



KJR Consulting

LEARNING & DEVELOPMENT CATALYSTS

Unconscious Bias 2.0



Get Enthusied! Make it Happen.



Thought Partner
SOLUTIONS

UNCONSCIOUS BIAS 2.0

“Fault & Effect”

November 14, 2019

PRESENTER: JAMAL JIMERSON, M.S., M.A.B.C.



ABOUT THOUGHT PARTNER SOLUTIONS

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



JAMAL JIMERSON

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...

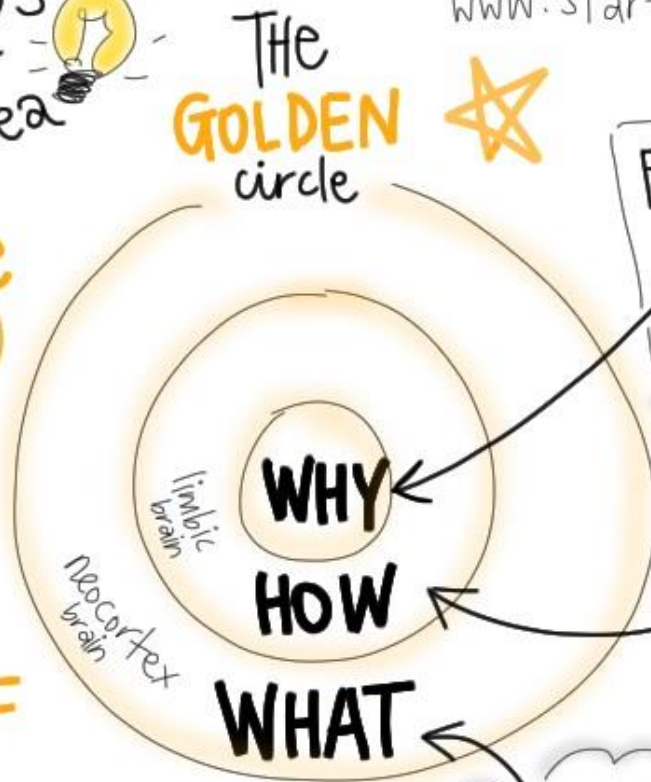
- It's the WORLD'S simplest idea 

- YOUR PURPOSE (not PROFIT)

- YOUR cause

- YOUR BELIEF

Why should anyone care?



START

WITH WHY

Simon Sinek

www.startwithwhy.com

TED TALK

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

DO BUSINESS with people who believe what you believe

Few People or ORGANISATIONS know WHY they do what they do.

INSPIRED leaders and organisations communicate from the INSIDE OUT

IT LINKS DIRECTLY to how our BRAIN works

• LAW of DIFFUSION of INNOVATION



We KNOW How we do it

I BELIEVE

We KNOW WHAT we do...

MARTIN LUTHER KING

by www.lynnecazaly.com



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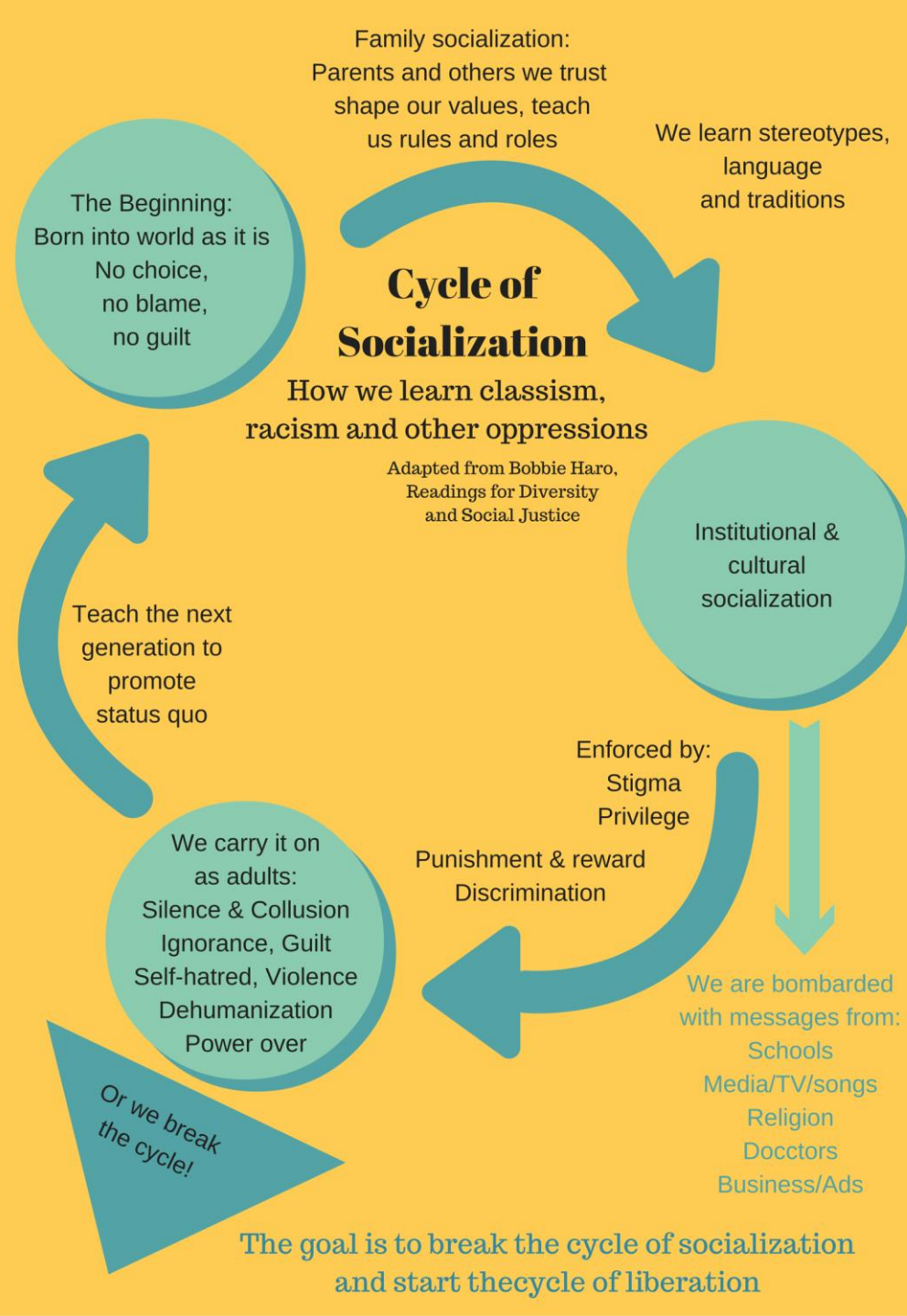


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UNCONSCIOUS BIAS

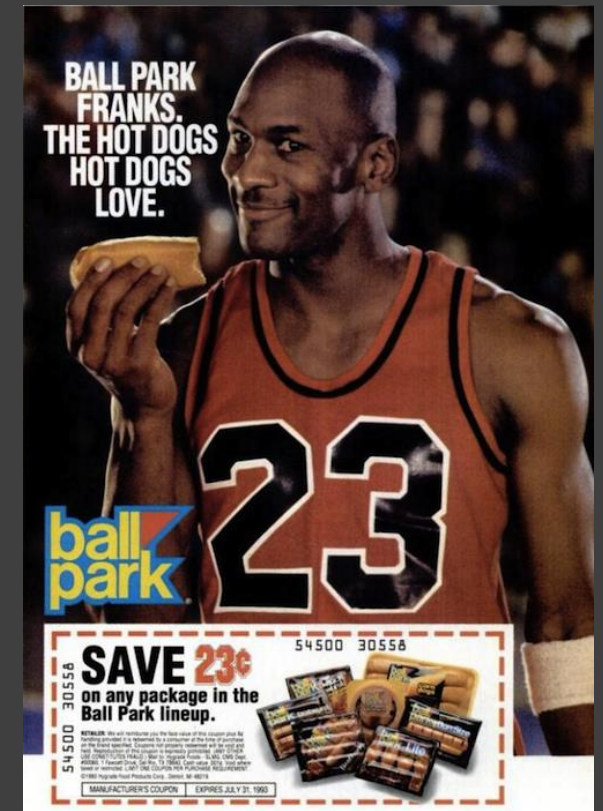
- ❑ Prejudices and preferences that we are **unaware** of (aka BLIND SPOTS)
- ❑ **Mental shortcuts / stereotypes / social categorization / intuition sorting people into groups** based on race, gender, age, height, weight, introversion vs. extroversion, marital and parental status, disability status,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





Be Cool, Follow The Rules





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



KNOW YOUR BIAS!

- **AWARENESS! AWARENESS!
AWARENESS!**
- IMPLICIT ASSOCIATION TEST -
<https://implicit.harvard.edu/implicit/>





DIFFERENT

When You Need Results