



Unconscious Bias

Automatic, Unintentional, & Universal

United Way of Pennsylvania
www.uwp.org



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Unconscious Bias

What does it mean?

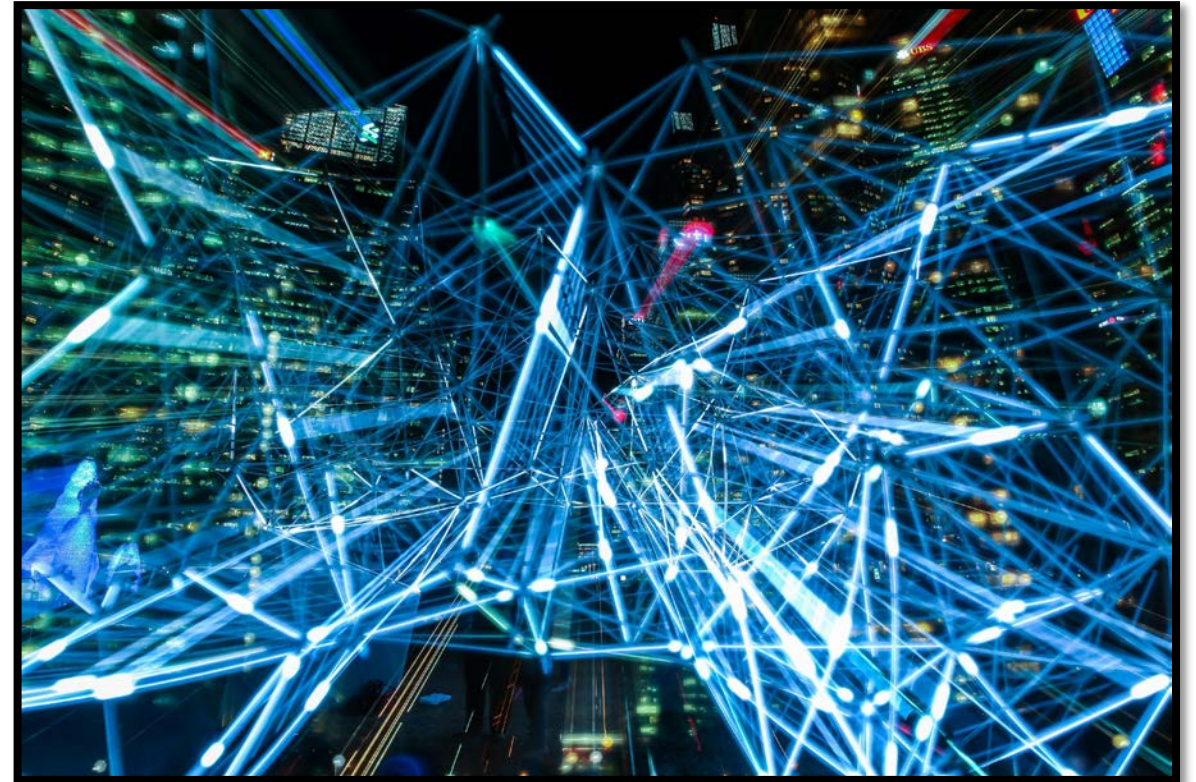
How does bias help us?



- QUICK! Is this situation dangerous?
- Taking time to examine your bias could have ended badly
- Bias helps us make quick decisions
- We filter, prioritize, categorize, and summarize surroundings unconsciously

How does bias help us?

- Our world is different, but we still need to make quick decisions
- Data overload can cause problems – unconscious bias helps
- 99.99996% of mental processing is ruled by our unconscious
- Sometimes it leads us astray



Are you biased?



- Yes! You are biased. (So am I.)
- It matters!
- Recognizing and acknowledging our bias makes our society, organization, and communities better

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How does bias affect our world?

Impact of bias over time

4 things that make situations more prone to bias

Task

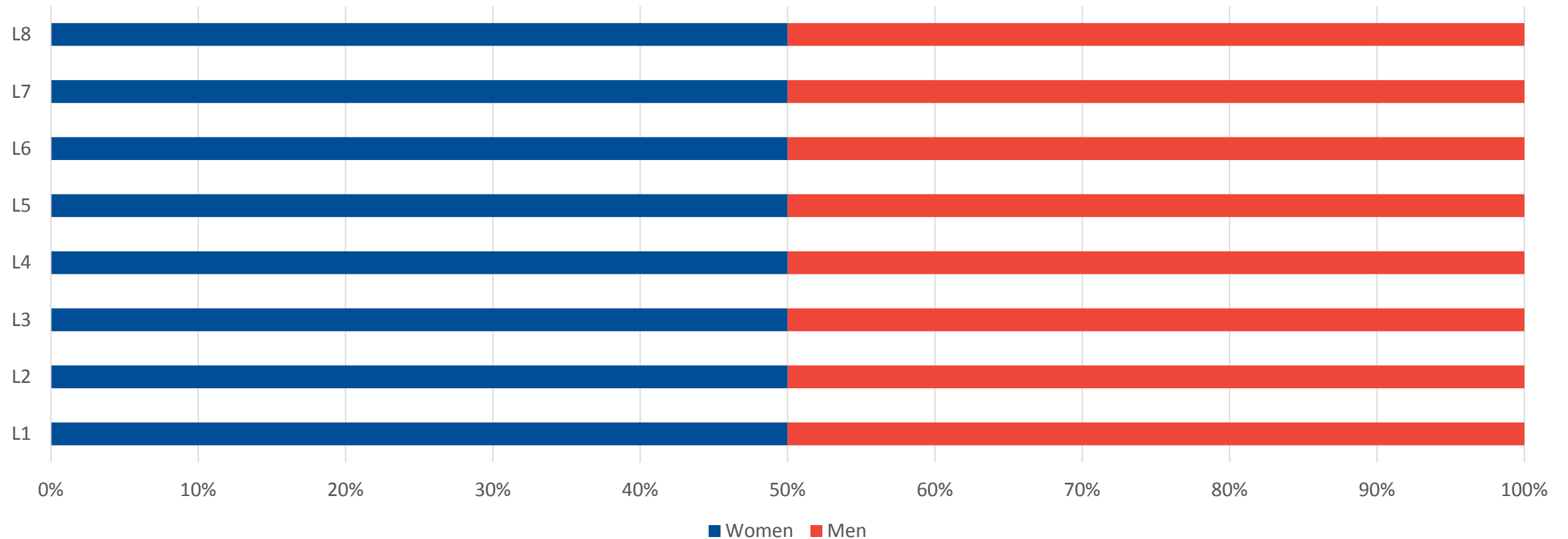
Numbers

Clarity

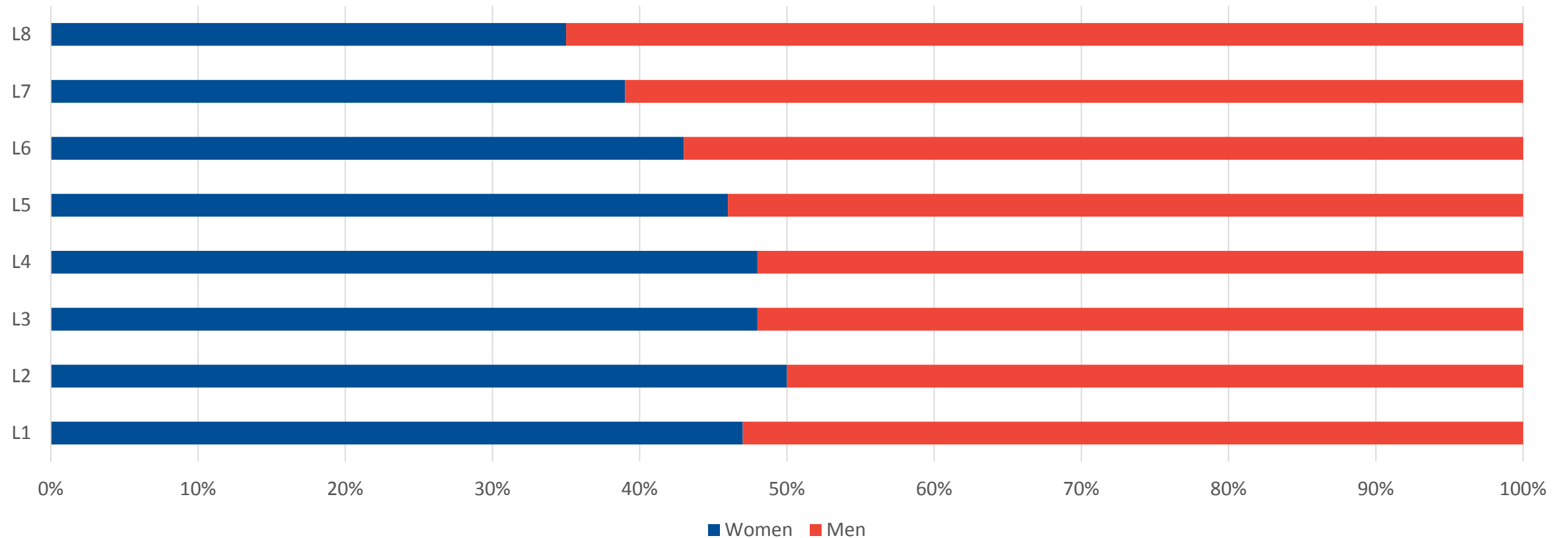
Perceiver

**EVEN A TINY BIT OF BIAS
CAN HAVE BIG CONSEQUENCES.**

With 1% variance in performance scores...



...only 35% of L8 employees would be blue.



Diversity is a competitive advantage



- Companies with higher proportions of women board directors outperform others by 53%
- As of 2011, 75% of workers and volunteers in non-profits are women. Only 45% of top positions are held by women
- 89% of non-profit CEOs and 80% of board members are white

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What can we do?

Commit to one action!

4 Methods to Overcome Unconscious Bias

Structure for Success

What does success look like, specifically?

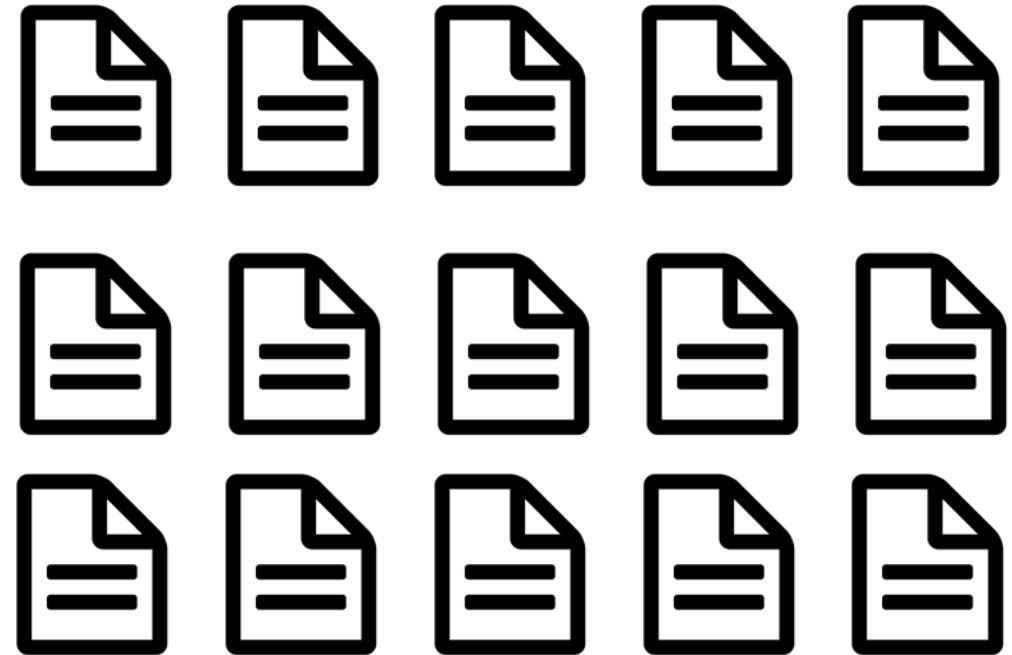


Is Emily more employable than Lakisha?

Applicant: Brendan, Greg, Emily, & Anne



Applicant: Tamika, Aisha, Rasheed, & Tyrone



What makes a good manager?

Self-confident
Desire responsibility
Industrious
Assertive
Consistent
Logical
Firm
Aggressive
Steady
Skilled in business matters
Vigorous
Emotionally stable
Forceful
Analytical ability
Direct
Frank



Curious
Helpful
Intuitive
Creative
Understanding
Neat
Aware of others' feelings
Vulgar (less)

Bust the Bias: Structured Job Interviews



4 Methods to Overcome Unconscious Bias

Structure for Success

Measure Results

Who and what are you working for?

- Are you designing programs for your community?
- Are the programs you're designing and funding going to be used by you, your staff, and the people on your board only?

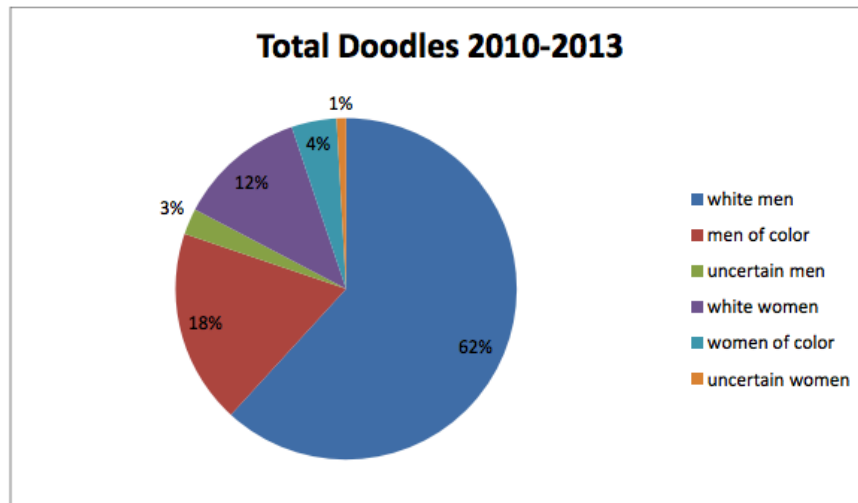


Who is collecting your data?

TOTAL DOODLES 2010-2013 (figure 1.1):

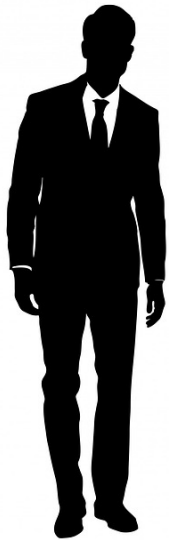
	Total doodles	White	People of Color	Uncertain
men	368	275	82	11
women	77	54	19	4
total	445	329	101	15

Figure 1.2:



- Google doodles celebrate birthdays of famous scientists, explorers, and innovators on the Google homepage
- Their almost half-women team of Doodlers were mostly celebrating the achievements of men

Filling in the Gaps



4 Methods to Overcome Unconscious Bias

Structure for Success

Measure Results

Evaluate Subtle Messages

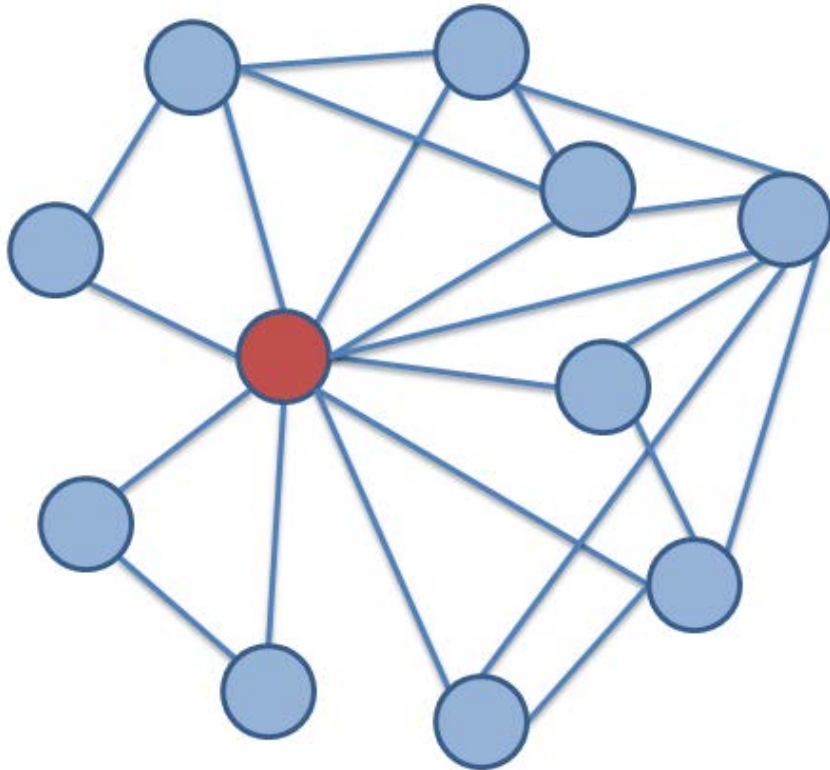
Recognize the Power of Signals



What Signals do we Send?

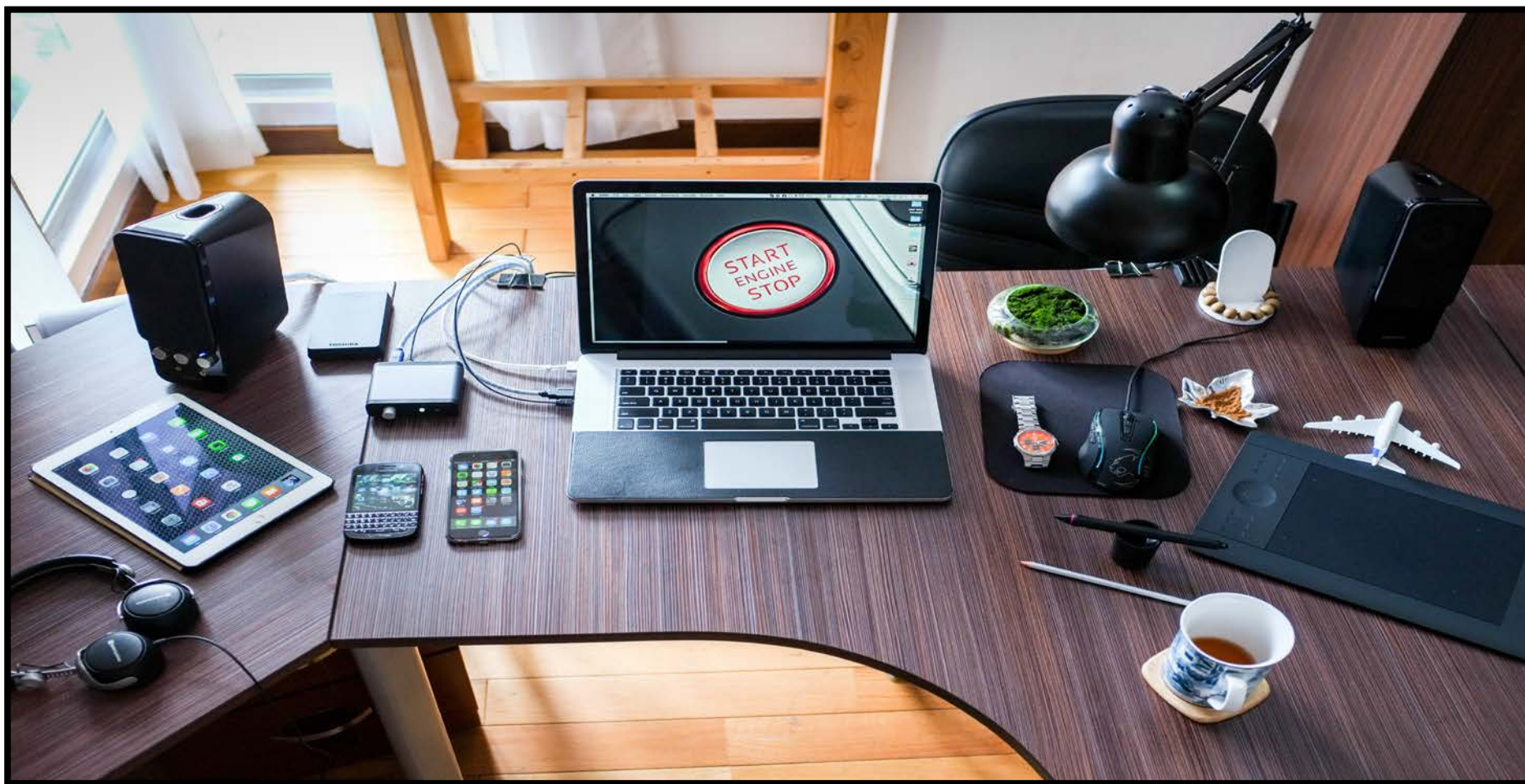


Social Networking



- Networks are critical to personal and career success
- People with strong networks have been shown to have faster career trajectories
- Only going to people like you limits the information you have access to and who has access to you

What does your space say?



4 Methods to Overcome Unconscious Bias

Structure for Success

Measure Results

Evaluate Subtle Messages

Hold everyone Accountable

Hold Yourself Accountable

- Question your first impressions
- Justify your decisions
- Ask for feedback





**Empower everyone to call out
Unconscious bias.**

Hold others accountable

- Create a culture of calling out unconscious bias
- Make others justify decisions
- Make decisions collectively



4 Methods to Overcome Unconscious Bias

Structure for Success

Measure Results

Evaluate Subtle Messages

Hold everyone Accountable

Thank you!

- Any questions?
- Darlene Slaughter, VP and Chief Diversity Officer of United Way Worldwide, will be hosting a session called “Building Bridges: Conducting Courageous Conversations around Race & Equity” to continue this conversation and learn/practice how to fully and effectively engage stakeholders in difficult discussions about race, equity, and inclusion.
 - Thursday June 21st at 3:45pm