Is your bias conscious?
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?
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?
A PREFERENCE.

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

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.

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.
Group Exercise: How well can you read a face?

Outsmarting Implicit Bias | Harvard University
Training, workshops, and programs reveal biases, they don't resolve them.

What Triggers Bias?
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
There more than 100 types of bias. We will cover 11.
"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."
"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.
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.
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.
Which one would you take a class from?
One person from each table share your reactions to the Implicit Association Test.
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 though 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.

What biases have you changed over time? What ONE thing did you learn about yourself?