



DEI Toolkit
Explore
Engage
Empower

Is your bias conscious?

Unpacking
Unconscious
Bias

Topics we will cover

What is Bias?

What is Neuroplasticity?

Unconscious vs Conscious Bias

Who Looks More Competent? (Sharing Zone)

Bias Triggers

Name that bias

What were your IAT results? (Sharing Zone)

How does bias affect decision-making?

Agenda

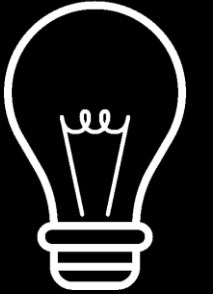
Learn.
Change.
Grow.

What this is & what it's not

This is not a lesson in how NOT to be biased.
This is an opportunity to reshape how YOU think
about bias.

The goal today is to answer this question:
Do you believe your biases can be changed?

What is Bias?



A PREFERENCE.

BIAS IS A **PREFERENCE** FOR (OR AGAINST) A THING, PERSON,
OR GROUP COMPARED TO ANOTHER.



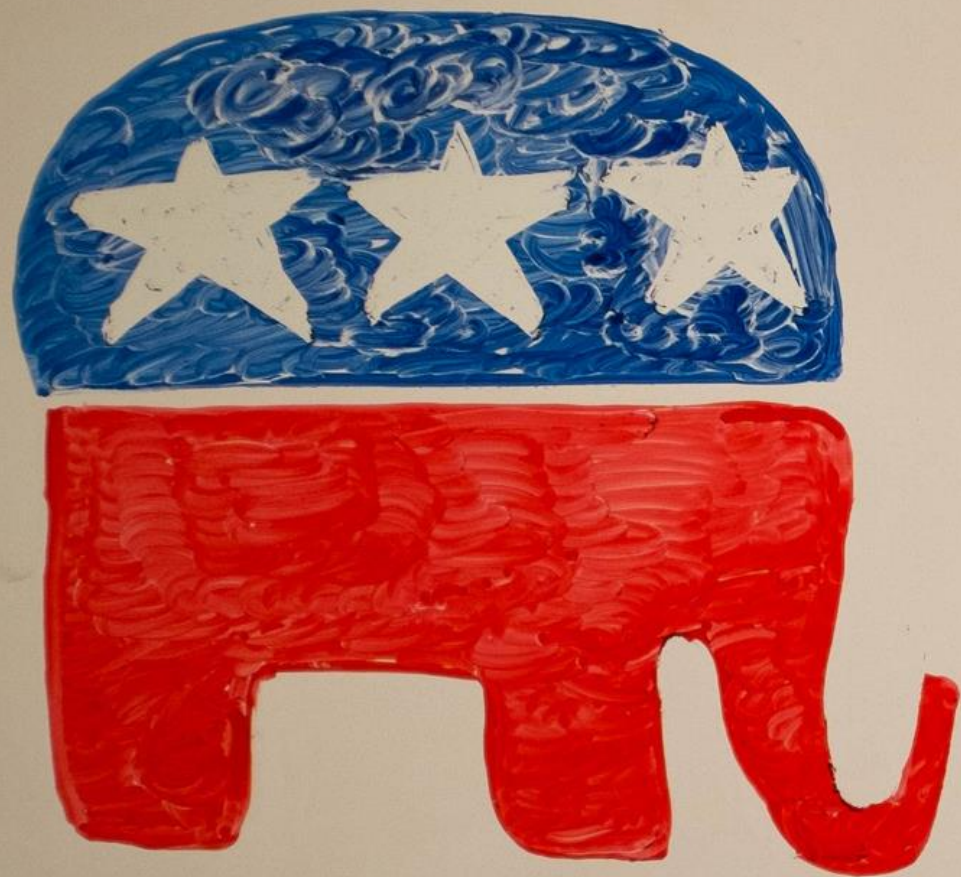




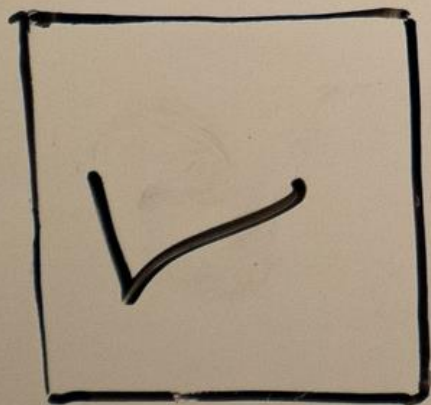
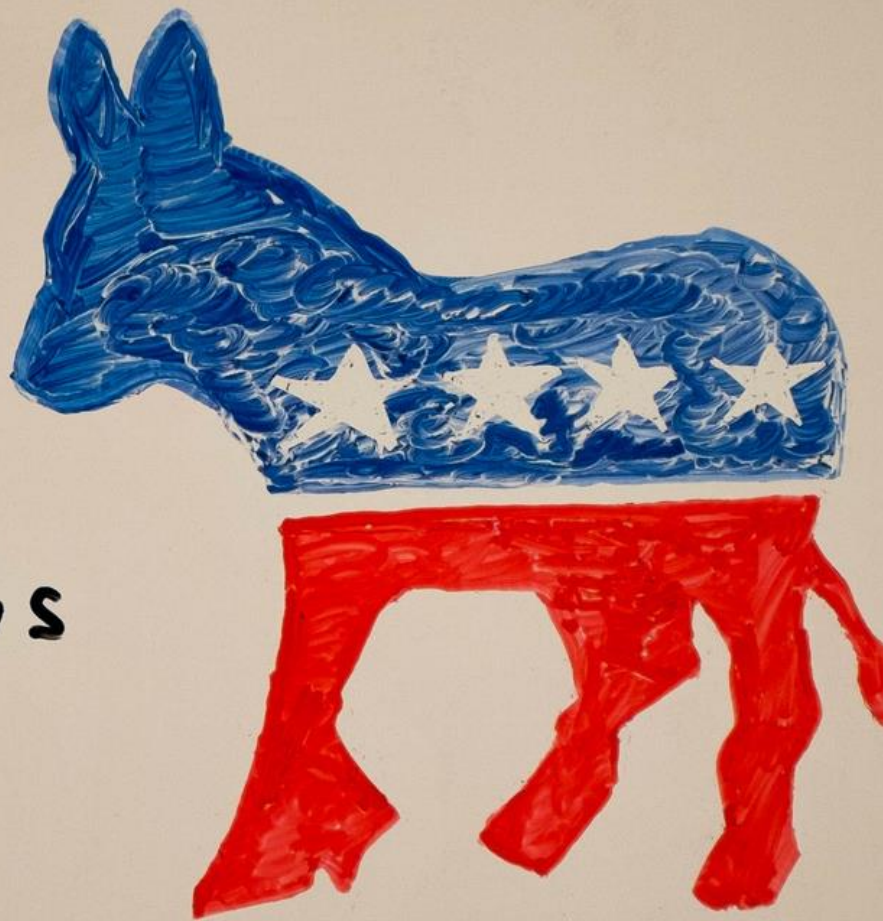




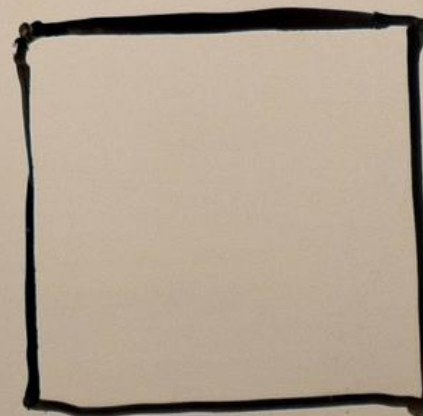




vs



?





Single



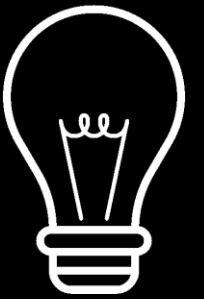
Married



PRIVATE SCHOOL.

PUBLIC SCHOOL.

NEUROSCIENCE



PRIMITIVE.

Fight or Flight. When faced with stimuli, our amygdala triggers a response to the threat. Survive or be eaten.



EMOTIONAL.

Memory & Experience. Responses are driven by emotions connected to experiences.



THINKING.

Problem-solving & creativity. The ability to process and think at a higher level; to shift our perspective.

~ 11 Million

**UNCONSCIOUS
PROCESSING ABILITIES
OF THE HUMAN BRAIN
(PER SECOND)**

~40

**CONSCIOUS PROCESSING
ABILITIES OF THE HUMAN
BRAIN (PER SECOND)**

By the time we think our conscious mind has made a decision, our unconscious mind made the decision 7 seconds prior.

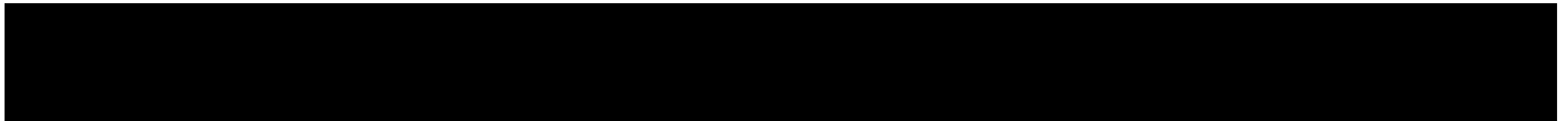
95%

**OUR UNCONSCIOUS MIND IS RESPONSIBLE FOR A MAJORITY
OF THE DECISIONS WE MAKE.**

**MANY OF THE LIMITING
BIASES COME FROM THE 10%
OF VISIBLE IDENTITY.**

”

PAMELA FULLER, THE LEADER'S GUIDE TO
UNCONSCIOUS BIAS



SIMON COWELL

You don't look like a popstar, but you've got a great voice.

Clay Aiken

RANDY JACKSON

It's just wild for me to hear that voice coming out of this...look.

RYAN SEACREST

Clay looked wrong, but sounded just right.



Clay Aiken

American Idol talent who skyrocketed to the #2 position, overcoming anchoring bias.





**Who looks
more
competent?**

Sharing Zone

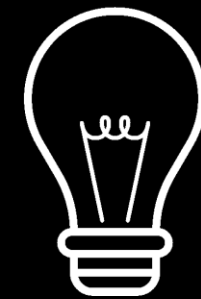
Group Exercise:
[How well can you
read a face?](#)

Outsmarting
Implicit Bias |
Harvard University

What

Triggers

Bias?



Training,
workshops, and
programs reveal
biases, they don't
resolve them.

3 THINGS THAT TRIGGER BIASES



INFORMATION OVERLOAD.

I have 150 resumes to review. What information is most relevant?



FEELINGS VS FACTS.

I'm at a workshop and the presenter says, "find a partner." How do I choose?



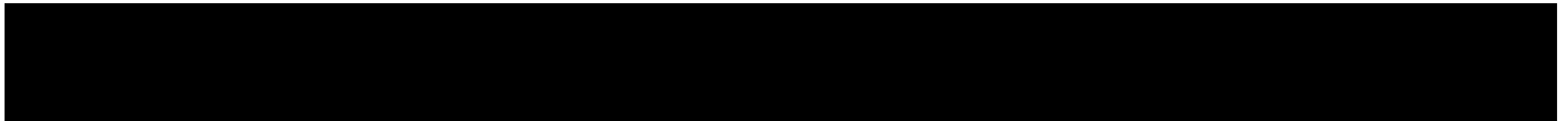
NEED FOR SPEED.

I have limited time to explain the process. Do I "give a person a fish or teach a person to fish?"

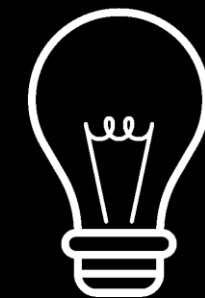
**TELLING CREATES
DEPENDENCY, COACHING
CREATES CAPABILITY.**

”

THE FOUR ESSENTIAL ROLES OF LEADERSHIP



Next Stop: 11 types of bias



There more than
100 types of bias.
We will cover 11.

"I'm an Aggie!"

AFFINITY

"LIKE ATTRACTS LIKE." THIS BIAS IS THE TENDENCY TO GRAVITATE TOWARD PEOPLE SIMILAR TO OURSELVES.

"I was late because of a traffic jam."

"She is ALWAYS late...she should leave earlier."

ATTRIBUTION

**JUDGING OTHERS FOR THEIR ACTIONS, JUDGING YOURSELF
BASED ON YOUR INTENT**

"She was really rude to the PM during the project closure meeting. I will ask for a different developer on my project."

ANCHORING

RELYING ON FIRST IMPRESSIONS TO MAKE DECISIONS.

"I listen to NPR every morning. Their news reporting is very balanced."

CONFIRMATION

SEEKING INFORMATION THAT SUPPORTS OUR EXISTING BELIEFS.

"All my friends are from church."

IN-GROUP

FAVORING PEOPLE WE LIKE OR WHO ARE LIKE US, EXCLUDING
THOSE WHO ARE DIFFERENT.

"Of the 25 surveys, two respondents indicated we are not responsive to member needs. We try hard to serve everyone."

NEGATIVITY

WHEN NEGATIVE EXPERIENCES AFFECT A PERSON MORE
POWERFULLY THAN POSITIVE

The first interview candidate had on a really nice suit...the second person didn't even wear a jacket, or a tie!

CONTRAST EFFECT

EVALUATING THE PERFORMANCE OF ONE PERSON IN
CONTRAST TO ANOTHER.

Nurse. Doctor. Chemist. Counselor. CEO. Parent.
Chef. Entrepreneur. Teacher. Therapist.

GENDER

**PREFERRING ONE GENDER OVER ANOTHER OR ASSUMING ONE
GENDER IS BETTER SUITED FOR A PARTICULAR TASK.**

A female or ethnic name takes 2x as long to get
a call back vs if they have a traditional
American name.

NAME

JUDGING SOMEONE BASED ON THEIR NAME. FORMING A
PERCEPTION OF THEIR BACKGROUND BASED ON THEIR NAME.

Myra Mains serves at a food bank every month.

Myra Mains was arrested for shoplifting in her 20s.

HALO OR HORNS

TENDENCY TO "PEDASTALIZE" A PERSON AFTER HEARING
SOMETHING IMPRESSIVE ABOUT THEM.

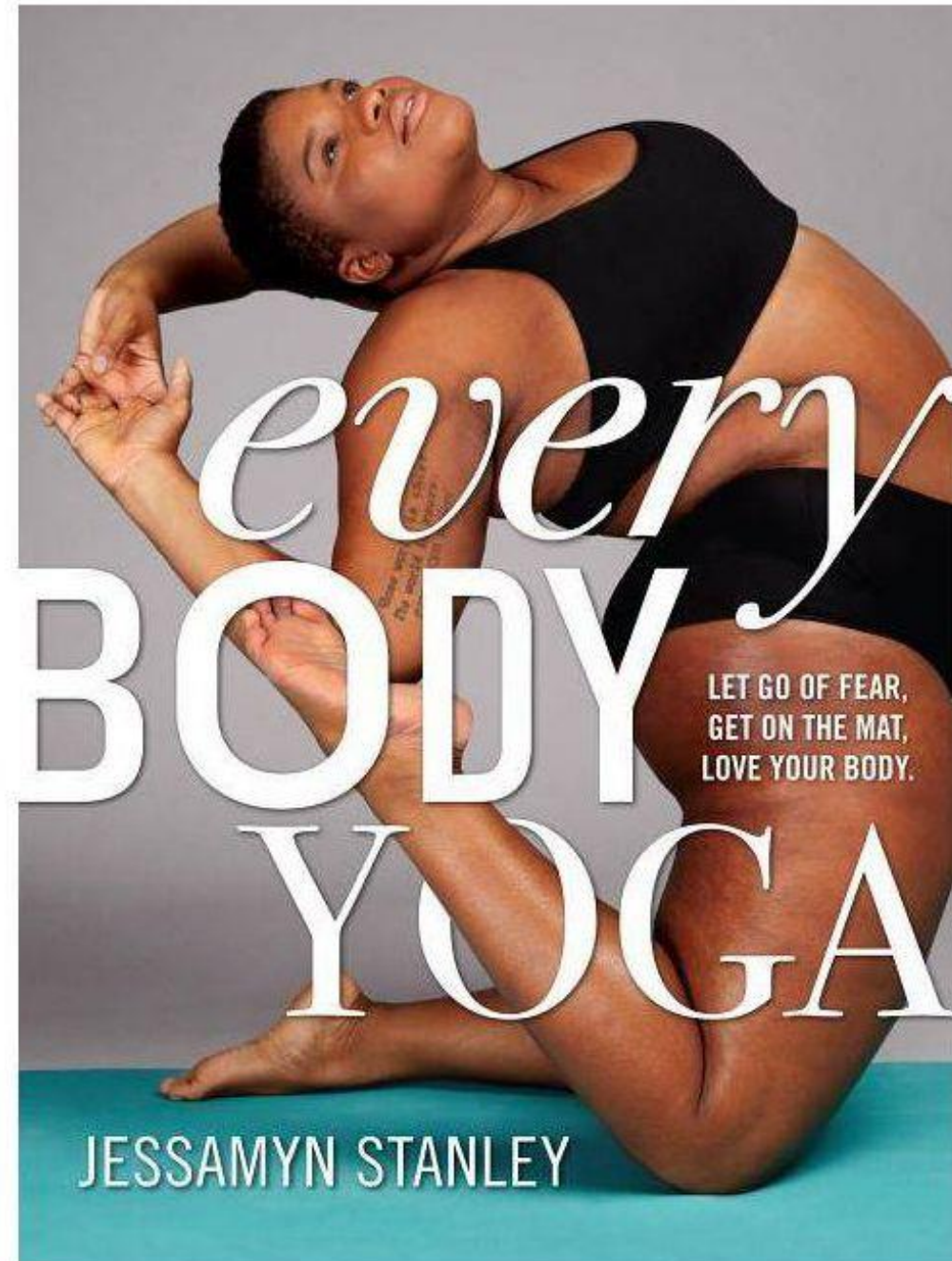
TO PERCEIVE SOMEONE NEGATIVELY AFTER HEARING
SOMETHING UNFAVORABLE.

Oprah Winfrey took a lot of heat when she lost weight. Her "fans" didn't feel she was "personable" when she was smaller.

WEIGHT

HOW WE JUDGE SOMEONE NEGATIVELY BECAUSE THEY ARE
"LARGER THAN AVERAGE."

Which one would you take a class from?



April Kyle, Pose Dallas



**Implicit
Association
Test**

Sharing Zone

One person from
each table share
your reactions to
the [Implicit
Association Test](#).

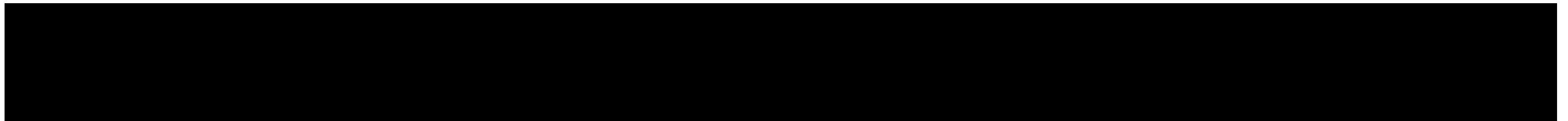


What music genre
does this artist
sing?
Pop? Rock?
Country? R&B?
Opera?

**PEOPLE EXPERIENCE
GENUINE PLEASURE WHEN
PROCESSING INFORMATION
THAT SUPPORTS THEIR
BELIEFS.**

”

JACK GORMAN, PSYCHIATRIST





TODAY'S SPECIAL IS...

When you visit a new restaurant, what do you select on the menu? Why?

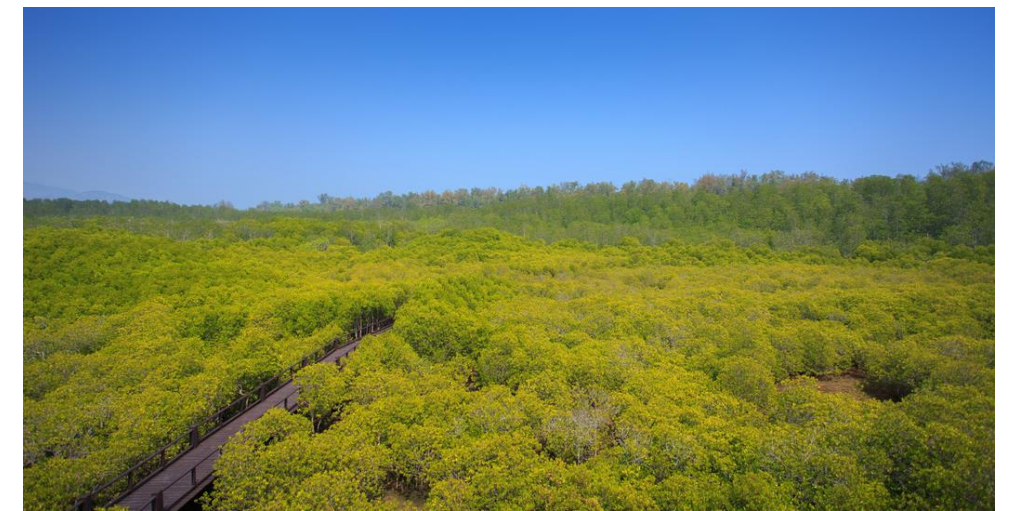
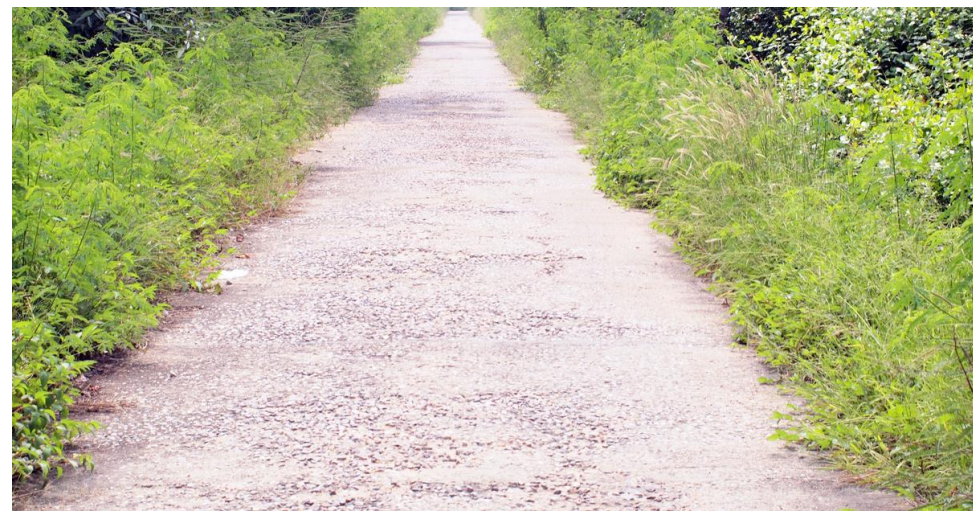
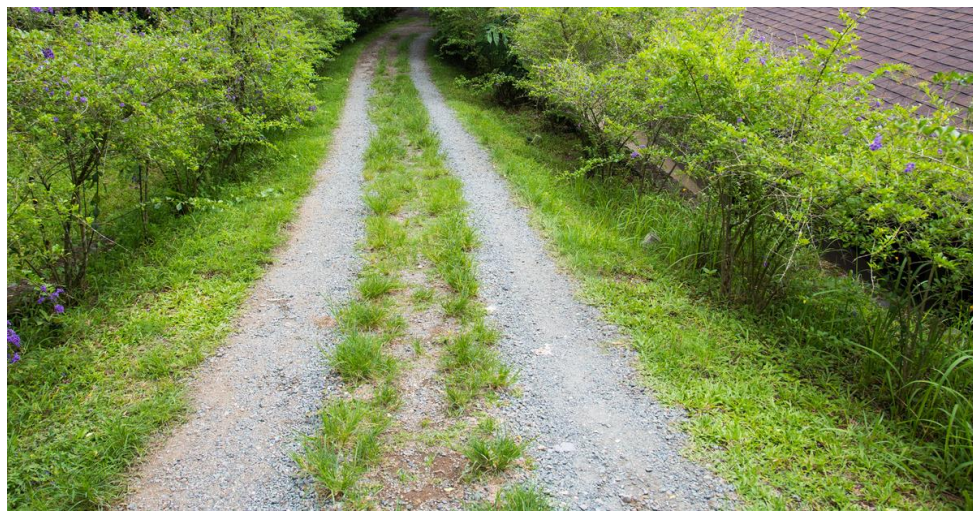
LOCATION LOCATION LOCATION

If you've ever relocated, how did you select a neighborhood? Whose opinion did you rely on?

WHERE DO YOU INVEST?

How many pieces of data do you sift through to make a decision? Is it more than 5? Do you use the same datapoints each time?

How does bias affect decision-making?



OUR BRAIN FORMS NEW NEURAL PATHWAYS AS WE EXPLORE NEW THINGS. THE MORE WE DO NEW THINGS THE WIDER THAT PATH GROWS. THE OLD PATH IS DISCARDED FROM DISUSE.

When we have a growth mindset, we embrace curiosity, new experiences, we release limited ways of thinking.

CAN YOUR BIASES CHANGE?

WHAT BIASES HAVE YOU CHANGED OVER TIME?

What ONE thing did you learn about yourself?