

The 3 Cs for Managing Unconscious Bias

Dima Ghawi

Unconscious Bias

Unconscious bias occurs when we make spontaneous **judgments** about people or situations based on our **past experiences, culture, background, or exposure to media.**

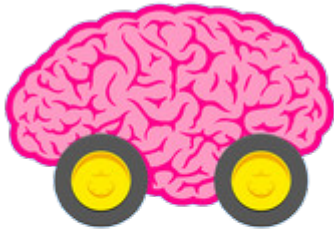
These hidden preferences or prejudices can **affect nearly every decision we make.**

Key Questions

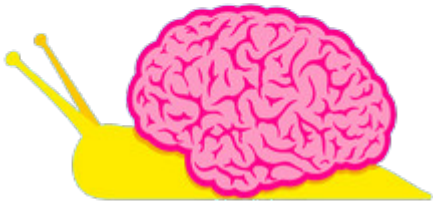
- Why do people tend to seek friends that are similar to them?
- What are some effective ways to address biases in ourselves and others?
- How does unconscious bias apply to your daily work?

Fast & Slow Brain

Fast:



Slow:



Imagine a person in a leadership role, what physical characteristics did you first think of?

1.

2.

3.

4.

5.

Guilty by association
Herd mentality
Backfire effect
Halo effect
Appeal to fear
Racism
Stereotypes
Discrimination
Prejudice
Name bias
Sexism
Affinity bias
Slippery slope fallacy
Self-serving bias
Anchoring effect
Bandwagon effect
Negativity bias
Horn Effect
Hindsight bias

Unconscious Biases

Affinity bias

- Definition:
- Example:

Confirmation bias

- Definition:
- Example:

Conformity Bias

- Definition:
- Example:

Guilty by association

- Definition:
- Example:

Name Bias

- Definition:
- Example:

Negativity Bias

- Definition:
- Example:

Our Circle of Trust

Write down the names of seven people whom you trust the most who are not family members:

	NAME							
1.								
2.								
3.								
4.								
5.								
6.								
7.								

How Do You Believe These Unconscious Biases Affect The Work Culture?

1.

2.

3.

4.

5.

Microaggressions

“Are insults that minorities experience in their day-to-day interactions with well-intentioned individuals who are unaware that they have engaged in an offensive act or made an offensive statement.”

These acts are normally related to a person’s race, gender, sexual orientation, or disability status. While these incidents are often subtle, their impact can have a huge effect on your performance and your confidence. **They typically go unreported and unnoticed.**

Examples of Microaggressions

1.

2.

3.

4.

5.

What Can We Do To Manage Our Unconscious Biases?

Curiosity:

Courage:

Commitment:

How Can We Create a More Inclusive Work Culture?

1.

2.

3.

4.

5.

Main Takeaways

1.

2.

3.

4.

5.

LET'S CONNECT!



Dima@DimaGhawi.com



linkedin.com/dimaghawi



@dghawi



800.434.0898