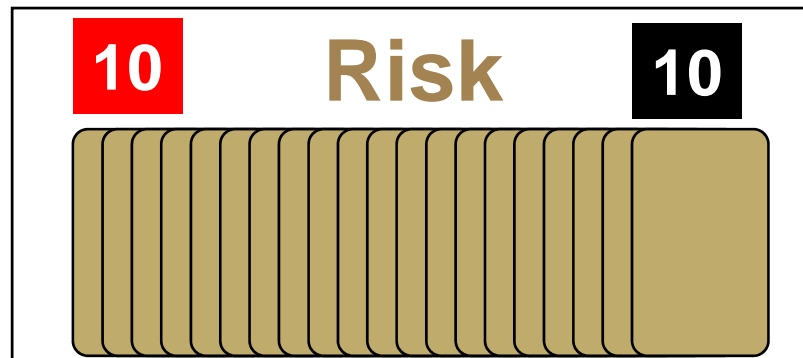


Dealing with uncertainty



- **What goes on in the brain?**
different regions – different behaviours – role of emotion
- **Emotional content – anxiety can stop us from learning**
- **Technology – dad's and their phones**
- ***So what?* Our natural response to ambiguity can inhibit innovation & leadership**

Dealing with uncertainty

Risk

Making decisions under varying levels of probability

Ambiguity

Making decisions with unknown probabilities or unknown outcomes

- “People often prefer the known over the unknown, sometimes sacrificing potential rewards for the sake of surety”
- *“Overcoming impulsive preferences for certainty [may be required] to exploit uncertain but potentially [beneficial] options”*