



**GREATER PHOENIX  
CHAMBER**

---

**DIVERSITY, EQUITY & INCLUSION**

# Unconscious Bias

Doris Savron

June 22, 2022



University of Phoenix®



# Unconscious (Implicit) Bias - What is It?

Learned assumptions or attitudes about certain groups of people that we aren't necessarily aware of and can cause us to make quick decisions as a result of our background, experiences, and perceptions. They can be deeply engrained by societal beliefs and experiences to the extent that they get wired in our brains and can reinforce stereotypes.

- Everyone has bias – brain categorizes information to help prevent cognitive overload. However, unchecked it can reinforce stereotypes and potentially harm groups of people

# Common Unconscious Bias

- Age
- Gender
- Names
- Color and Culture
- Appearance (including weight, height)
- Affinity



# Examples of Unconscious Bias

- Assumptions made about someone's age or condition that influences medical treatment
- Images shared or language used can reinforce biases
- Hiring or promotion decisions made based on people that act or think "like" us
- Following dated hiring practices that can exclude certain groups
- Teachers and how they structure their courses, organize course or provide support to students treating groups differently based on assumptions

# Why Should We Be Aware?

- Attract diverse talent
- Improve decision making
- Improve collaboration
- Improve employee engagement
- Improve organizational performance
- Increase innovation and creativity
- Improve equity and create a culture that appreciates and values all people



# Ways to Create Awareness and Prevent Unconscious Bias

- Provide education for self and teams on common forms of bias and encourage others to grow their self awareness
- Identify potential biases in the organization (create safe places to discuss)
- Spend time to understand others' stories
- Review information you take in/process (what you watch, where do you spend time on social media, what networks do you belong to, who you spend time with regularly)
- Data focus over gut only and/or use diverse advisory groups



# Ways to Create Awareness and Prevent Unconscious Bias (continued)

- Consider reviewing hiring practices (questions asked, who is involved, how you screen resumes, etc.)
- Hire and maintain a diverse workforce, advisory councils, teams, etc.
- [Take Implicit Bias Test](https://implicit.harvard.edu/implicit/selectatest.html) or <https://implicit.harvard.edu/implicit/selectatest.html>
- Jennifer L. Eberhardt. Biased: Uncovering the Hidden Prejudice that Shapes What We See, Think, and Do

Questions?

