Unconscious Bias 2.0

Get Enthused! Make it Happen.
UNCONSCIOUS BIAS 2.0
“Fault & Effect”
November 14, 2019
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We are a partnership firm of passionate collaborators and innovators with a shared expertise in raising the awareness and competencies of nonprofit, education, and municipal leaders to advance Anti-racist IDEAS™ (Inclusion, Diversity, Equity, and Access Solutions) through:

- Board, Leadership, and Staff Development
- Equity, Diversity, & Inclusion Action Planning
  - Strategic Planning
  - Change Management
  - Program Development
- Community Engagement Planning
- Trainings & Workshops
Founder, Minority Inclusion Project
Owner/Consultant, Thought Partner Solutions

Nonprofit leader; Business Management Consultant, HR Development Trainer, Facilitator, Keynote Speaker, Race-Equity Coach

2 Children – Leila (9) & Malcolm (7)

B.A. – Mass Communications (minor in Literature & Civilization); M.A. – Business Communications (Leadership); M.S. – Human Services (Nonprofit Mgt)
Goals & Expectations

- Explore the topic of unconscious bias
- Examine individual biases and how to manage them
- Become more aware of our unconscious bias to minimize its impact on the workplace
Norms

☐ Confidentiality
☐ Be present
☐ Assume positive intent
All the great leaders and organisations communicate the same way...

It's the world's simplest idea:

The Golden Circle

Your Purpose (not profit)

Your Cause

Your Belief

Why should anyone care?

START WITH WHY

Simon Sinek

www.startwithwhy.com

People don't buy WHAT you do, they buy WHY you do it.

DO BUSINESS WITH PEOPLE WHO BELIEVE WHAT YOU BELIEVE

It links directly to how our brain works.

Few people or organisations know why they do what they do.

Inspired leaders and organisations communicate from the inside out.

We know how we do it.

We know what we do...

I Believe

by www.lynnecazaly.com

Law of Diffusion of Innovation

Martin Luther King Jr.
UNCONSCIOUS BIAS

- Prejudices and preferences that we are unaware of (aka BLIND SPOTS)
- Mental shortcuts / stereotypes / social categorization / intuition sorting people into groups based on race, gender, age, height, weight, introversion vs. extroversion, marital and parental status, disability status, foreign accents, etc.
- Cause us to make decisions in favor of one group to the detriment of others
- Natural, universal, biological, and bypasses logic
**Cycle of Socialization**

How we learn classism, racism and other oppressions

Adapted from Bobbie Haro, Readings for Diversity and Social Justice

- **Family socialization:** Parents and others we trust shape our values, teach us rules and roles
- **We learn stereotypes, language and traditions**
- **Institutional & cultural socialization**
- **Enforced by:** Stigma, Privilege
- **Punishment & reward:** Discrimination
- **We carry it on as adults:** Silence & Collusion, Ignorance, Guilt, Self-hatred, Violence, Dehumanization, Power over
- **Or we break the cycle!**

The goal is to break the cycle of socialization and start the cycle of liberation

- We are bombarded with messages from: Schools, Media/TV/songs, Religion, Doctors, Business/Ads
- Teach the next generation to promote status quo

The Beginning: Born into world as it is
No choice, no blame, no guilt
Halo Effect
Horn Effect

- This is the opposite of the halo effect
- We focus on one particularly negative feature about an individual, which clouds our view of their other qualities.
So Now What?!
Fault vs Responsibility
Discussion: What Should We Do?

What can you do to actively disrupt your bias?
7 TIPS: MANAGE SELF BIAS

1. **Recognize** that you have biases, and this is normal
2. **Identify** what your biases are
3. **Explore** the significance and unconscious effect of early messages you received
4. **Decide** which biases you will address first
5. **Lead** by example
6. **Consider facts in a different light** and test alternative hypotheses
7. **Check your culture** for what behaviors it rewards
• AWARENESS! AWARENESS!
  • IMPLICIT ASSOCIATION TEST -
    https://implicit.harvard.edu/implicit/
DIFFERENT
When You Need Results