





## COMMON TYPES OF UNCONSCIOUS BIAS




**Affinity**

Tendency to gravitate towards people like ourselves in appearance, beliefs, and background.



**Gender**

Preference or prejudice towards one gender over another.



**Race/Ethnicity**

Preference or prejudice towards one race/ethnicity over another.



**Affirmation**

Only seek out details that confirms or supports one's prior beliefs or values.

**Microaggression:** Commonplace daily verbal, behavioral, or environmental actions, whether intentional or unintentional, that can be insulting.

**Micro-inequities:** Subtle, unconscious messages that devalue, discourage, and impair workplace performance.

## COMMON ORGANIZATIONAL IMPLICATIONS OF UNCONSCIOUS BIAS



Diversity



Innovation



Hiring  
Decisions



Pay & Salary  
Decisions



Career  
Promotion



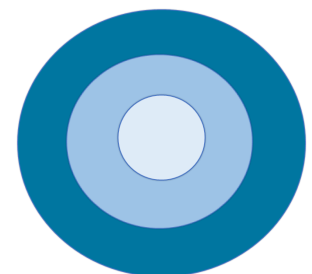
Retention

### EXERCISE

List three words to describe you as a professional.

### EXERCISE

List 5-10 names of people you trust professionally.



# STRATEGIES FOR MANAGING & OVERCOMING UNCONSCIOUS BIAS



**Slow Down**



**Listen**



**Be Aware**



**Be Intentional**

**Resist the temptation to compartmentalize.  
View people as unique individuals.**

**BUILD  
GROW  
EXPAND**



**Ally**

Someone who is not a target of oppression but still works to end it.



**Advocate**

Someone who publicly supports a change or policy.



**Accomplice**

Someone who will focus on dismantling the structures that oppress an individual or group.

**DIVERSITY, EQUITY, & INCLUSION**

## **ORGANIZATIONS**

Review hiring practices.  
Review performance review process.  
Review job descriptions.  
Review job postings.  
Review evaluations.  
Create structures & protocols.

## **YOU**

Be attuned to stereotypes.  
Anticipate the bias.  
Manage your impressions.  
Control your career.

# RESOURCES

## **Unconscious Bias Assessment:**

Project Implicit, Harvard University- <https://implicitbias.harvard.edu/implicit/>

## **Books:**

*Blindspot: Hidden Biases of Good People*, by Mahzarin R. Banaji, Bantam Books Trade, 2016.

*Break Through Bias: Communication Techniques for Women to Succeed at Work*, by Andrea S. Kramer and Alton B. Harris, Bibliomotion, Inc. 2016.

*The Leader's Guide to Unconscious Bias: How to Reframe Bias, Cultivate Connection, and Create High Performing Teams*, by Pamela Fuller, Mark Murphy, and Anne Chow. Simon & Schuster, 2020.

*Subliminal: How Unconscious Mind Rules Your Behavior*, by Leonard Mlodinow, Random House Audio, 2012

## **Websites:**

Addressing Unconscious Bias, McKinsey & Company Organization, <http://www.mckinsey.com/business-functions/organization/our-insights/addressing-unconscious-bias>

Proven Strategies for Addressing Unconscious Bias in the Workplace, Diversity Best Practices, 2008, <http://www.cookcross.com/docs/UnconsciousBias.pdf>

Gender Bias in Job Descriptions, Catalyst 2015, <http://www.catalyst.org/zing/can-you-spot-gender-bias-job-description>

## **Videos:**

McKinsey & Company: <https://www.youtube.com/watch?v=JFW2cfzevio>

Gender Bias & Communication: <https://www.youtube.com/watch?v=SEHi4yauhu8>



**Career Potential**

Develop. Achieve. Succeed.