



UNCONSCIOUS BIAS

Understanding Bias to Unleash Potential™

SUMMARY SHEET

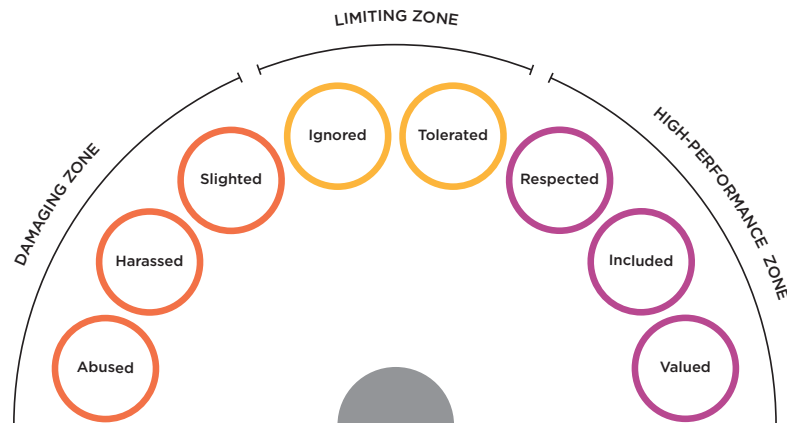
Identify Bias



Big Ideas

- Our personal identity influences, and is influenced by, our biases. This can create biases that lead to both positive and negative outcomes for ourselves and others.
- The way our brains work to process information creates biases. As a result, we all have biases.
- Three bias traps cause our brains to create shortcuts, or biases, that can lead us into biased thinking and behavior.

Impact of Behaviors



Damaging Zone

When we either intentionally or unintentionally use verbal, nonverbal, or environmental behaviors that communicate negative, hostile, or derogatory messages, we can affect people's emotional, mental, and physical well-being. Damaging behaviors vary from microaggressions (everyday slights, snubs, or insults) to harassment and abuse.

Limiting Zone

When we don't make an effort to address biases, we allow them to limit the contribution of others. Ignoring or tolerating others affects their sense of belonging and, ultimately, their engagement and contribution.

High-Performance Zone

When we make the effort to be aware of and address our biases, we actively behave in ways that make people feel valued, included, and respected.

Three Bias Traps

Information Overload

We are bombarded by information that our brains automatically filter. Some of the information we filter out is actually useful and important. Examples: Confirmation Bias, Anchoring Bias.

Use these tips to avoid this bias trap.

Pause: Question It	Seek to Understand	Check Assumptions	Learn
<ul style="list-style-type: none">• What information have I excluded?• Have I only chosen data that confirms existing beliefs?	<ul style="list-style-type: none">• Have I explored the opposing side?• What is an alternative point of view?	<ul style="list-style-type: none">• What am I assuming?• What are others assuming?	<ul style="list-style-type: none">• What information am I avoiding?• What are the critical facts I need in order to make an effective decision?

Feelings Over Facts

When we have strong feelings about something, we tend to be driven by our beliefs rather than by facts. Our impulses and beliefs can override our logic and thinking processes. Examples: In-Group Bias, Negativity Bias.

Use these tips to avoid this bias trap.

Pause: Question It	Seek to Understand	Check Assumptions	Learn
<ul style="list-style-type: none">• What am I feeling? Why?• What am I making up?	<ul style="list-style-type: none">• Am I jumping to conclusions?• What have I discarded because it didn't fit my beliefs?	<ul style="list-style-type: none">• What am I assuming?• Who can I check my assumptions with?	<ul style="list-style-type: none">• What are the facts that support what I'm feeling?• What other information do I need?

Need for Speed

We take shortcuts to act quickly. Often these time-savers are based on bias and can be simplistic, self-centered, and even counterproductive. Examples: Attribution Bias, Sunk-Cost Bias.

Use these tips to avoid this bias trap.

Pause: Question It	Seek to Understand	Check Assumptions	Learn
<ul style="list-style-type: none">• What shortcuts am I taking?• Is this the right decision, or just the thing that is in front of me?	<ul style="list-style-type: none">• Why do I need to act fast?• What are the unintended consequences of acting fast?	<ul style="list-style-type: none">• If I had more time, what would I be doing differently?• Would this be the best solution if there were no previous investment of time or energy?	<ul style="list-style-type: none">• What would the best solution look like?• Can I make a checklist to help me take effective action?