



Consciously Addressing Unconscious Bias







What was the first thing you noticed about me?



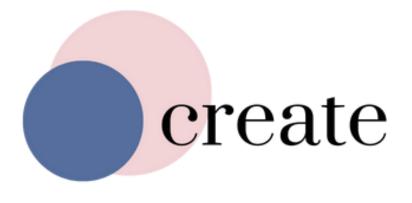




- Gender Race and Ethnicity Age Status •
 Trustworthy-ness Charisma Leadership potential
 - Social habits Intelligence



What we notice in the first few seconds





What is Unconscious Bias?

Unconscious biases are prejudices and stereotypes individuals have about certain groups of people that they aren't consciously aware of having.



Unconscious Bias



- Shaped by our personal experiences,
- Attitudes of family, friends and others, living and working environments,
- Culture: media, movies, and books
- Developed over the course of a lifetime, beginning at an early age.





Types of Unconscious Biases



Affinity Bias

Feeling a connection to those similar to us







Perception Bias

Stereotypes and assumptions about different groups



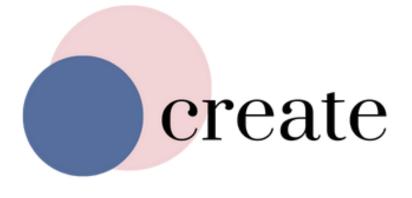
Halo Effect

Projecting positive qualities onto people without actually knowing them



Confirmation Bias

Looking to confirm our own opinions and pre-existing ideas.





Affinity Bias



Only receptive to people to people to people who are like themselves

This is an excellent suggestion Mrs Riggs, maybe one of the men here would like to make it







Stereotyping people based on a group they belong to







Beauty Bias or Halo Effect

Assuming everything about a person must be great because you like something about them







Confirmation Bias



"I trust this site to tell the truth."

Looking for information that supports our beliefs, and ignoring details to the contrary





Overcoming the effects of unconscious bias is a journey. Set out with intention, and create a road map for pushing forward.











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