



Addressing Unconscious Bias



Roadmap

Terminology

Types of Bias

Dimensions of Unconscious Bias

Challenges

Solutions



Introduce Yourself:

- Name
- Role
- One thing that people assume about you that is NOT true



What Is Bias?

EXPLICIT VS. IMPLICIT

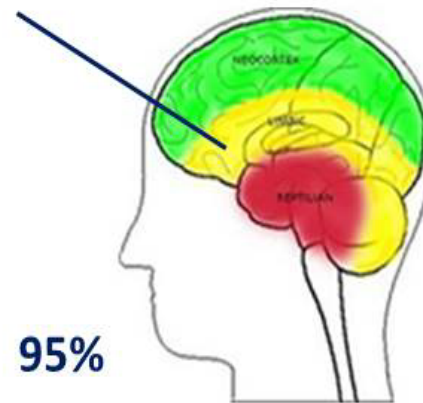
- Explicit bias: attitudes and beliefs we have about a person or group on a conscious level.
- Implicit (unconscious) bias: subtle and subconscious thoughts



System 1 and System 2 processing

FIRST REACTIONS

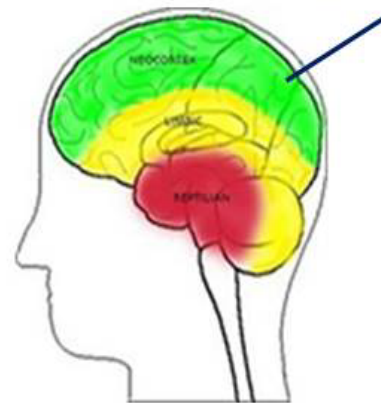
System 1: fast, automatic, impulsive, associative, emotional and unconscious processing



95%

THINKING

System 2: slower, conscious, reflective, deliberative, analytical, rational, logical processing



What Is Unconscious Bias?

An automatic, mental shortcut used to process information and make decisions quickly

Mental associations without:

- Awareness
- Intention
- Control



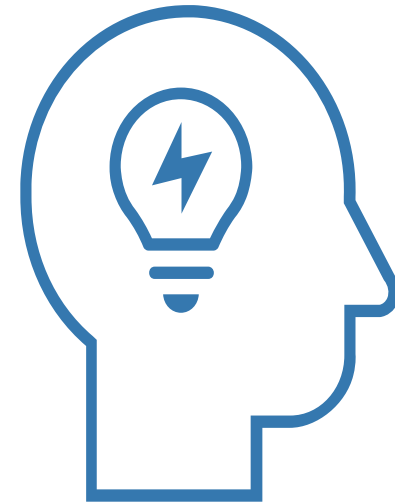
Characteristics of Unconscious Bias

- An implicit bias is any unconsciously-held set of associations.
- Implicit biases can result in the attribution of particular qualities to individuals, also known as stereotyping.
- Implicit biases are the product of learned associations



How Does Unconscious Bias Affect Our Actions and Decision-making?

- Perception
- Attitude
- Behavior
- Attention
- Listening skills
- Micro-affirmations



Everyday Influences That May Increase The Potential of Bias

- Time pressure
- Fatigue
- Distractions



Activity: Who is the Engineer?





Bobak Ferdowsi

A flight engineer at NASA

Mars Science Laboratory

Types of Unconscious Bias

- Affinity bias
- Attractiveness bias
- Availability bias
- Confirmation bias
- Conformity bias
- Halo effect
- Horns effect
- Performance attribution bias
- Performance bias



How to Manage Unconscious Bias

- Acknowledge unconscious bias
- Boost self-awareness with training and coaching
- Actively monitor inclusion and belonging
- Use knowledge about cultures to anticipate potential misunderstandings
- Encourage perspective taking
- Encourage an explicit decision-making process for all projects.
- Practice opposite thinking
- List pros and cons, then seek a third way
- Minimize bias in meetings



Takeaways

Wrap-up

What is one thing you will take-away from our session?



How will you use it on a day-to-day basis?





Questions?