

How to Avoid the 5 Most Common Evaluation Biases

This is a free resource from Aspire HR Consulting LLC, to go along with Bill Gottlin's original article:

[What Makes a Successful Performance Review System](#)

Want to be a better evaluator? Unconscious evaluation bias can result in a less accurate review. Keep the following common biases in mind before you begin.

Horns and Halo Effect

When the overall impression of someone as generally amazing/terrible clouds judgment against new evidence that might point to the contrary.

Recency Effect

Tendency to remember the last few things someone did and to weigh them disproportionately.

Fundamental Attribution Error

Either paying too much attention to a person's ability and not enough to the situation/context that impacted their performance, or vice versa.

Central Tendency

Playing it safe by rating close to the midpoint.

Availability Bias

Mistaking what's easy to bring to mind with what's more frequent.

Need help with your performance management system? [Contact us](#) for expert assistance.