

Evidence-Based
Solutions for

**Better
Decision
Making**

**FE+MALE
THINK TANK**

**Break Bias,
Boost Business**

Unconscious bias is a Business Killer

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**Break Bias
Boost Business**

- In the high-stakes business world, **the quality of every decision is critical.**
- Unconscious bias **compromises objectivity, limits potential, and influences decision-making**, often without us realizing it.
- **Decisions** in these environments **have a significant impact on equity, access, and outcomes.**
- Toxic environments and unmanaged bias are not just ethical concerns; they are **directly affecting business performance, regulatory compliance, and organizational reputation.**

Swiss Regulatory & Institutional Imperative

Regulatory Obligations:

- Swiss Gender Equality Act: Requires mandatory equal-pay analysis + external audit for firms ≥100 employees.
- Listed companies should aim for 30% women on boards, 20% in executive management.
- EU Pay Transparency Directive 2026: Swiss companies with EU operations must comply.
- National Policy: Equal opportunities are embedded in the National R&D Policy (SERI 2025–2028).

Institutional Performance:

- Diverse leadership teams are 21% more likely to outperform financially (McKinsey).
- Swiss companies with ≥20% women in management show higher profitability and stronger ESG scores (Credit Suisse).
- Transparent processes improve regulatory trust and reputation.



Impact Insights Corner – Switzerland

Metric	Swiss Context	Resulting Imperative
Capital Access	Only ~2–3% of Swiss VC funding goes to female-led startups (Venturelab, 2024).	Correcting these biases increases capital efficiency and improves portfolio growth.
Investment Influence	Women make up ≈9% of Swiss fund managers (Citywire, 2025), which influences whose ideas are considered “investable”.	Avoid projecting personal risk tolerance onto clients and ensure conscious, data-driven decisions.
Wealth Bias	Bias in financial advice steers women toward more conservative portfolios, limiting long-term returns (moneyland.ch).	Breaking unconscious bias in financial advice mitigates higher compliance risk for institutions by ensuring compliance with client suitability standard.

Where Bias Slips Into Swiss Decision Processes

Area of Decision	Example of Bias in Switzerland	Effect/Result
Due Diligence/Funding	Female founders are typically asked more risk-focused questions, while male founders are asked about vision/strategy (Swiss Startup Association).	Leads to systematically lower valuations and approval rates.
Risk Scoring	Reliance on legacy indicators (prestigious schools, network pedigree).	Results in missed high-performance candidates and inconsistent scoring.
Wealth Decisions	Use of risk filters based on historical male-dominant behaviour patterns.	Leads to lower long-term returns for affected clients.

Why Us?



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Our Scientific Commitment: Expert, Audited Methodology

Methodology Built on Certainty

The Beat Funding Bias Initiative (BFBI) is the immediate commercial focus of the FE+MALE Think Tank, offering a science-grounded approach specifically designed to address financial and regulatory risks associated with unmanaged behavioral biases in corporate decision-making.

We Translate Cutting-Edge Scientific Research into Measurable Commercial Solutions

We offer essential, quantifiable solutions to help you avoid missed business opportunities and costly missteps.

Advanced Behavioral Science and Applied Organizational Research

We invite you to review the foundational research backing our three modular pathways, ensuring your investment is built on verified, replicable principles.

We offer our expertise in **detecting and breaking unconscious biases in all critical decision-making processes.**

✓ **Knowledge from
Leading Experts**

Our content is based on the **latest research**.
We leverage insights and studies from prominent experts.

✓ **Innovative Methods**

We utilize **dynamic learning methods**, including **interactive training, thought-provoking workshops**, and collaborative insights. This includes employing **advanced methods** such as **avatars, AI, and Gamification** to help participants discuss, reflect, and break habits.

✓ **Audited & Certified**

We ensure the **high standard** of our overall curriculum, which includes our ***CPD Certified Program** offerings, through rigorous quality control measures and verification of our courses.

Supported by institutions committed to driving scientific and economic impact:



ERNST GÖHNER STIFTUNG

**WISSENSCHAFT.
BEWEGEN**
GEBERT RUF STIFTUNG



*Continuing Professional Development

Key learnings

The 4-Step Mastery Framework for Decision-Makers

Awareness

Recognize and understand cognitive blind spots and the unconscious biases that influence critical financial decisions.

Reflection

Develop the habit of questioning automatic judgments and existing beliefs.

Application

Use practical frameworks and decision tools to minimize bias and immediately improve decision quality.

Mastery

Strengthen long-term, equitable decision-making through consistent reflection and practice.



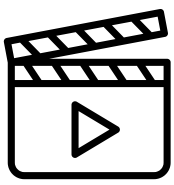
Your learning journey



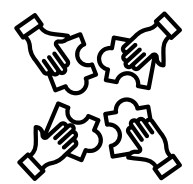
Case studies



Decision-making
simulation exercises



Videos and readings



Individual and
group work



Gamification



Certification

Make better choices, improve your decision-making skills.

What We Do

We offer modular solutions
structured around three
flexible, integrated pathways.

- ✓ Achieve Your ESG Goals
- ✓ Make Better Decisions
- ✓ Boost Your Reputation

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Three Modular Pathways



E-learning Modules

Expert Certification



Trainings

Application &
Strategy Sessions



Consultancy & Impact Validation

Strategic Services

These components can be combined to deliver your three main goals.



Pathway 01

E-learning modules

The sole source of professional ***CPD certification** is the affordable, modular tool to fill any knowledge gap.

Interactive

Interactive e-learning, including Avatars and Gamification.

Self-paced

Set your own schedule. Learn at your own speed.

Certification

CPD Accredited Training. Get a **certificate** at the end of the course.

New Skills

Master practical strategies to **mitigate unconscious bias**.

The Bias Breaker Online Program

Develop **sharper decision-making skills** with this flexible, expert-led, accredited online training that **helps you recognize and overcome unconscious biases**. Deep dive into the psychology of decision-making, cognitive biases, and strategic thinking. **Explore the mental shortcuts that drive behavior**, uncover how biases influence everything from business to investment decisions, and **gain the tools to think sharper, act smarter, and lead with clarity**.

01

Objective

To provide certified knowledge and a low-commitment tool to address management reluctance.

02

Benefit

Find a high-quality, CPD-certified solution allowing you to utilize practical frameworks to minimize bias and enhance decision quality.

03

Application

Utilized by individuals for CPD certification; procured via licenses for enterprise teams.

04

Price

249 CHF / licence / person (certification)

Related Modules Covered

- The impact of biases on team dynamics
- Regulatory Focus Theory
- The cognitive process of decision-making
- Biases and errors in leadership contexts
- Habits, personality, and effective change
- Mitigating biases in teams and tracking methods



*CPD: Continuing Professional Development)

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A Dynamic Journey to Elevate Decision-Making Skills

The training programs—encompassing the Starter, Deep Dive, and Masterclass pathways - offer a dynamic learning journey designed to elevate decision-making skills. They are structured as **hands-on learning, thought-provoking workshops, and collaborative insights**, providing participants with the opportunity to drive meaningful change across their organization and the broader ecosystem.



Objective	Team focus	Outcome	Application
To provide customized training based on corporate needs and achieve measurable outcomes.	The in-depth workshops focus on applying bias reduction strategies within a team context, including learning practical strategies for breaking team habits that reinforce bias.	Workflow Integration: Highly practical, actionable plan development to integrate bias reduction strategies into your team's workflow. Mastery and Culture: The Masterclass is specifically designed to equip participants with the expertise to "lead bias reduction efforts within their organization" and apply theory to both external and internal business cases, and integrate best practices into your organizational strategy to foster a bias-free culture.	Customized, strategic solution for organizations and teams.

Pathway 02 Trainings

Interactive training and implementation support that provides a structured plan to break bias and deploy your strategy at all organizational levels.

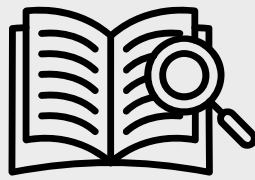


Introduction
Build awareness of unconscious biases and learn key concepts of bias in financial decision-making and first steps to recognize them.

2-hour Workshop

Up to 25 participants

Price: from 3.000 CHF



Deep Dive
Understand bias impact and apply strategies and learn in-depth knowledge of bias mechanisms and practical tools for smarter, data-driven decisions.

4-hour Workshop

Up to 25 participants

Price: from 8.000 CHF



Masterclass
Master bias detection, drive change, and learn advanced skills to identify, address, and prevent bias and get to know strategies for long-term, equitable decision-making.

7-hour Workshop

Up to 40 participants

Price: from 12.000 CHF



Pathway 03

Consultancy

"Much more than consultancy - Partnership to reduce costly bias.

Strategic Consulting: Beyond Standard Advice

The FE+MALE THINK TANK Consultancy Pathway is much more than standard advice; it is a **collaborative partnership**. We offer a **deep-dive, strategic analytical support system designed to pinpoint and dismantle subtle, costly organizational biases**. By delivering a complete, expert-led framework—from scientific diagnosis to practical, customized rollout—we ensure that change is both sustainable and measurable.



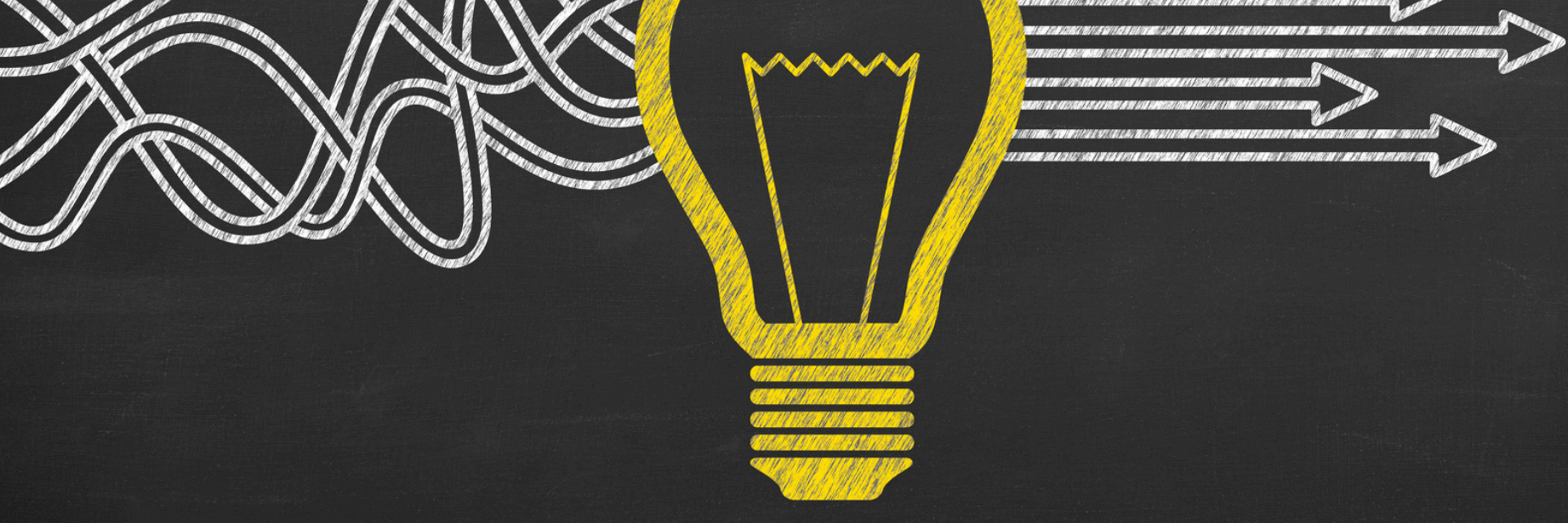
Objective	Key Services	Benefit	Application	Price
Get tailored advice and assess organizational bias in areas like governance, due diligence, inclusive language, and branding.	Personalized Solution - situation analysis, bias check, and Impact Analysis Services.	Provides a complete, expert-led framework from scientific diagnosis to practical rollout, ensuring sustainable, demonstrable change to reduce costly bias..	Critical for Corporate buyers who need situation analysis, organizational assessment, or custom framework development.	By agreement, it includes a 15-minute free discovery call.

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Integrated Packages

For Maximum Impact

Modular solutions are combined into flexible, integrated packages to ensure the solution is the "right fit for the problem"



✓ The Starter

Introduction Workshop:
2h, up to 25 participants

The Bias Breaker Online
Program: up to 10
licences, certification

Templates

Price: from 4.000 CHF

✓ The Implementation

Deep Dive Workshop:
4h, up to 25
participants

The Bias Breaker Online
Program, up to 25 licences,
certification

Templates

Price: from 9.000 CHF

✓ The Team Certification

Masterclass: 7h,
up to 40 participants

The Bias Breaker Online
Program, up to 40 licences,
certification

Templates

Price: from 15.000 CHF

✓ The Extra

Masterclass: 7h, 20-25
participants

The Bias Breaker Online
Program unlimited licences,
certification

Templates

Consultancy: bias check,
impact analysis, custom
framework

Price: by agreement



Break Bias Boost Business



Program Satisfaction Score

96%

of participants who rated the overall quality and expertise of the FE+MALE THINK TANK program experience as "Exceptional."

Professional Knowledge Enhancement

100%

of participants who confirmed that the training content significantly enhanced their actionable knowledge for professional application.

Practical Application Success

98%

of participants who confirmed that the training content significantly enhanced their actionable knowledge for professional application.

Survey of 265 participants

Real Impact

Our mission at FE+MALE THINK TANK is rooted in delivering measurable and sustainable results, not just theoretical advice. The metrics below provide quantitative proof of the direct impact our programs and strategic interventions have on our clients' knowledge, professional application, and overall satisfaction. These high-performance indicators reflect our commitment to excellence and our partners' success in implementing demonstrable, lasting change.



"The BFBI E-Learning offers a fantastic blend of insightful content and engaging activities – a well-structured and thoughtful learning journey!"

Elsa Callini
University of Bern



"The BFBI Workshop helped us become more aware of bias in startup funding – now we're better prepared to drive change across the global startup ecosystem."

Tatiana Benavides
Swissnex

About us

FE+MALE Think Tank is a Swiss-based non-profit international association dedicated to **translating cutting-edge scientific research into measurable commercial solutions to beat unmanaged behavioral biases in corporate decision-making.** By translating research into impactful projects and building collaborative communities, we contribute directly to the United Nations Sustainable Development Goals, ensuring diversity isn't just an option, but the standard for a prosperous and equitable world.

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The Beat Funding Bias Initiative



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President



Angad Manik
Head of Learning
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Agota Balai
Head of Marketing,
Event, communication



Katja Einsalo
Head of Impact



Tim Born
Marketing



Sarah-Lee Keller
Head of BFBI Biennial
Conference and Awards



Lidia Zabala
Special Facilitator



Bruna Toubia
Special Facilitator



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Fatima Candiotti
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Maria-Luisa Fuchs
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Strong Communicator
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Stefan Jenni
Chief Executive Officer
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Contact us

Contact us for your personalized strategy session and lock in your path to Certified Solutions for Better Decision Making and Measurable ROI.



[Fill out the contact form](#)



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