



# ROBBINS CHAPTER- 5

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# Perception and Decision Making

- ✓ **PERCEPTION IS REALITY**
- ✓ Perception controls the behavioral world
- ✓ The perceiver...the devious think others are devious: understand the perceiver: most will see what they wish to see
- ✓ The target...consider the background
- ✓ The situation...out of place draws attention



# Perception and Decision Making

- **The Perceiver**
  - Get into his/her head
  - Understand his/her background, values, etc.
  - Devious will consider you devious.....
- **The Target**
  - You will see what you expect\*
  - Background
  - Motorcycles, with lights on...invisible.
- **The Situation...is it out of place?**
- **Fig. 5-1**