

Mark your Calendars for our April Training Event!!
APRIL 12, 2023, at 12 NOON EST
FREE, BUT MUST REGISTER

REGISTRATION LINK: <https://www.ncmaspacecoast.org/protecting-contracts/>

VIA ZOOM

“Certificate of Attendance” will be provided to Attendee

AGENDA

11:45 AM - Access event

12:00 PM - 1 PM - Training Topic Presentation

1 PM - 1:15 PM – Announcements

Topic Title: Protecting Contracts from Accusations of Bias and Bid Protests

Brief Description

In this engaging, interactive, and enlightening presentation, you will dramatically improve your ability to protect contract awards from claims of bias, and thus bid protests. Behavioral science research shows that human reasoning is inherently flawed, vulnerable to explicit and implicit bias – what the research literature calls “cognitive biases.” For example, one well-known bias relevant to contract awards is anchoring: the initial piece of evidence someone learns about a topic is much more impactful than subsequent evidence, because this subsequent evidence is assessed through the lens of the first thing someone learns. Another is the halo and horns effects, where our minds are predisposed to trust and like those who are like us, while distrusting and disliking those who are different from us. If contracting officials don’t take the steps to learn about and protect their contract awards from these and other cognitive biases, they leave themselves vulnerable to bid protests and lawsuits.

Bid protests a contract often centers around claims of bias that result in flawed selection decisions. This is why it’s critically important to protect contracting from bias. Yet efforts to do so often fall short, leaving contract awards vulnerable to bid protests. Fortunately, contracting officials can follow recent research-based findings that have been proven to protect against bias in court cases.

Fortunately, the behavioral science field of debiasing has provided us with critically-important, peer-reviewed tools for addressing biases in contract awards. This training offers case studies and best practices based on both legal experience and peer-reviewed research. The presenter has over 22 years of experience helping address bias in contract awards, including serving as an expert witness for a \$23 billion Medicaid contract award bid protest. By adopting the methods from this training, you will be much better equipped to address bias in contract awards.

Learning Objectives

- Learn about prominent cognitive biases that can cause problems in contract awards
- Assess where bias, whether explicit or implicit, might be a problem in your own contract awards
- Understand peer-reviewed best practices for addressing bias in contract awards
- Develop a plan to integrate your understanding of cognitive biases and how to address them into your contract awards

Speaker Bio

- [Dr. Gleb Tsipursky](#) is a cutting-edge expert with a PhD and over 22 years of experience addressing bias in contract bid protests and other legal cases, and serves as CEO of the bias avoidance consultancy [Disaster Avoidance Experts](#). He is the best-selling author of 7 books, including the global best-sellers “[Never Go With Your Gut: How Pioneering Leaders Make the Best Decisions and Avoid Business Disasters](#)” and “[The Blindspots Between Us: How to Overcome Unconscious Cognitive Bias and Build Better Relationships](#).” His cutting-edge thought leadership was featured in over 650 articles and 550 interviews in [Harvard Business Review](#), [Forbes](#), [Inc. Magazine](#), [USA Today](#), [CBS News](#), [Fox News](#), [Time](#), [Business Insider](#), [Fortune](#), and [elsewhere](#). His writing was translated into Chinese, Korean, German, Russian, Polish, Spanish, French, and other languages. His expertise comes from over 20 years of [consulting](#), [coaching](#), and [speaking and training](#) for Fortune 500 companies from Aflac to Xerox, and [over 15 years](#) in academia as a behavioral scientist at UNC-Chapel Hill and Ohio State. A proud Ukrainian American, Dr. Gleb lives in Columbus, Ohio.



Dr. Gleb

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[Dr. Gleb Tsipursky's bio](#)

See Dr. Gleb's calendar and/or schedule a meeting [via this link](#).

- CEO of the future of work consultancy [Disaster Avoidance Experts](#), which specializes in helping analytical leaders adopt a hybrid-first model, instead of incrementally improving on the traditional office-centric model

- A **best-selling author** of 7 books, I wrote [Leading Hybrid and Remote Teams: A Manual on Benchmarking to Best Practices for Competitive Advantage](#) (Intentional Insights, 2021), [The Blindspots Between Us: How to Overcome Unconscious Cognitive Bias and Build Better Relationships](#) (New Harbinger, 2020), and [Never Go With Your Gut: How Pioneering Leaders Make the Best Decisions and Avoid Business Disasters](#) (Career Press, 2019).

- **Cutting-edge thought leader:** over [650 articles and 550 interviews](#) in venues such as *Harvard Business Review*, *Fortune*, *Business Insider*, *Time*, *Scientific American*, *USA Today*, and *Forbes*, with books and articles translated into Chinese, Korean, German, Russian, Polish, Spanish, French, and German.

EVENT ZOOM LINK WILL BE PROVIDED PRIOR TO THE EVENT

We hope to see you at future ZOOM or onsite Events:

<https://www.ncmaspacecoast.org/meeting-and-events/>

Please advise of any questions or concerns at:

<https://www.ncmaspacecoast.org/contact-ncma/>