UNCONSCIOUS BIAS

Spark Awareness.
Inspire Reflection.

Jenny DuFresne, PMP
CEO, DuFresne Solutions Group

www.SeekLeadership.com

WE SERVE LEADERS & TEAMS

OUR BELIEFS

LEADER

Leaders who cultivate self-awareness, competencies, and curiosity lead well.

CULTURE

Leaders shape business culture with every interaction or inaction.

TEAM

Leaders guide and build effective teams that accelerate momentum and results.

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SESSION GOALS

DEFINE BIAS

HOW BIAS OPERATES

IDENTIFY OPPORTUNITIES & CHALLENGES

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I think unconscious bias is one of the hardest things to get at.

Ruth Bader Ginsburg

HOW DIVERSE IS THIS ROOM?

1. Extremely
2. Moderately
3. Somewhat
4. Not much

What is Bias?

Bias is a labor saving device. It enables you to form an opinion without having to discover the facts.

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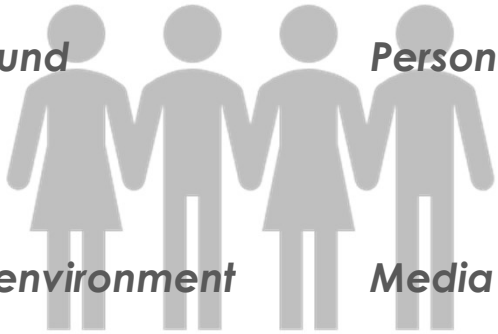
How do we form biases?

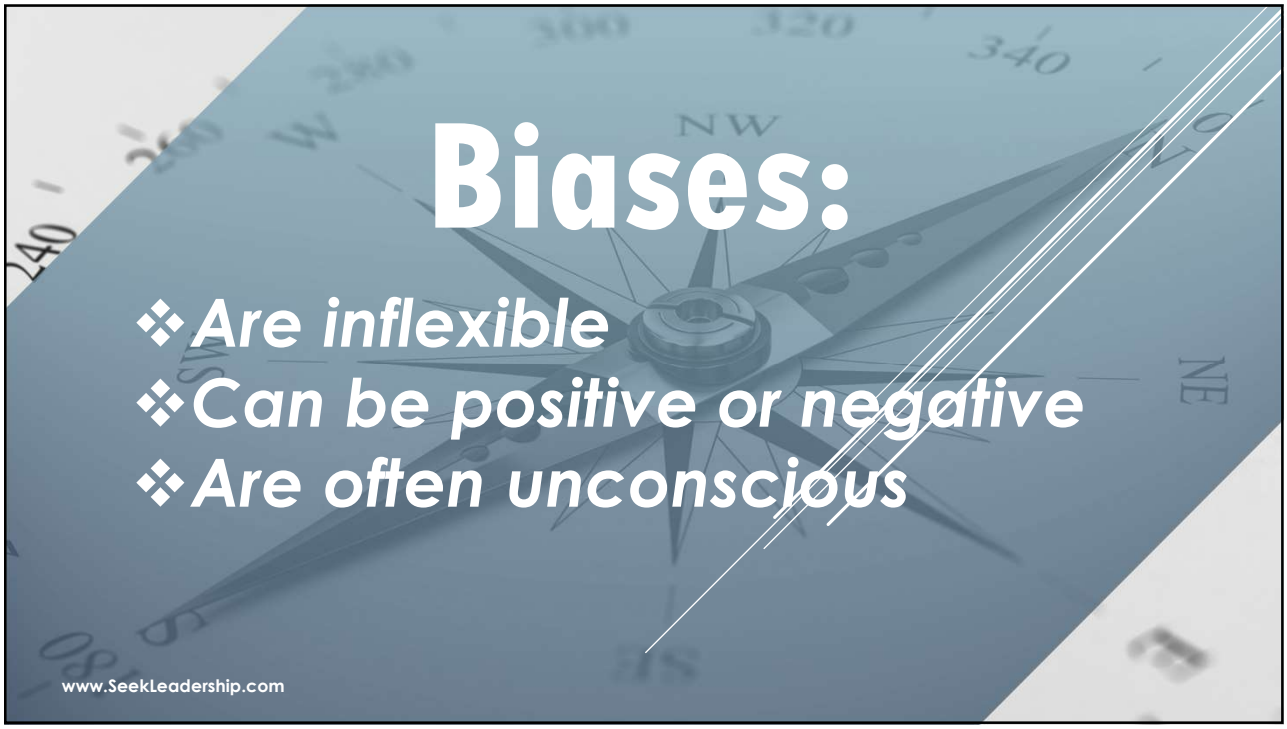
Background

Personal Experiences



Cultural environment

Media


Biases:
❖Are inflexible
❖Can be positive or negative
❖Are often unconscious
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Bias is normal.
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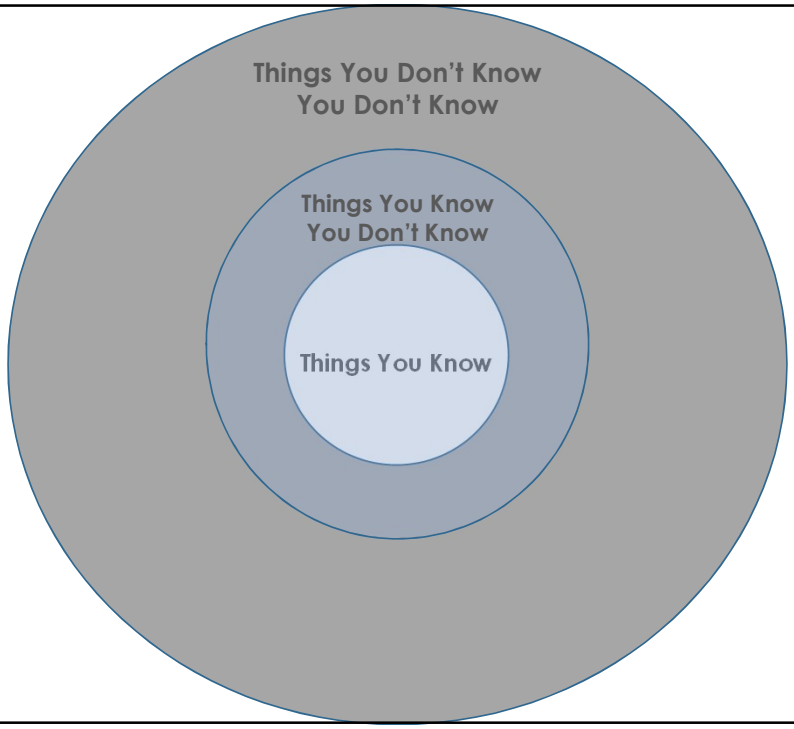
WHY BIAS REQUIRES ATTENTION



THOUGHTS & ASSUMPTIONS

HOW BIAS FUNCTIONS...

FIRST THOUGHT….

Astronaut

FIRST THOUGHT…

Elementary Teacher

FIRST THOUGHT…

Immigrant

FIRST THOUGHT…

Military General

CHALLENGE ASSUMPTIONS

TYPES OF UNCONSCIOUS BIAS

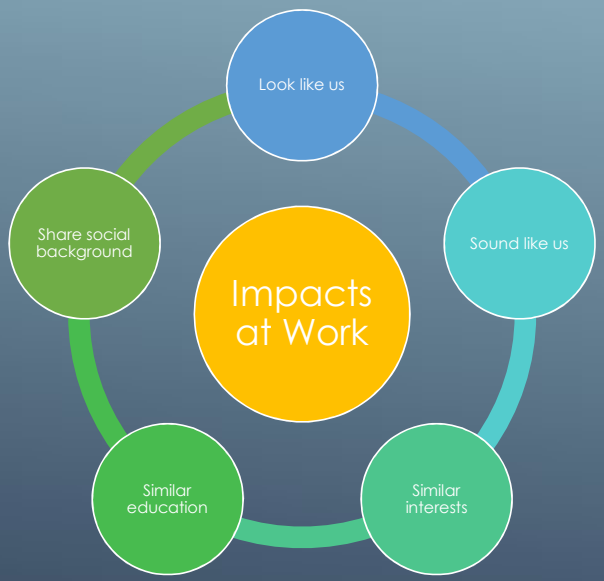
1. Affinity Bias
2. Halo Effect
3. Horns Effect
4. Attribution Bias
5. Conformation Bias

AFFINITY BIAS

We are naturally drawn to people we have commonalities with…

- Look like us
- Sound like us
- Have similar interests
- Have similar education
- Share our social background

AFFINITY BIAS AT WORK



AWARENESS & REFLECTION

1. **IDENTIFY YOUR BIASES** (Take Implicit Association Test (IAT))
2. **QUESTION YOUR THINKING AND CHALLENGE YOUR ASSUMPTIONS**
3. **MAKE FRIENDS**
4. **AVOID BEING DEFENSIVE**
5. **AVOID GENERALIZATIONS**

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