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Definitions

Unconscious:
Done or existing without realising – existing below conscious awareness
Unintentional, accidental, unthinking, unwitting

A woman in a dark polka-dot dress is holding a white smartphone. Her face is completely obscured by a large, white, fluffy cloud against a blue sky background.

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Definitions

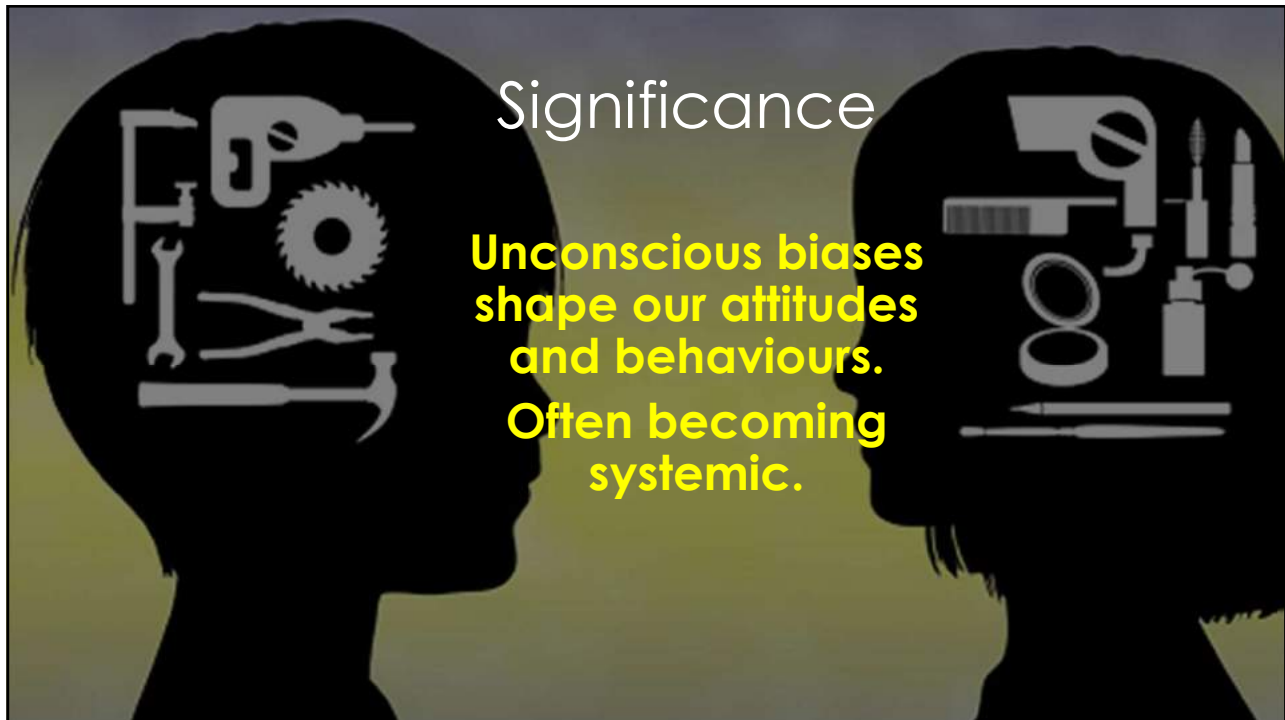
Bias:

To **feel** or **show** an inclination or prejudice **for** or **against someone** or **something**

Prejudice, sway, predisposition, distortion



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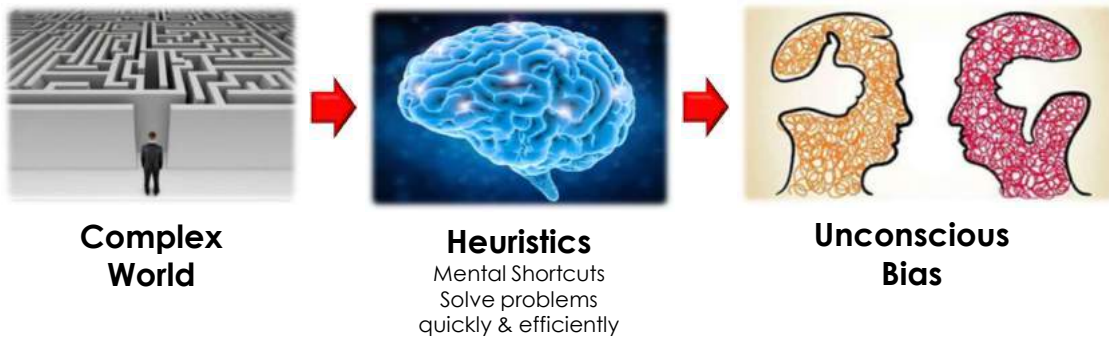


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Where do they come from?



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Harmful Biases

- Racial bias
- Gender bias
- Age bias
- Religious bias
- Disability bias
- The Halo Effect
- Overconfidence bias
- Conformity bias
- Name bias
- Homophily
- Identity bias
- Sunk Cost Bias

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Impacts?

<p>Reduces Inclusiveness</p> 	<p>Reduces Cognitive Diversity</p> 	<p>Impairs Decision-Making</p> 
<p>Harmony</p> 	<p>Problem-solving</p> 	<p>Business Performance</p> 

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Where do our unconscious biases 'hide'?

- Assumptions
- Beliefs
- Theories
- Preferences
- Inclinations
- Generalisations
- Perceptions
- Labels/categories
- Identity
- Allegiances
- Prejudices
- Stereotypes
- Memories
- Thoughts
- Feelings
- Reactions
- Systems/processes



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Reducing the Negative Impacts

- Make the unconscious conscious.
- Relate to people as individuals.
- Listen with the intent to understand, not to judge or assess.
- Spend more time with people who look and think differently to you.



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Reducing the Negative Impacts

- Focus on commonalities, see the opportunities in differences.
- Review your business systems.
- Brainwriting.



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The End



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Identity Bias



I am less because I am ...

- black
- a woman
- old (baby boomer)
- born overseas
- short
- have a disability
- over weight
- a truck driver
- introverted

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Diversity

"When it comes to simple tasks, diversity is a distraction. You just want to hire people who are smart, fast, knowledgeable, whatever. Things are not just different, but the polar opposite, when it comes to complex problems." *Matthew Syed "Rebel Ideas"*

There is a high correlation between cognitive diversity and racial/gender diversity.

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