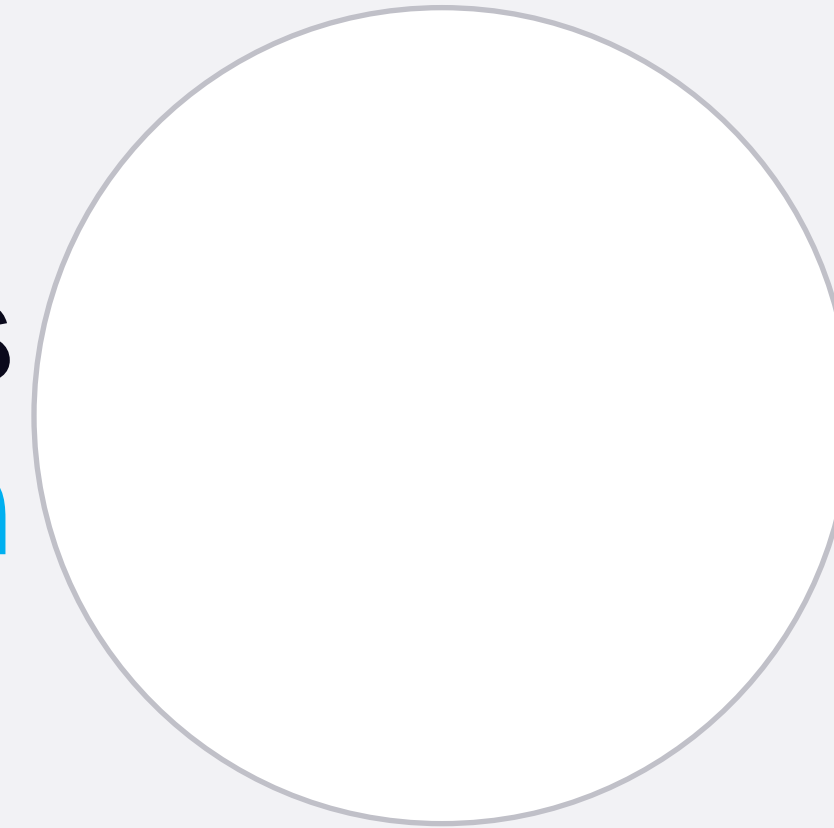


dr jennifer whelan
managing director – psynapse

beyond unconscious bias
leading in an age of inclusion



the business case



good for
people

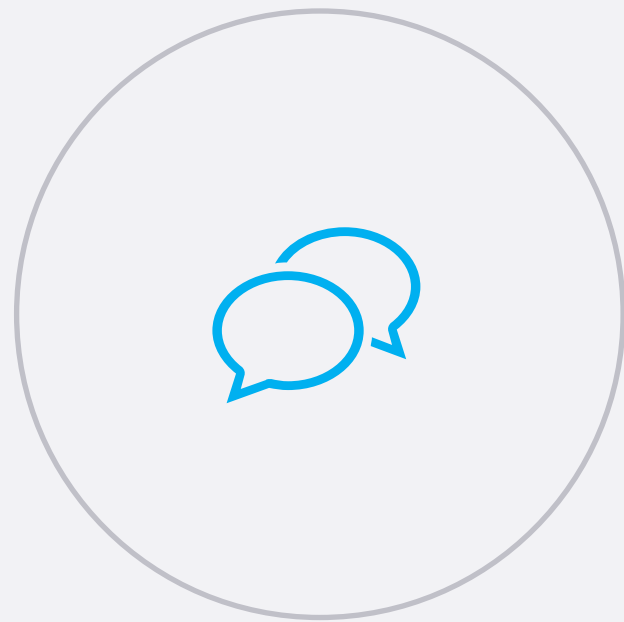
happier
healthier
engaged
committed



good for the
bottom line

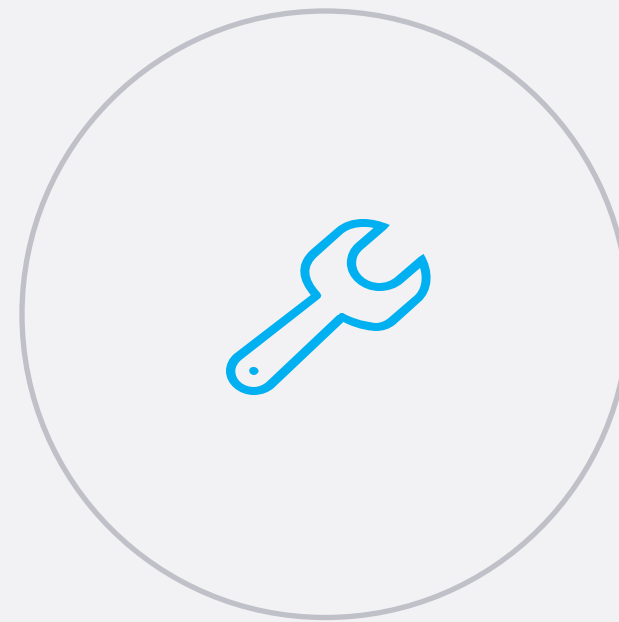
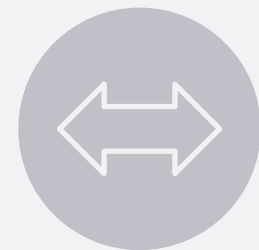
performance
customer & brand
innovation
governance

difference makes us smarter



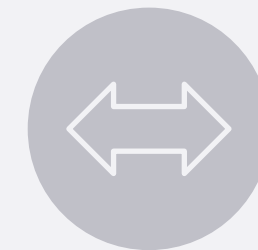
curiosity

more questions
more answers
more information



agility

social learning
increases our
collective intelligence



effort

we think harder
we persist longer
we innovate more

why is inclusion challenging?



why is difference challenging?

1 the **status quo** is sticky
the way we do things around here

2 **similarity** feels good
but echo chambers don't innovate

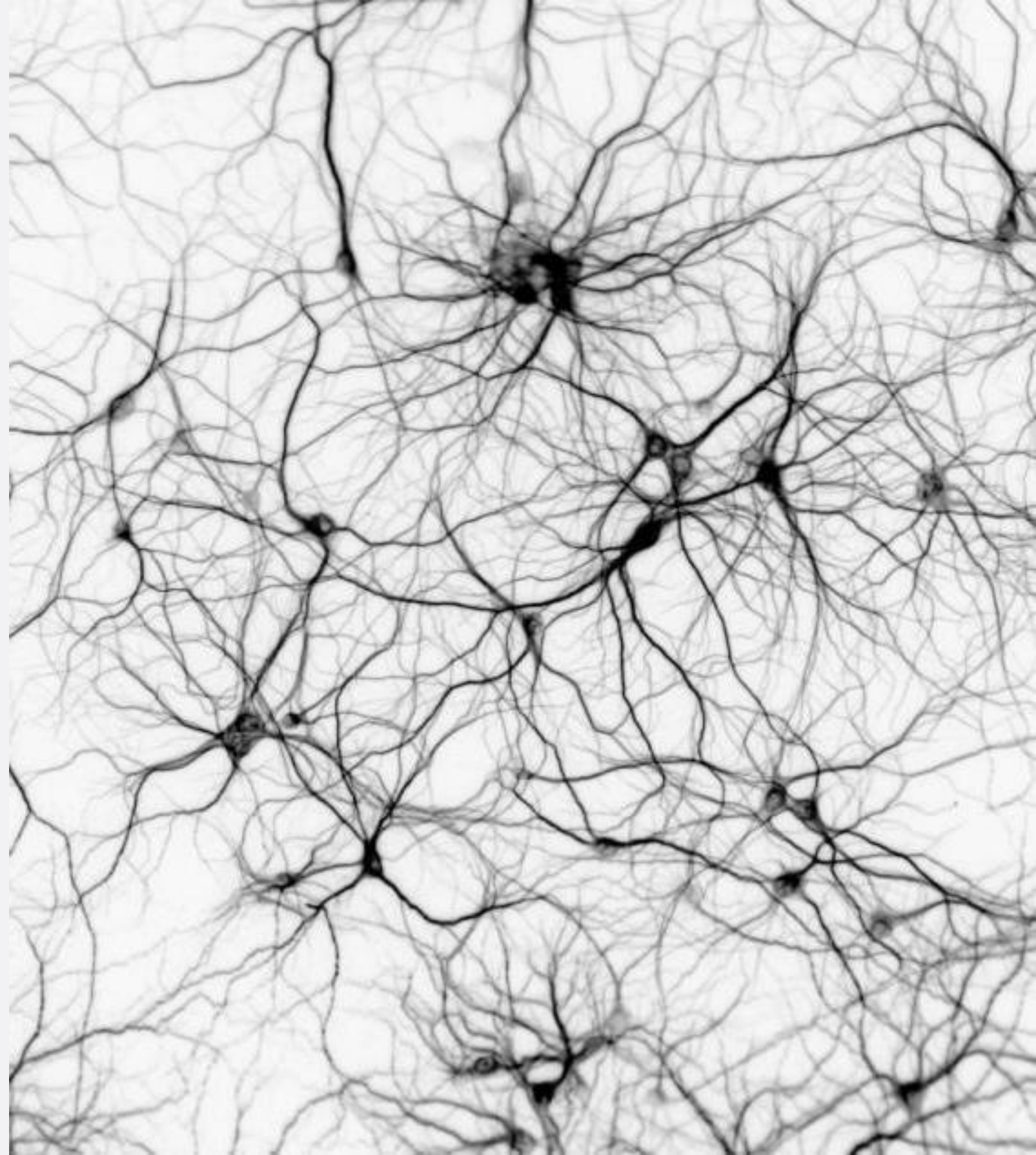
3 feels **slower**
but only in the beginning

4 **stereotypes** and **biases**
screen out valuable differences



the unconscious default is **exclusionary**

- ⓘ simplification & pattern matching
- ⓘ superficial processing
- ⓘ no fact-check or validation
- ⓘ faster than logic
- ⓘ 90% of the work
- ⓘ **highly error-prone**



common types of unconscious bias



matching
people

similarity
bias



matching
information

confirmation
bias



matching to
norms

stereo-
types

stereotyping starts early



- appear 4 times more often
- speak 7 times more often
- 89% more likely to be “smart”



- 10yrs younger
- 48% more likely to be in a kitchen
- 5 times more likely to be in revealing clothing

stereotype “goggles”

we sometimes see
differences that
aren't really there



managing bias
working more inclusively



the heart, head, and habits of inclusion



the heart perspective

self-awareness
humility/curiosity



the head bias hacks

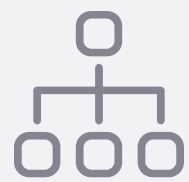
critical thinking tools
& bias hacks



the habits nudges

inclusive actions
everyday

small simple changes



turn-taking & speaking last
hear more from a broader
ranges of voices



mind your language
stereotypical language, jargon,
jokes



monitor & share
informal administrative work
and go-to opportunities



devil's advocate & 5 whys
tools for challenging biases and
assumptions



consult dissenters
find people with different
views, invite neutral observers



inclusion share
team conversation and agreement
around inclusive behaviour

THANK YOU!
QUESTIONS?

