What is BTAE?
We often believe that we are performing better than most other people in many areas of life...

Originality
Sporting skills
Academic skills
Social skills
Leadership skills

The problem
If we think we're performing better than we are, we may overlook the need to improve our skills. This can lead to complacency.

WAYS TO OVERCOME BTAE IN THE WORKPLACE

1. Feedback on performance may not be enough on its own, so create a culture of learning.
   Those who perform poorest often do not respond adequately to feedback. Focus on training to enhance skills, as people are less prone to overconfidence when they are more skilled.

2. Give the right kind of feedback.
   Forget generic praise and the sandwich. Effective feedback is frequent, individualised and contains concrete actions for improvement.

3. Use social comparison.
   Communicate how other people are doing so that somebody can tell if they're falling short. For example, showing people that they use more energy than their neighbours significantly reduces their energy usage.

THE BETTER THAN AVERAGE EFFECT (BTAE)
The tendency to overestimate our abilities compared to others.

BTAE was famously shown in a study looking at people's self-rated driving ability.

88% of American drivers rated themselves as safer than the median driver...

...a statistical impossibility!
(by definition, half are below the median and half are above!)

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3. Ways to overcome BTAE in the workplace

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BestAtDigital's Behavioural Insight Tips

There are lots of cognitive biases that influence people's behaviour in predictable ways. We design digital experiences that work with these biases, rather than against them, to change people's behaviour for the better.

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