

'Unconscious Bias: The Trusted 10'

ICBE Lunchtime Bites

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Welcome

Please have paper & pen ready



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An activity to get us started.....





My Trusted 10

	Names/ Initials						
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							



My Trusted 10

	Names/ Initials	Gender	Education level	Age	Marital Status	Nationality	Disability (Y/N)
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							



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My Trusted 10

	Names/ Initials	Gender	Education level	Age	Marital Status	Nationality	Disability (Y/N)
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
Me							

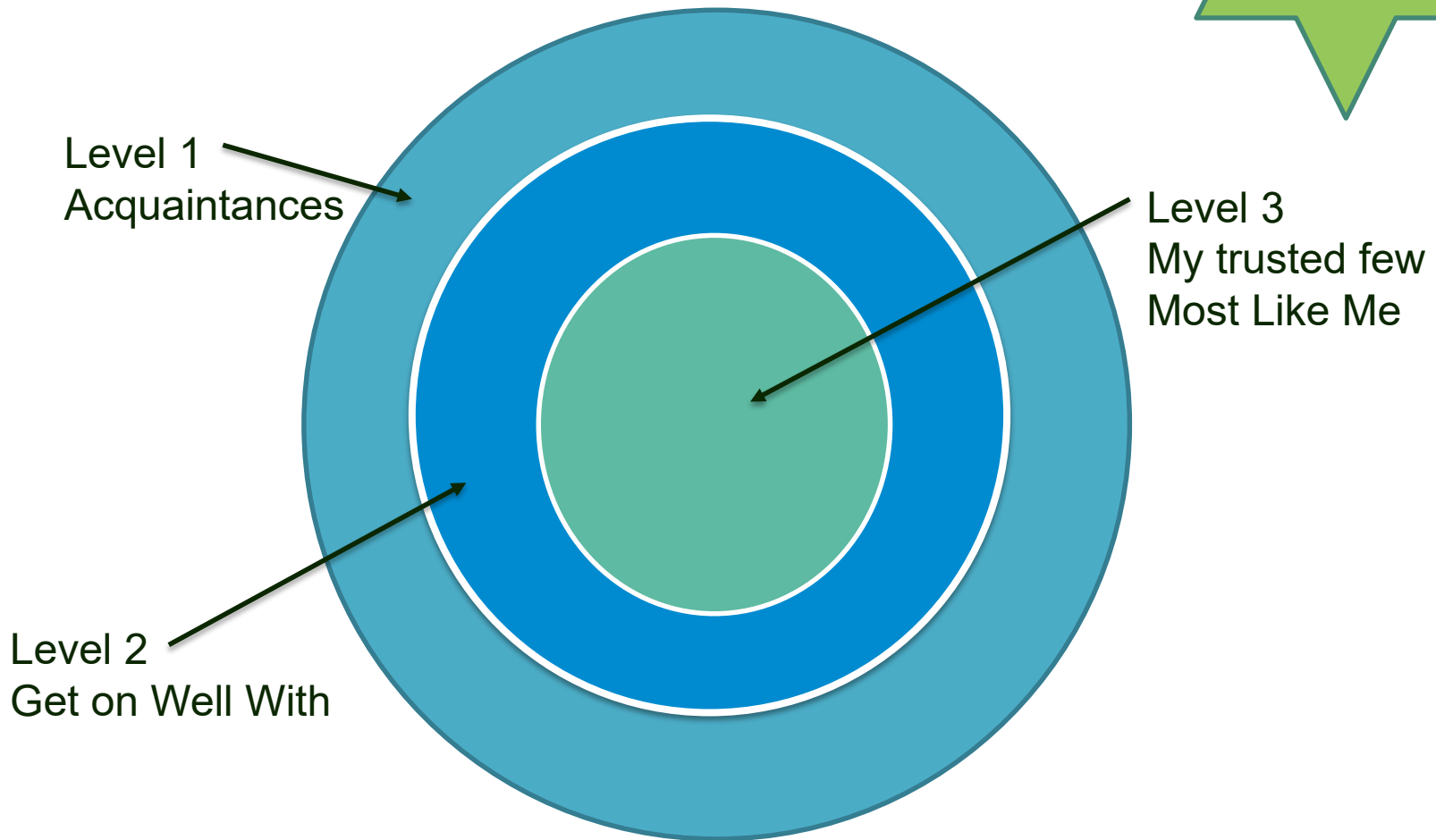
A few Questions



How 'like you' are your 'Trusted 10'?	What are you noticing about your 'Trusted 10' in terms of diversity?
How many are 20 years older or younger than you?	How many are working in different organisations?
What's your gender mix?	How many different professions?
How many Employed? Unemployed? Self-employed? Disabled?	How many from Ireland How many from your home county?

- What are some implications for Innovation? ... For developing talent? For our work relationships?
- How diverse a group are we ourselves?
- What perspectives might we be missing?

How we form relationships



What is Bias?

Bias

A judgment made even with compelling data and information to the contrary

Unconscious Bias

A judgment made without being aware that we are doing so

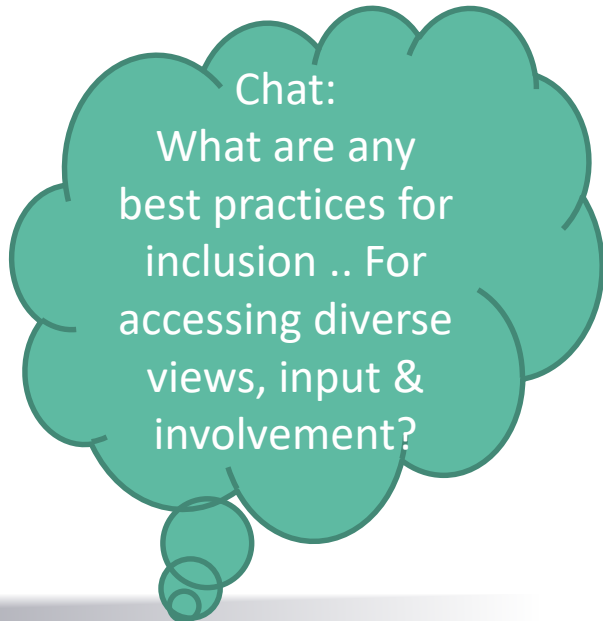
Korn Ferry, 2016

The 'Like Me' Bias shows up:



The 'Like Me' Bias – How come it matters?

- Diversity & Inclusion
- Engagement, Collaboration
- Quality of Decision Making, Problem Solving
- Hiring, Reviews, Mentoring, Development, Progression
- Strategy
- Customer & market perspective
- Innovation



Chat:
What are any
best practices for
inclusion .. For
accessing diverse
views, input &
involvement?

Where does the 'Like me' and other biases come from? -Two levels of thinking



First Level

this is where we think we think...

"higher"	deliberate	rational	thoughtful
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Second Level

this is where we operate most often

"lower"	automatic	impulsive	unthinking
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Unconscious
Bias

Source: Anthony Greenwald, Professor of Psychiatry, University of Washington

How come our conscious brain isn't in charge all the time?



- We take in approx. 11 million bits of information per second
- Our conscious brain can only process 50 bits per second (Britannica.com)
- The unconscious brain uses 'mental shortcuts' to Interpret information fast (make snap judgments) and save energy
- Operates in the background all the time – a powerful adaptation

The 'Like Me' Bias originally served to protect us from physical danger

BUT.....

In today's world, similar to the 'Fight or Flight' Response, it is operating where there's no risk to our lives and in some areas limiting our potential

What 'super-charges' our 'Like Me' (& other Unconscious) Biases?



Anger



Busy-ness



Stress



Multi-tasking



Time
Pressure

So how can we avoid Unconscious Bias?

Raise Awareness

Monitor ourselves – Make a habit of noticing and calling ourselves out on it

Talk about it - Share exercises like ‘Trusted 10’

Ask **questions** like those on Slide 6

Make Connections

Make diverse connections with folk different to ourselves – ask questions and commit ourselves to listening – hearing

Seek multiple perspectives – ‘What else could be?’

Activate Level 1 Thinking

Deliberately slow down

Especially with key decisions like hiring, choosing people for promotion & high profile opportunities
Pay special attention to ‘culture fit’ – it can be a proxy for ‘like us/me’

Q & A and Comments via Chat



Useful References

Excellent 3 minute Video from the Royal Society (fostering excellence in science) explaining Unconscious Bias:

<https://www.youtube.com/watch?v=dVp9Z5k0dEE>

<https://www.tolerance.org/professional-development/test-yourself-for-hidden-bias>

<https://hbr.org/2018/09/why-companies-should-add-class-to-their-diversity-discussions>

Blog on 9 types of bias that negatively impact your recruitment process:

<https://www.socialtalent.com/blog/recruitment/9-types-of-bias>

<https://hbr.org/2017/01/the-neuroscience-of-trust>

How Your Unconscious Mind Rules Your Behaviour: Leonard Mlodinow at TEDxReset 2013

<https://www.youtube.com/watch?v=vcJm-y7UnLY>

Scott Horton – Trusted 10 demo

https://www.google.ie/search?q=trusted+10&rlz=1C1GGRV_enIE752IE752&oq=trusted+10&aqs=chrome..69i57j69i59j0l4.1870j1j8&sourceid=chrome&ie=UTF-8

Thank You!



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