

Unconscious Bias: Elevated and Rechecked



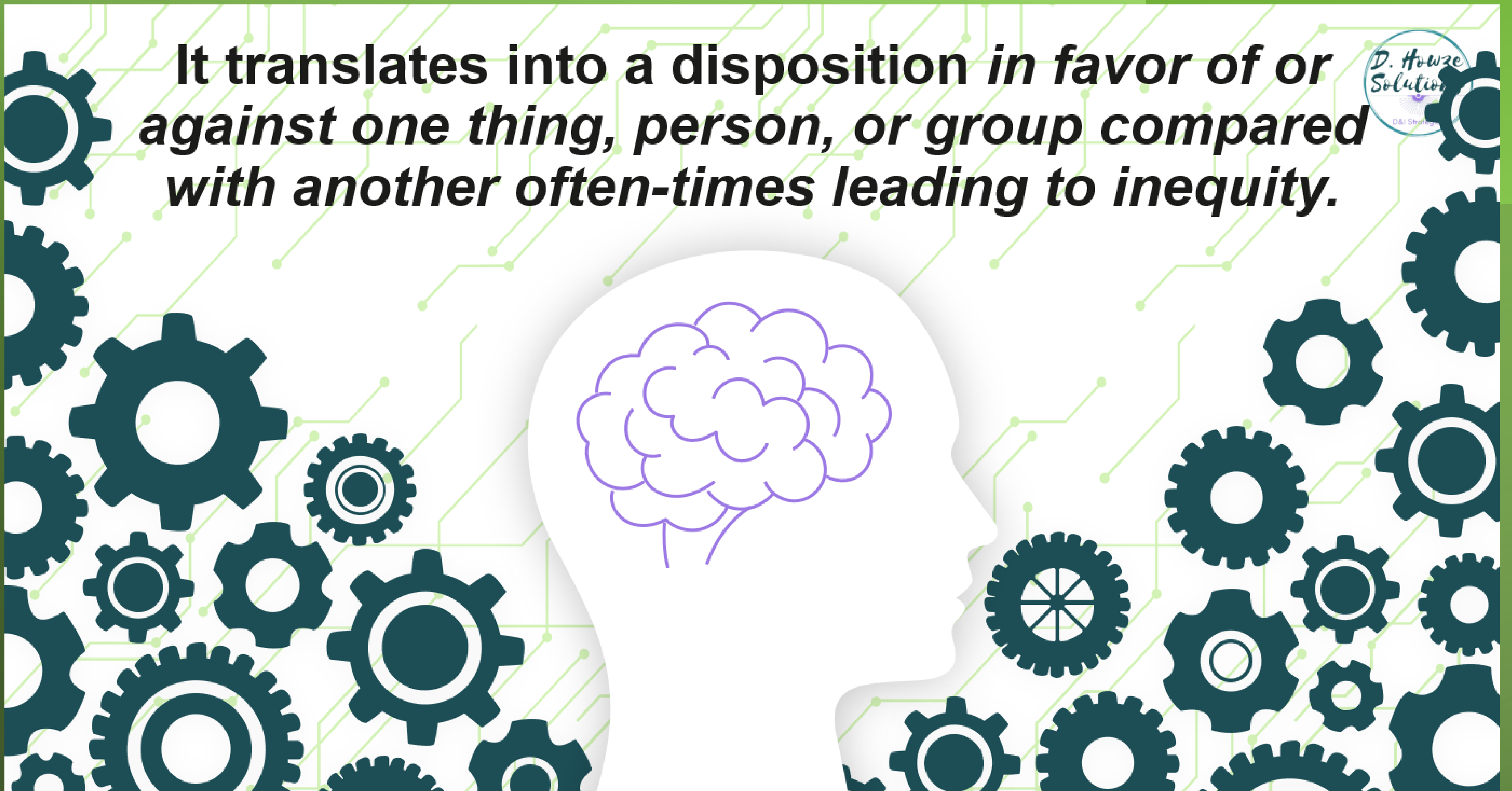
“We are either unaware of, or mistaken about, the source of the thoughts or feelings” .

(Zajonc, 1980)

“Bias is the process by which the brain uses
“*mental associations that are so well-
established as to operate without awareness,
or without intention, or without control.*”



It translates into a disposition *in favor of or against one thing, person, or group compared with another often-times leading to inequity.*



Unconscious Bias Distinguishes between...



Familiar



Comfortable



Like



Unknown



Discomfort



Dislike

Unconscious Bias



Past Experience

Our brains rely on past experiences
and learnings to fill in gaps

Automatic and Hidden Response



Automatically Categorized



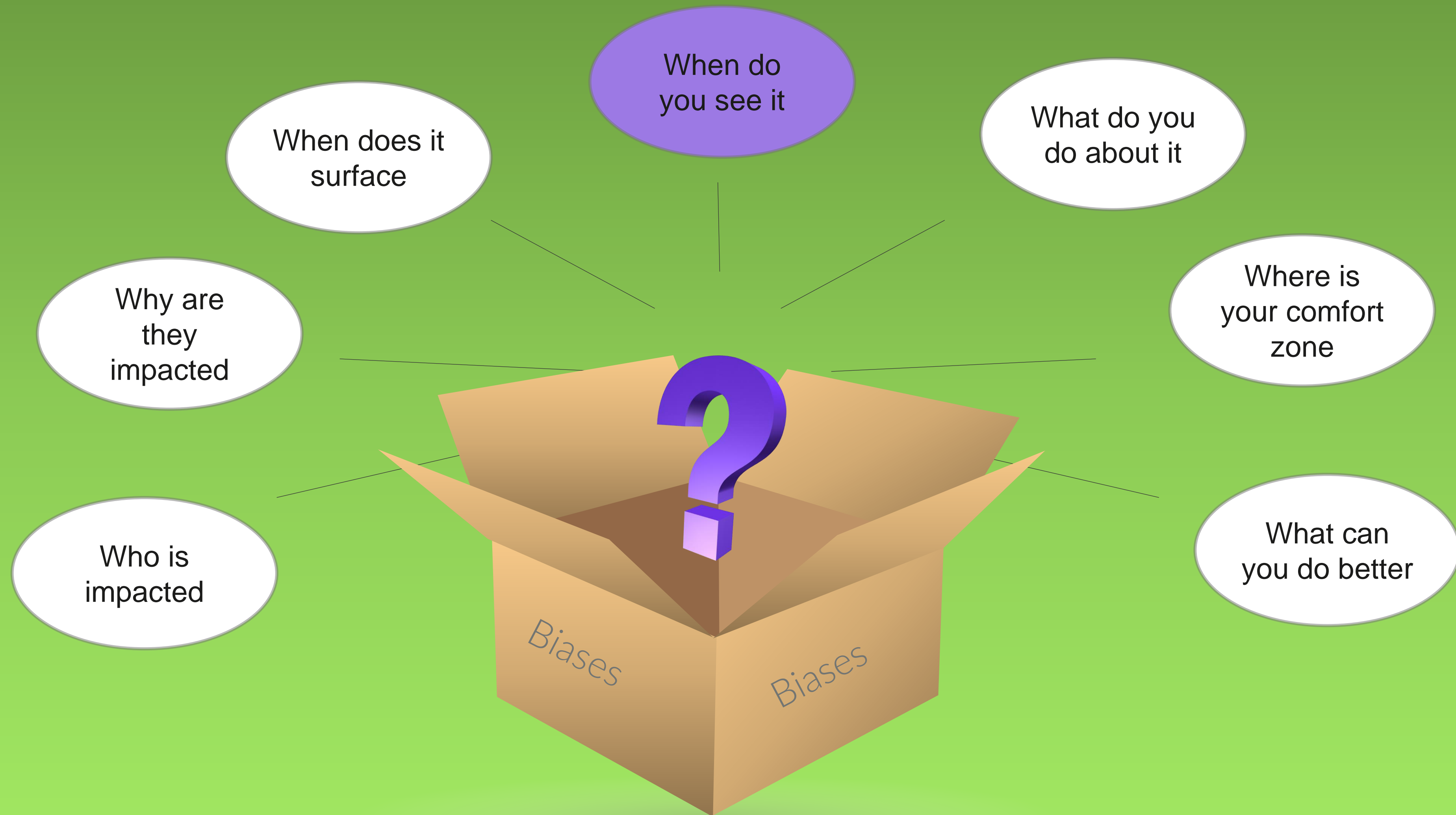
Shape Expectations of Others



Recognize that
you have bias...
and it's OK

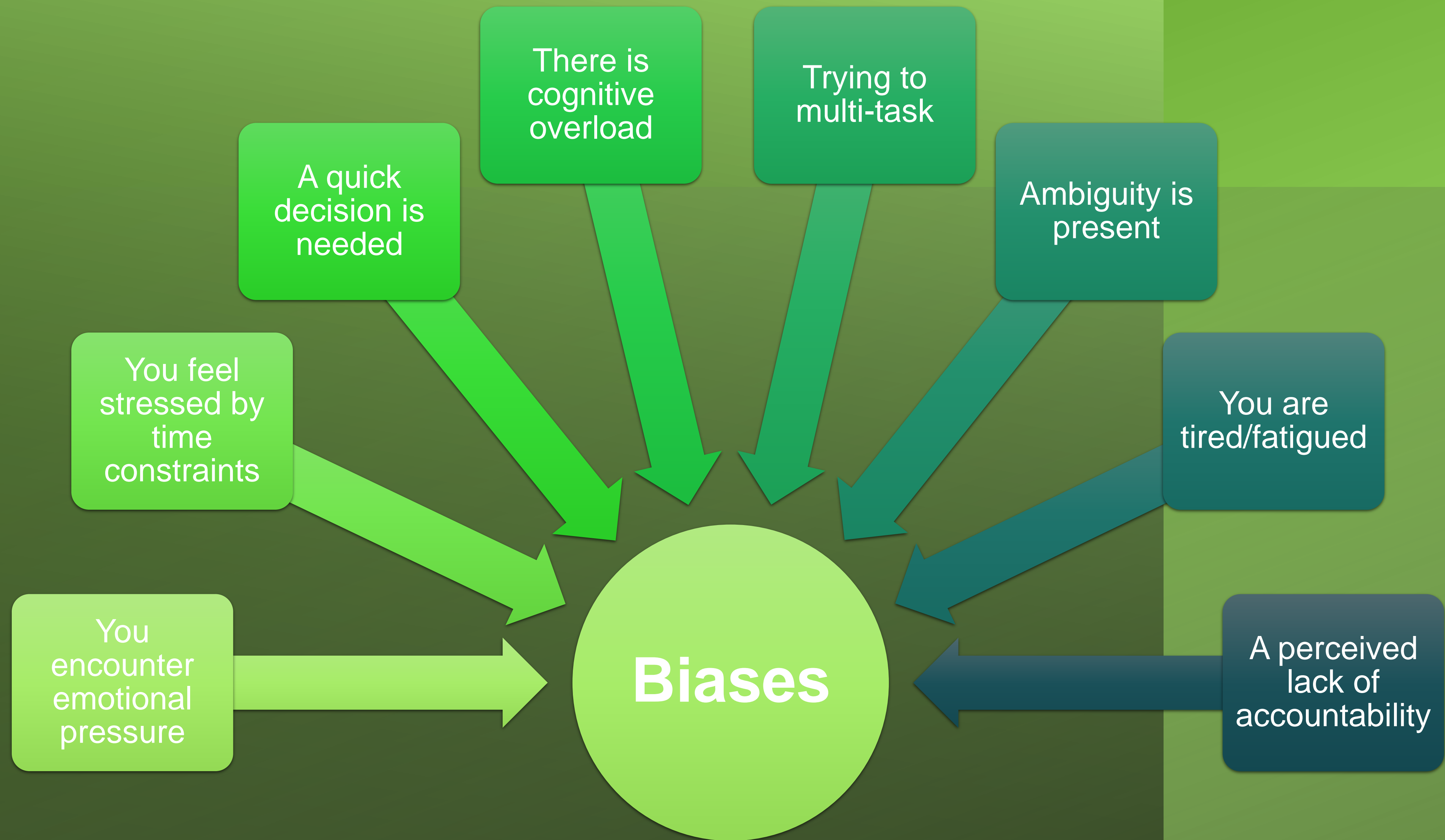


What Biases are in the box



30 Second Reflection

Biases are Triggered When...

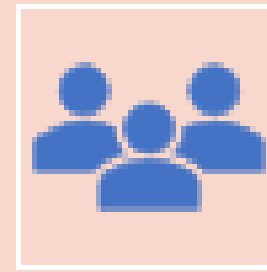


Unconscious Bias at Play

- **Halo/Horn Effect Bias:** One positive or negative trait can influence how their other qualities or characteristics are rated.
- **Confirmation Bias:** Favoring or focusing on information that confirms your existing beliefs and preconceptions.
- **Conformity Bias:** Group think - Unconsciously decide to agree with the majority, and be swayed by that unconscious decision
- **Similarity/Affinity Bias:** Preferring one employee over another based upon commonalities

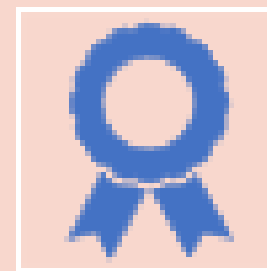


Ways in which unconscious bias may have an impact on organizational functions



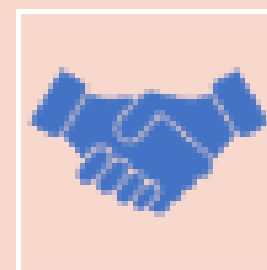
Selection

Recruiting
Leadership Academy
Succession



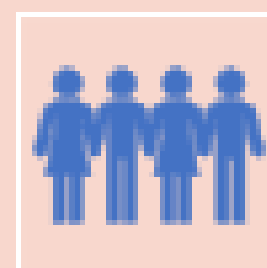
Support and Training

Assignments
Recognition
Resources



Engagement

Mentoring
Collaboration
Networking



Community Partnership

Who do we serve
How do we serve
Where do we serve

KEY TAKEAWAYS



01

We all have Biases

02

Biases are at play in all that we do

03

Biases are not bad



Know that It Starts With You



-
- Am I aware of my bias?
 - Do I fully understand my view? Why do I have this view about a particular person, and/or groups?
 - How was this view formed? Is it based on fear, personal experience, societal pressure, media depiction?
 - How have my interactions and experiences shaped my views of my bias?
 - Am I making a conscious effort to detect the subtle impact of my bias?
 - How can I be more sensitive and responsive to the impact of the bias on the person and/or groups?
 - How might I be obscuring my judgement about a particular person or groups?
 - What can I do to gain more exposure to people that are different from me?

THANK YOU FOR YOUR PARTICIPATION!



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