Agenda:

1. Meeting Norms and Goals
2. Why is this important?
3. Defining Social Identity Groups
4. 15-minute breakout session
5. Regroup and Report Out
6. Exploring, Understanding and Defining Bias
7. Mitigating Bias

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WHY IS THIS IMPORTANT?

1. Bias can distort our judgment and can lead to stereotyping and bad decision making.
2. A McKinsey study of more than 1,000 major business investments showed that when organizations worked at reducing the effect of bias in their decision-making processes, they achieved returns up to seven percentage points higher.
3. While not indicative of a person’s morality, biases can still be harmful.
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DEFINING SOCIAL IDENTITY GROUPS

Social Identity Groups are based on physical, cultural, linguistic, and/or other characteristics and to which individuals are assigned based on socially constructed categories

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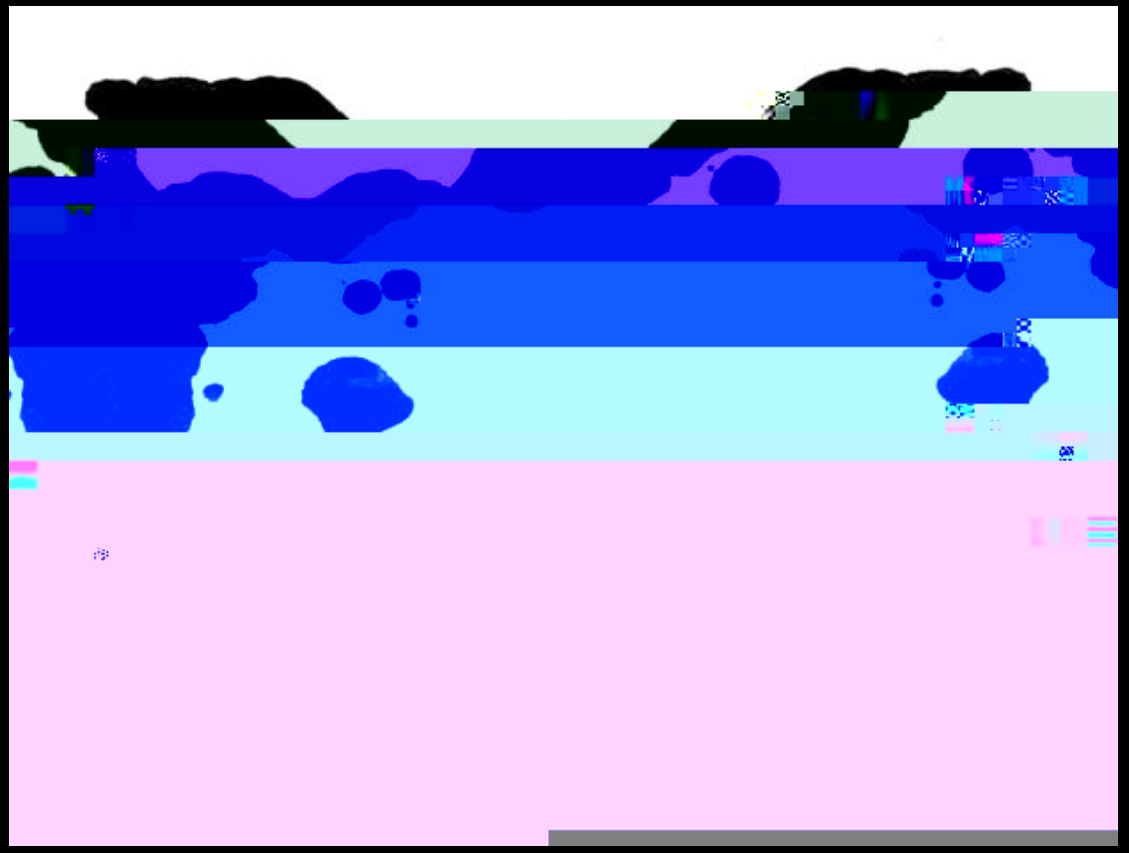
BREAKOUT SESSION

1. Have you ever had a wrong first impression of someone who had a different background or cultural identity from you?

2. Has anyone ever had the wrong first impression of you?

WHAT DO YOU SEE?



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IMPLICIT BIAS

Implicit Bias: The attitudes or stereotypes – both **favorable and unfavorable**, that affect our understanding, actions, and decisions in an **unconscious** manner and are activated **involuntarily.**

Implicit Biases

- Are unconscious, automatic, and rely on associations we form over time
- Are **pervasive**
- Reflect how we internalize messages about our society rather than our intent
- Operate **outside** of our conscious awareness
- **Do not necessarily align with our declared beliefs** or even reflect stances we would explicitly endorse
- Tend to **favor our own ingroup**
- Are **malleable**

FOUR COMMON NON-VISIBLE UNCONSCIOUS BIASES

Availability Bias

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FOUR COMMON NON-VISIBLE UNCONSCIOUS BIASES CONT.

HALO AND HORNS EFFECT

- Halo Effect Definition: When we let the ‘halo glow’ of one great thing about a person affect our opinions of everything else about that person.
- Horns Effect Definition: When we see one bad thing about a person, and we let that cloud our opinion of everything else about that person.
    - Someone did well on one project and so we assume they will always do well on subsequent projects.
    - I don’t like the way this person dresses, so I assume they must be lazy or unprofessional.

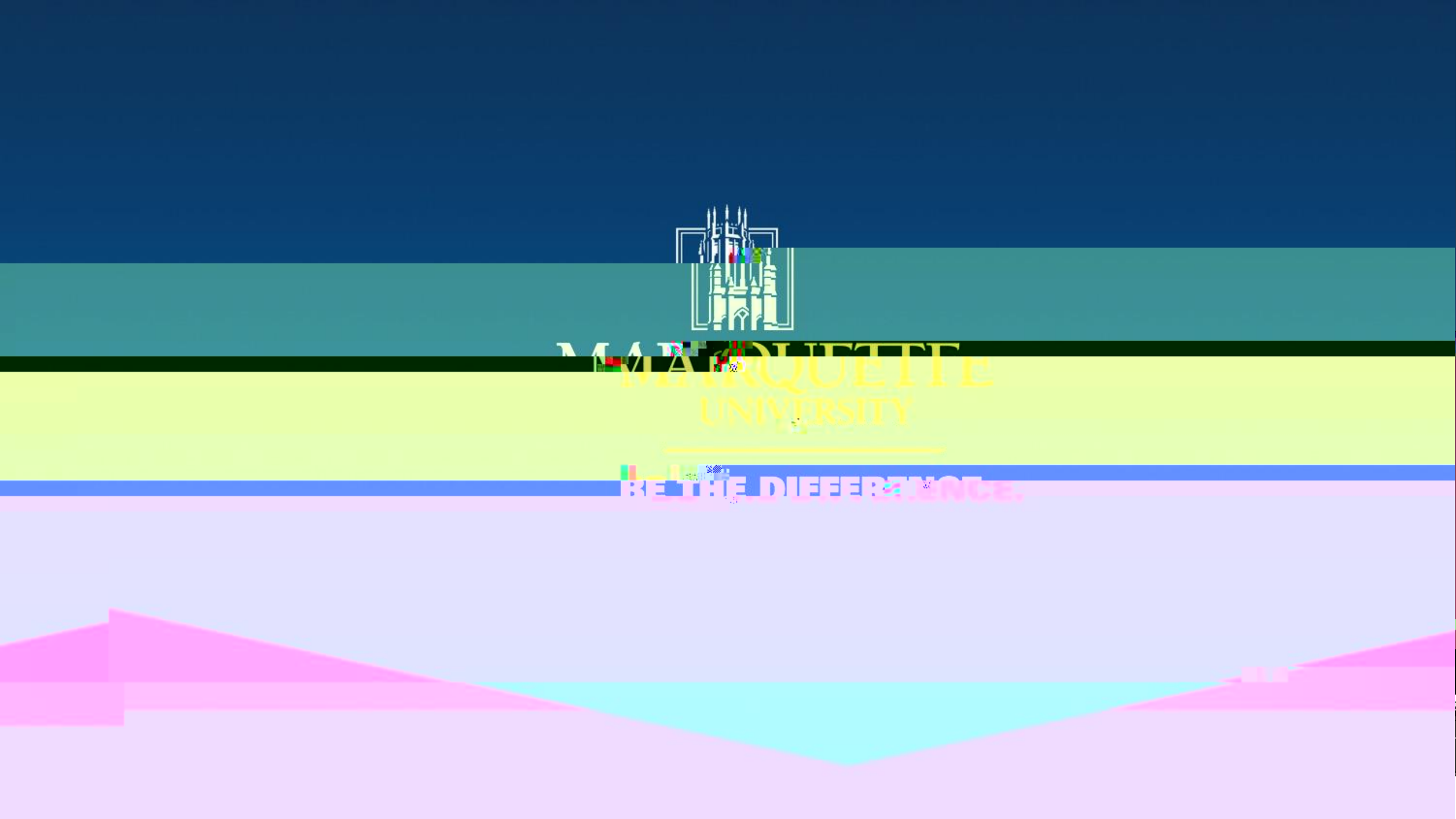
AFFINITY BIAS

- When we make decisions based on how we connect with someone on a personal level. When we show preferences to those who are similar to ourselves.
    - Awarding an alum that reminds you of a ‘younger version of ourselves.’
    - Not asking someone to join the group or receive an award because we don’t have a similar background so there is no way to ‘connect personal.’

MITIGATING BIAS

Review:

- Lesson the impact of unconscious biases on our decision-making with education and awareness. Shift and neutralize our biases before they turn into behaviors.
- Pause and reflect on your own biases
- Ask yourself why you think or act a certain way.
- Engage with people in groups that you feel separate from or different than.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