

Unconscious Bias

- ⚠ Unconscious bias refers to the attitudes or stereotypes that affect our views, actions, and decision-making ability
- ⚠ Failure to attend to unconscious bias can impede positive organizational change and resilience
- ⚠ It's this unconscious need to categorize people that leads to the kinds of decisions that favor some and leave others out
- ⚠ About 99% of our thoughts are unconscious
- ⚠ Heuristics are the shortcuts that humans use to reduce task complexity in judgment and choice, and biases are the assumptions we make based on those shortcuts
- ⚠ Affinity Bias
 - ↳ Favoring people who are similar to us

⚠ Reducing our unconscious bias as we interact with others at work can be accomplished by creating standard processes that will help you to pause before you react in favor of or to the detriment of someone in a review process

⚠ Halo Effect

↳ Tendency to think a person is good because of a good first impression

⚠ Perception Bias

↳ Tendency to form stereotypes and assumptions about group of people

⚠ Tackling the underlying unconscious bias, can be achieved by

- ↳ acknowledging the problem exists
- ↳ spread awareness
- ↳ resolve to do something about it
- ↳ hold yourself accountable

⚠ Confirmation Bias

↳ seeking out evidence that confirms our initial perceptions, ignoring contrary information

⚠ How to combat confirmation bias

- ↳ Review all available data
- ↳ Ask others to review your conclusion
- ↳ Use standard evaluation system

⚠ Groupthink

↳ when individuals try to fit into a group by agreeing with the majority or stifling opinions that may differ from the group

⚠ If you want to positively change the way you make decisions, try one or more of these steps

- ↳ Take on the role of dissenter
- ↳ if you have authority, avoid stating your preferences first
- ↳ Reserve time to critically evaluate opinions
- ↳ Invite an impartial third party to challenge opinions