

2016 DiversityInc. Top 50 Event

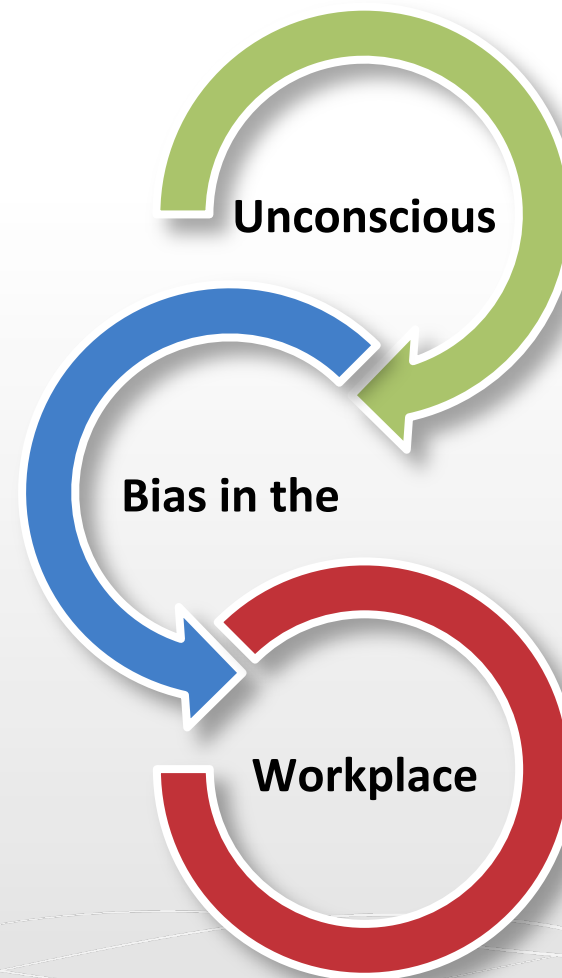


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What is Unconscious (Implicit) Bias?

- ❑ Refers to a bias that we are *unaware of*, and happens outside of our control
- ❑ It is a bias that *happens automatically* and is triggered by our brain making quick judgments and assessments of people and situations
- ❑ It is influenced by our **background, family, cultural environment, personal experiences etc.**

Awareness and Research

B

Traditional thought assumed that biases and discrimination were conscious

I

What if people make decisions that discriminate without knowing it?

A

Brain functions, emotional responses etc., fall outside of our conscious awareness

S

Today, we understand that bias is normative, unconscious and largely unintentional

Warning! Courageous Conversation Audience Participation Needed...



Are We Biased?

YEP!

Whether you're Young, Mature, Male,
Female, Rich, Poor, White, Asian, Black,
Hispanic, Native American, Disabled,
Able, Gay, Straight, Married, Single etc....



Examples

Halo Effect

Affinity Bias

Race Bias

Group think

Maternal Bias

Confirmation Bias

Perception Bias

Intuition Bias



Examples of Unconscious Bias

- **When stereotypical White or Black names are on resumes:**

- White-sounding names got 50% more callbacks
- Black applicants with more experience/credentials received 9% more callbacks vs. 30% for White applicants
- Applicants hide race by using different names on resumes

- **Promotions based on performance and gender:**

- Low performing man is 50% more likely to be promoted over high performing woman when evaluated individually
- When evaluated together, bias drops and high performance wins
- 80% of people think of a male when they hear “manager”

Examples of Unconscious Bias

- **When Men are hired based on height:**

- Almost 60% of Corporate CEOs are over 6 feet tall
- Less than 15% of the male population are over 6 feet tall
- Tall men move into leadership positions more frequently
- CEOs, company presidents, tend to be taller than average

- **How Women are impacted:**

- Blond women's salaries were 7% higher than women who were brunettes or redheads
- For every 1% increase in a woman's body mass, there was a .6% decrease in family income
- Scientists are more likely to hire men, rank them higher in competency, and pay them \$4,000 more per year

Organizational Unconscious

- Unconscious behavior filters over into the workplace
- Influences individuals and organizational culture
- Unconscious organizational patterns or norms of behavior shape decisions and choices impacting **People, Customers, Community** and **Suppliers**

Impacts in the Workplace



Recruiting



Hiring

**Talent
Acquisition**



Performance
Reviews



High
Potentials

**Talent
Management**



Promotions



Recognition

Brand

Business

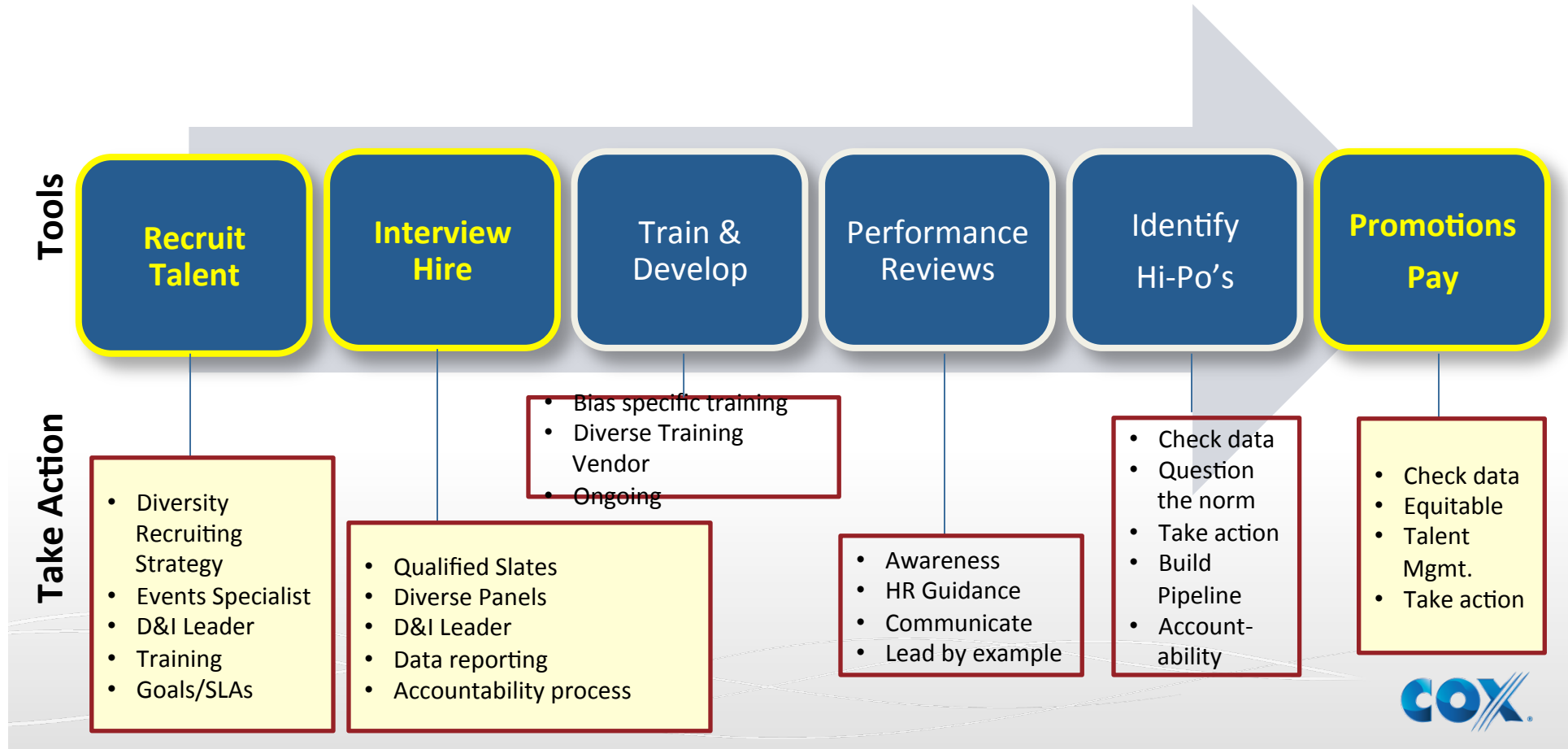


Innovation



Retention

Areas of Focus



Minimize Workplace Impact

**Can't make better
people BUT
Help them make
better decisions**



Why Is This Important?

An awareness of unconscious bias requires us to rethink the way we approach diversity and inclusion work

We have focused on partnering, influencing and educating people so they “get” diversity

The challenge is that “getting it,” on a conscious level, may have little or no impact on their unconscious beliefs



When We Get It Right



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