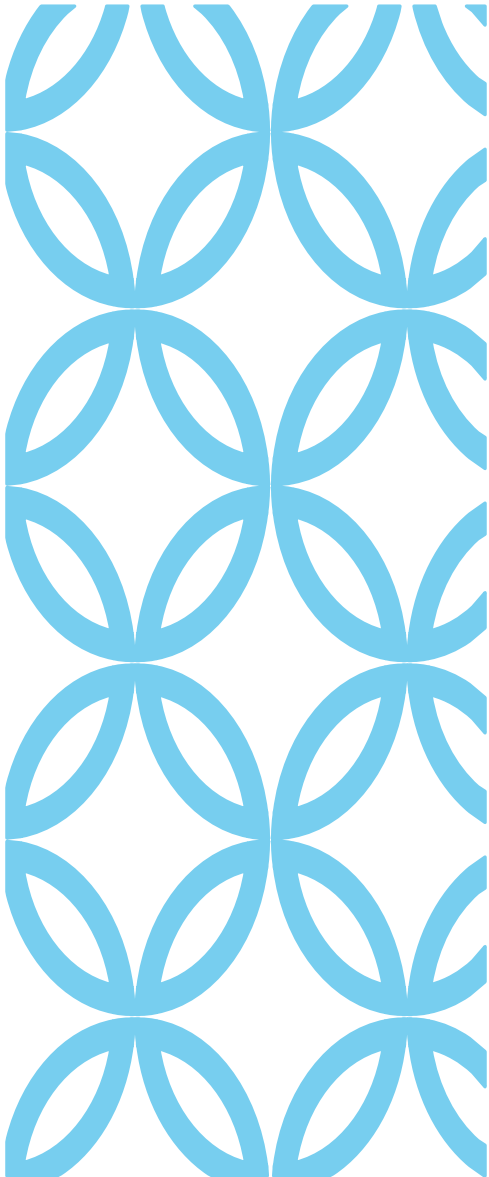




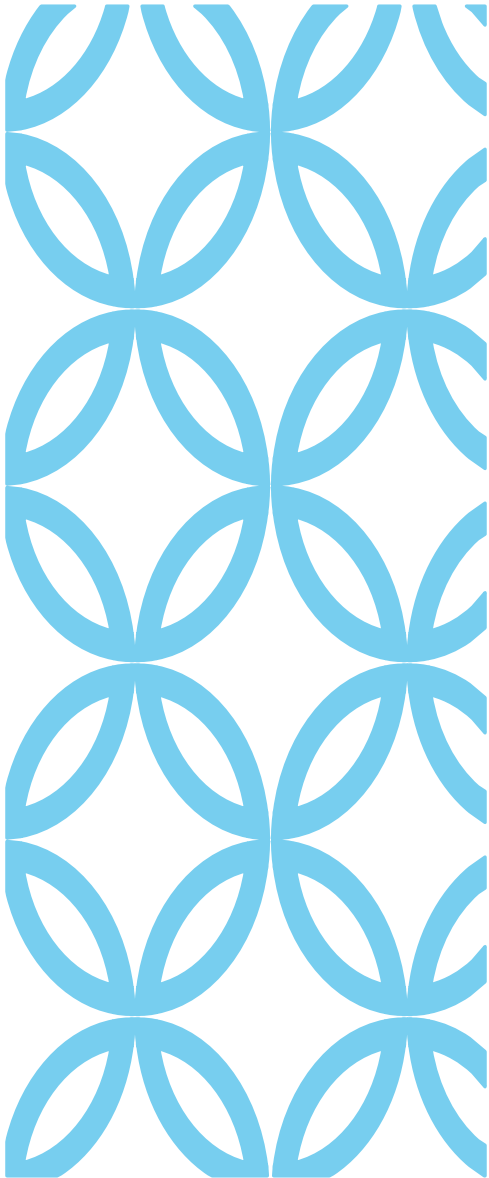
ADDRESSING BIAS AND PERCEPTION IN GLOBAL SHIPBUILDERS UNITED

Building an Inclusive Workplace Culture



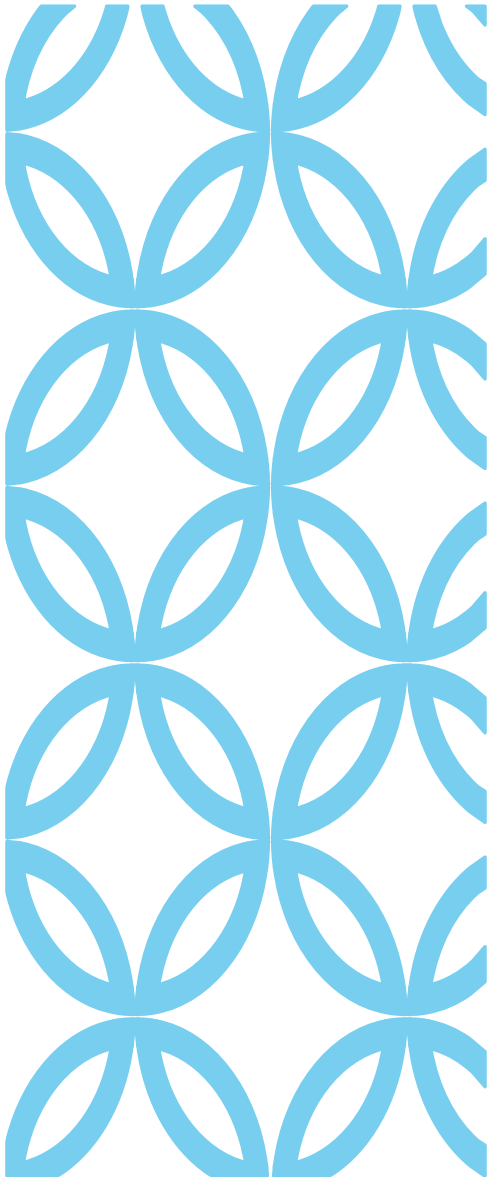
- **Definition of Bias (conscious and unconscious):** Bias refers to a prejudice in favor of or against a person, group, or thing, often unfairly. Conscious bias is an explicitly held attitude, while unconscious (or implicit) bias involves associations outside conscious awareness.
- **Definition of Perception and its role in shaping behavior:** Perception is the process by which individuals interpret and organize sensory information to understand their environment. It significantly influences behavior by shaping how people view situations, others, and themselves, often leading to actions based on these interpretations• Importance of addressing bias and perception in a male-dominated industry
- **Importance of addressing bias and perception in a male-dominated industry:** Addressing bias and perception in male-dominated industries is crucial for fostering diversity, ensuring equal opportunities, and maximizing talent utilization. It helps create an inclusive environment, enhance innovation, and improve overall organizational performance by leveraging diverse perspectives and experiences.

INTRODUCTION



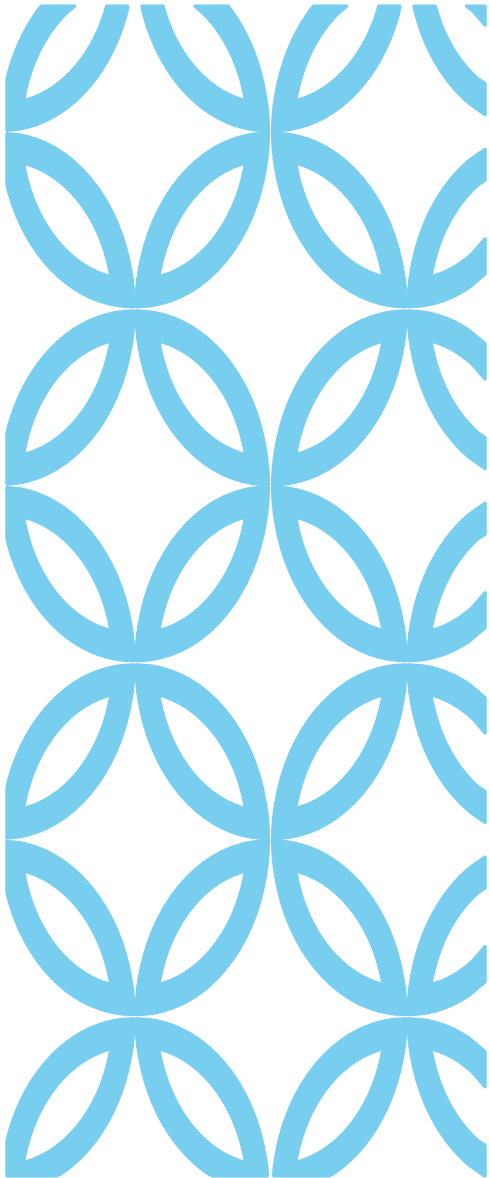
- Biased decision-making can hinder diversity and innovation
- Discrimination or exclusion of certain groups can affect morale and productivity
- Legal and reputational risks involved in failing to address biases

IMPACT OF BIAS ON THE ORGANIZATION



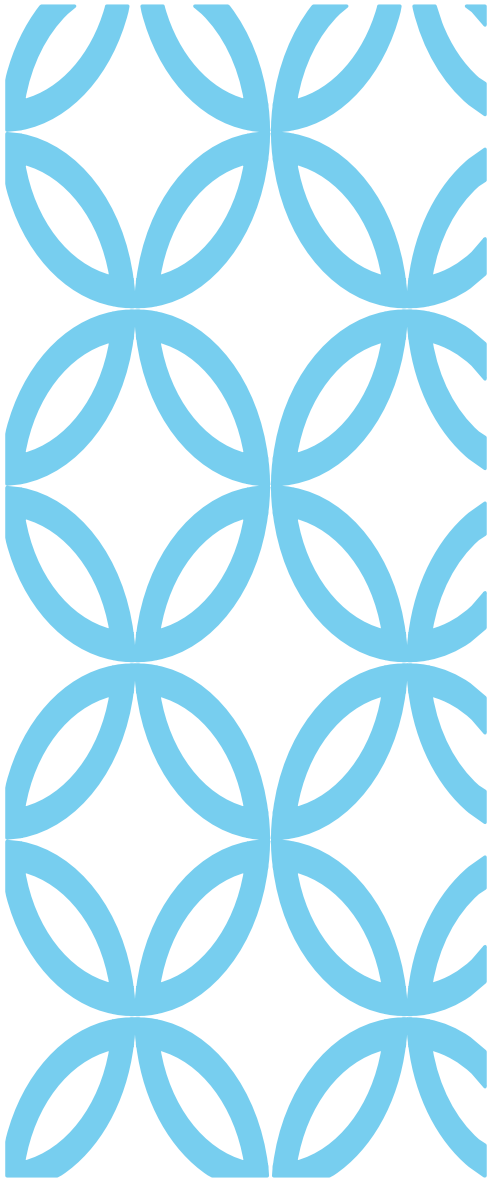
- Unconscious Bias: Subtle, unintended decisions based on stereotypes
- Confirmation Bias: Favoring information that confirms pre-existing beliefs
- Affinity Bias: Favoring individuals who are similar to ourselves
- Gender Bias: Stereotypes or prejudice against individuals based on gender

TYPES OF BIAS



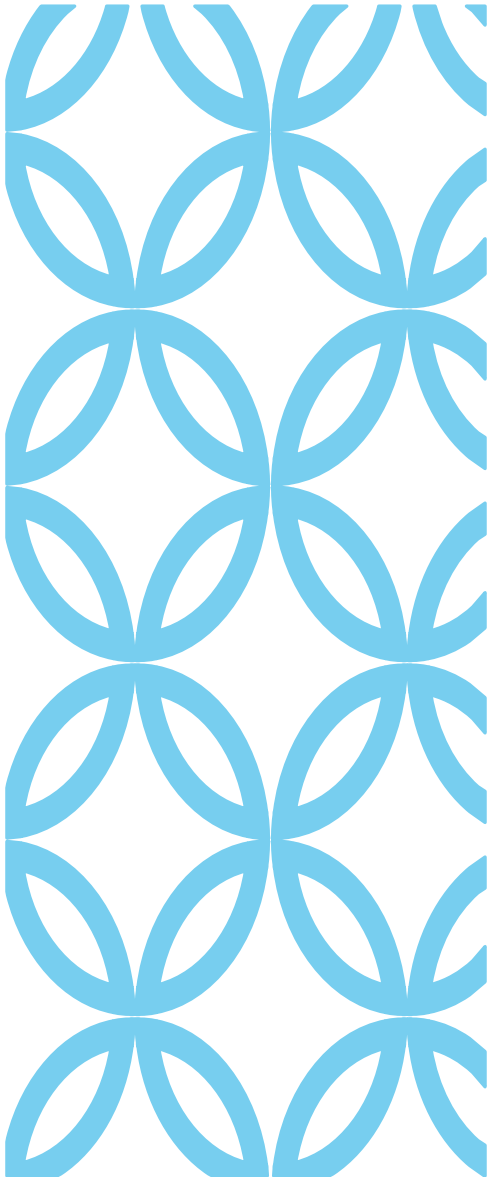
- Employee perceptions of favoritism or inequality create divisions
- Harmful stereotypes and judgments can damage trust within teams
- Negative social perceptions affect the company's image and ability to attract talent

NEGATIVE PERCEPTIONS AND THEIR IMPACT



- Awareness Training: Educating employees about the existence of biases
- Diverse Hiring Practices: Building a more diverse workforce
- Structured Decision-Making: Using objective criteria to make decisions
- Encouraging Open Dialogue: Creating an environment where employees feel comfortable speaking up

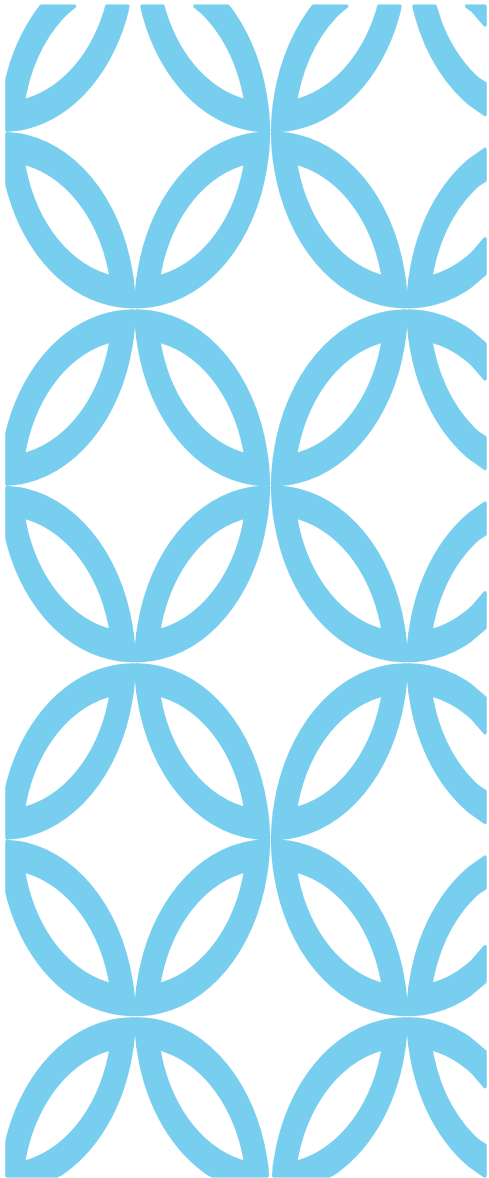
REDUCING BIAS IN THE WORKPLACE



- Fostering positive social interactions between diverse groups
- Encouraging transparency in promotion and evaluation processes
- Promoting stories of success from diverse groups within the organization

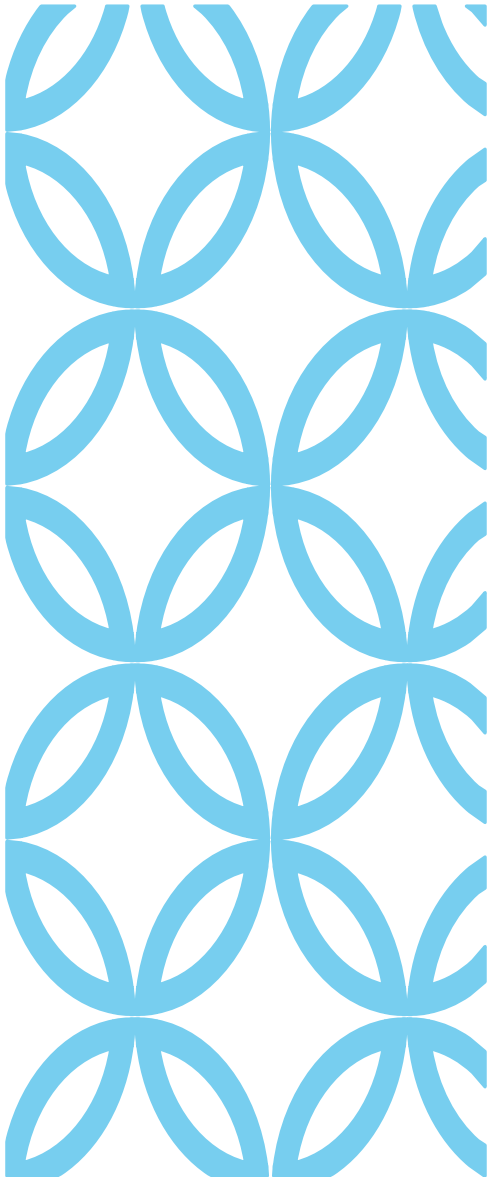
Implementing strategies to maximize the benefits of diversity (Galinsky et al., 2015).

CHANGING PERCEPTIONS



- Reaffirmation of the importance of tackling bias and perception
- The role of leadership and every employee in maintaining an inclusive work culture
- Long-term benefits: Higher job satisfaction, innovation, and reputation (Dobbin & Kalev, 2016).

CONCLUSION



- Source 1: Dobbin, F., & Kalev, A. (2016). Why diversity programs fail. *Harvard Business Review*, 94(7), 52-60.
- Source 2: Galinsky, A. D. (2015). Maximizing the Gains and Minimizing the Pains of Diversity: A Policy Perspective - Adam D. Galinsky, Andrew R. Todd, Astrid C. Homan, Katherine W. Phillips, Evan P. Apfelbaum, Stacey J. Sasaki, Jennifer A. Richeson, Jennifer B. Olayon, William W. Maddux, 2015. *Perspectives on Psychological Science*. <https://journals.sagepub.com/doi/full/10.1177/1745691615598513>.

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