

# Certificate of participation



We hereby certify that

**Fabián Andrés González López**

completed the online course

## **Critical Thinking for Business**

**on 23 June 2025.**

This course will provide you with better tools for understanding and approaching challenges in today's business environment. We will analyse the logical structure behind business proposals, business strategies and everyday plain communication, in order to make more informed and better decisions. We will test the assumptions and hypotheses in our business models, understand the mechanisms of bad reasoning (fallacies) and learn how to respond to and avoid being misled in communication. Cognitive biases affect our behaviour as consumers, managers or entrepreneurs – in this course, we will understand how that happens and how we can combat as well as work with these biases. Finally, you will better discover your own ways of thinking, both conscious and unconscious, testing and challenging your own cognitive strengths and weaknesses.

What will I learn?

Participants will be able to see and evaluate the logic behind business communication, structure better arguments in order to become more convincing, avoid rational and irrational pitfalls, know how to test strategies before deploying and challenge their own habitual thinking patterns.