If you have a brain, you're biased!

LEARN. UNLEARN. RELEARN.

INCLUSIVE WORKPLACE

Bias resides in the 99+% of how we unconsciously process information in any given moment. Most of the time, it serves us very well. Understanding when it doesn't is key to improving our decisions, relationships and organizations. Our workshops create an open, interactive environment for exploring decision–making, inclusivity and proactive measures for increasing employee performance. The output is collective strategies for mitigation and empowering employees to own the processes.

By the end of the workshop, participants will:
- Deepen their understanding of Unconscious Bias.
- Understand how UB affects interactions & relationships.
- Understand the 5 most common cognitive biases in the workplace.
- Define and deliver mitigation strategies for each team.

LEAAP Model for Learning 5 Common Workplace Biases

Like Me Bias - *"People like me are better than others"*

Common in the hiring & promotion processes. Automatically defining everyone as in-group or out-group, and processing information differently as a result.

Natural tendency to favor people that are like us. It typically occurs unconsciously during first impressions.

Mitigation = Find Commonality

Egocentric Bias - *"My views are clear to all and true"*

Overvaluing experience and assuming understanding. A function of perceptions being highly subjective, with many processes invisible to us.

Blindly overvaluing your experience and assuming future results/outcomes will be the same as previous. Assuming all people think the same way that you do, have similar perceptions and experiences.

Mitigation = Get other perspectives

Availability Bias - *"Decisions based on easy and incomplete ideas"*

Common when we hurry or experience high cognitive load. Taking the path of least mental resistance subjects us to un/intentional errors.

This is a result of our brain's propensity to follow the path of least resistance. Unquestioningly, fill in gaps. Minimize the effort it takes to solve a problem using only easily accessible information. To confirm an existing belief.

Mitigation = Consider all information

Anchoring Bias - *"Decisions based on first data point, graph or image"*

Anchor to an idea/number/graph/image and use it as a basis for decision. Often used as the basis for effective advertising/marketing campaigns.

Convincing data or visuals with high emotional appeal frame the conversation, determine the scope and often the outcome without considering the origins, efficacy or even the accuracy of the initial information.

Mitigation = Question the source, credibility

Proximity Bias - *"Closer is better than far"*

Unconsciously favoring whatever is closest in time, space and ownership. Undervaluing those in remote locations and unintentional exclusion.

Common with organizations that have remote workers or concentration of decision-makers in one location. Especially prevalent when using web conferencing software without proper inclusive structures in place for facilitating the meeting/session.

Mitigation = Remove distance from equation

The Percipio Company