

UNCONSCIOUS BIAS

Your Brain on BIAS

- Unconscious bias is pervasive and universal
- Our brains are wired for bias
- Too much information from too many sources
- Our brain uses shortcuts by Categorizing and Priming
- We use two types of thinking: System 1, (S1) and System 2, (S2)
- Stereotypes operate outside of our awareness (S1)
- Organizational Culture operates outside our awareness

Why BIAS Persists (Cognitive Dissonance)

- We refuse that bias is happening because we believe that it must be intentional
- It makes us defensive because it asks us to accept that we treat others unfairly when we know we do not
- It goes against our belief that we have some systemic advantage that others do not have
- It is inconsistent with our consciously held values and beliefs

BIAS at the Workplace

- Organization's leaders amplify bias by priming
- Bias translates into behavior
- Behavior influences how decisions are made
- We like those who are most like us (Affinity)
- Reviewers/interviewers all from similar backgrounds (Systemic)
- People do things that fit a stereotype (Confirmation)

Steps to Remove BIAS

- Accept that you are biased and be open to challenging yourself
- Remove stereotypes by overwriting existing data
- Create new experiences with people different from you on a regular basis
- Establish a peer group that is different from you and your usual peers
- Put process checks in place – avoid S2 thinking
- Get coaching and feedback from peer group that is different from you