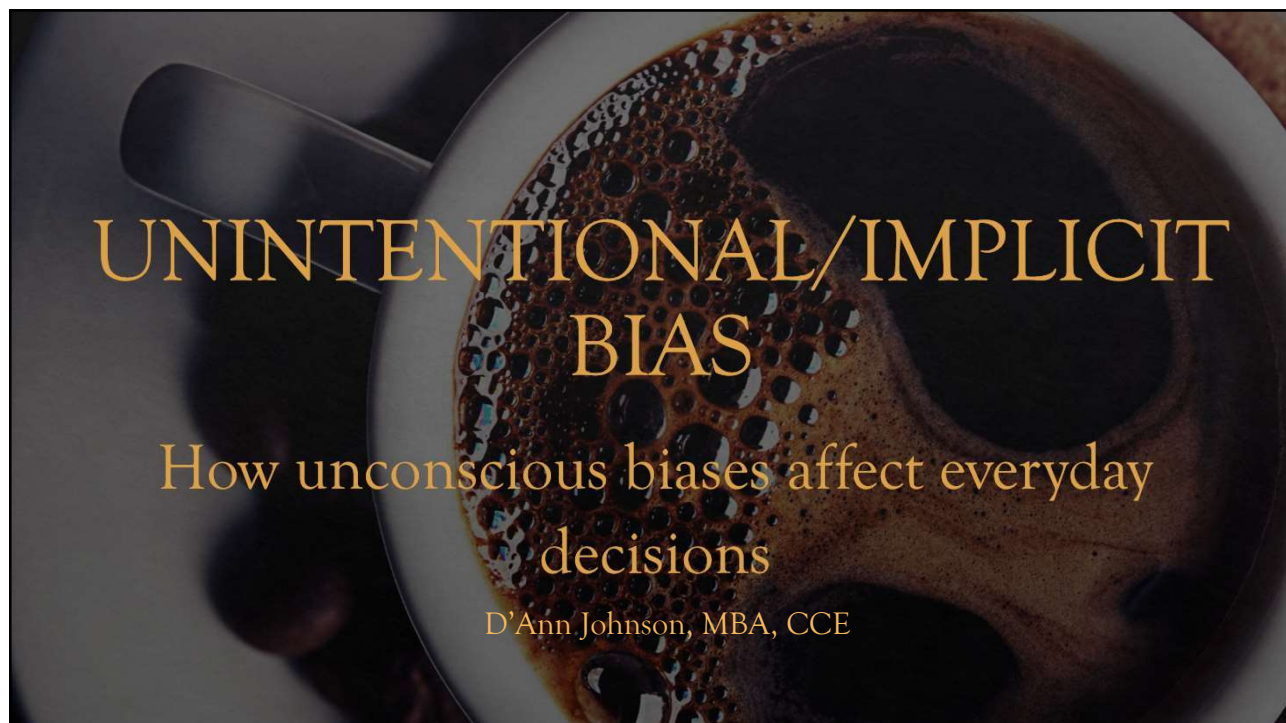


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# Unintentional Bias: How It Affects Everyday Decisions

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# UNINTENTIONAL/IMPLICIT BIAS


How unconscious biases affect everyday  
decisions

D'Ann Johnson, MBA, CCE

### UNCONSCIOUS BIAS

Just like racism, unconscious bias has a strongly negative impact on relationships at work and hinders career growth for some. It may also adversely affect decisions on recruitment and impair diversity.

— PERRINE FARQUE,  
FOUNDER,  
INSPIRED HUMAN



## Unintentional Bias

BIAS IS HUMAN NATURE.  
IT'S A RESPONSE FROM THE LIMBIC AREA OF THE BRAIN THAT HELPS TO KEEP US SAFE (FIGHT OR FLIGHT.)

UNINTENTIONAL (OR UNCONSCIOUS) BIAS.  
IT CAN COME FROM NUMEROUS SOURCES.

RECOGNIZING BIAS IS THE FIRST STEP IN UNDERSTANDING HOW IT MAY BE INFLUENCING OUR EVERYDAY DECISIONS

## THE WHY

- ◆ We want to make the best decisions for our company *based on fact*.
- ◆ We want to *hire* and *retain* the best talent.
- ◆ Perceived bias effects commitment, job satisfaction, workplace drama, and feelings of worth and inclusion
- ◆ Diverse teams tackle complex problems better and show more innovate solutions (i.e. – What is the definition of insanity? Doing the same thing over and over again, using the same thoughts and processes, and expecting a different result.)

UNCONSCIOUS BIAS – RIGHT NOW!



## WHEN AND HOW DO UNINTENTIONAL BIASES AFFECT OUR DECISIONS

### EXAMPLES OF UNCONSCIOUS BIAS IN THE WORKPLACE

- Gender
- Name
- Similarity
- The Halo Effect/Horns Effect
- Confirmation Bias
- Age

## INFLUENCES

- ◆ **Pattern Recognition** – we favor people with similar backgrounds to our own (we can relate) and we make assumptions of others that don't have similar backgrounds.
- ◆ **Stereotype Incongruence** – we have a mental profile of what we feel will succeed in a certain role and we unintentionally overlook candidates that don't fit that profile
- ◆ **Physical attributes** – we make assumptions about others based on their clothing, age, ethnicity, size, voice/accent (sexual identity may fall into this area as well).
- ◆ **Names** – In the US, we favor European sounding names (Jeff, Greg, Emily, Jan, etc.) vs. ethnic sounding names (Rasheed, Omar, Aisha, Tamika, etc.). *This is also true with business/company names.*

## THE NARRATOR: THE VOICE WITHIN



Self-Talk - Are You Listening?

INTERNAL BIAS

*How we feel about ourselves can influence how we see others.*

THE LADDER OF INFERENCE

I take actions based on my beliefs

I adopt beliefs about the world

I draw conclusions

I make assumptions based on the meanings I added

I add meanings [Cultural and Personal]

I select "Data" from what I observe

Observable "data" and experiences

↑

Action

Beliefs

Conclusions

Assumptions

Meanings

Select

Observe

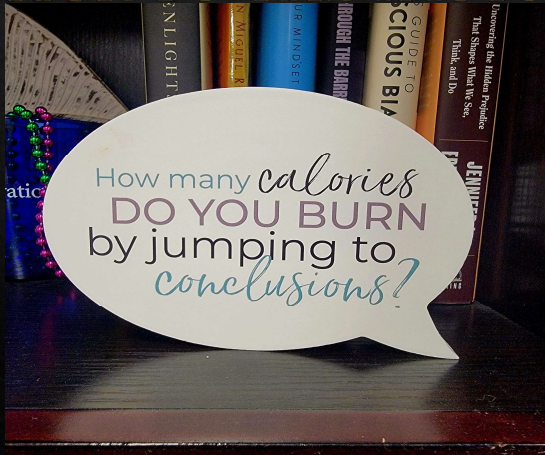
Reflexive Loop

Our beliefs influence what we observe

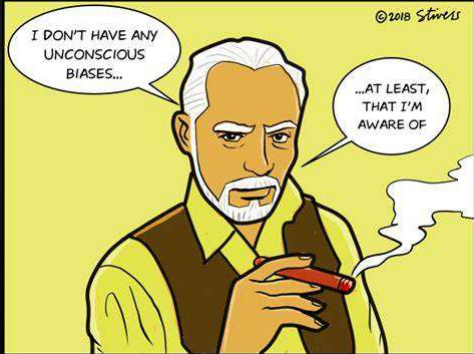


# HOW TO NAVIGATE THE NARRATOR

## STICK TO THE FACTS



# HOW DO WE PREVENT UNINTENTIONAL BIASE?



## CHALLENGE STATEMENTS

- ◇ This type of thing doesn't happen here.
- ◇ I've never heard/experienced it myself.
- ◇ It's not that bad.
- ◇ It's being blown way out of portion.
- ◇ It's the "new" corporate catch phrase.





## ADDITIONAL RESOURCES

- ◆ EVERYDAY BIAS - IDENTIFYING AND NAVAGATING UNCONSCIOUS JUDGEMENTS IN OUR DAILEY LIVES - HOWARD J. ROSS
- ◆ BIASED: UNCOVERING THE HIDDEN PREJUDICE THAT SHAPES WHAT WE SEE, THINK AND DO - JENNIFER L. EBERHART, PHD
- ◆ THE LEADER'S GUIDE TO UNCONCIOUS BIAS: HOW TO REFRAME BIAS, CULTIVATE CONNECTION AND CREATE HIGH-PERFORMING TEAMS - PAMELA FULLER & MARK MURPHEY WITH ANNE CHOW
- ◆ HOW TO BE AN INCLUSIVE LEADER: YOUR ROLE IN CREATING CULTURES OF BEING WHERE EVERYONE CAN THRIVE - JENNIFER BROWN
- ◆ MIND YOUR MINDSET - MICHAEL HYATT & MEGAN HYATT MILLER
- ◆ Harvard's Implicit Association Test