# UNCONSCIOUS BIAS

Everyone has it, we need to accept it and understand it



Х



## SO WHAT IS IT?

These biases are prejudices, albeit often subtle, that we all have but are unaware of. We simply cannot process everything about each new person we encounter. As a result, information about people and objects is suppressed, grouped and placed into easy to use categories. This prejudgement of groups of people is both normal, and to be expected as our default position. Understanding that prejudgments are automatic is critical to understanding and countering the effect of the biases **we ALL have**.

There are many different types of bias

Here are a few:



**CONFIRMATION BIAS** 

## SYSTEMIC BIAS

Making choices based on your long-held beliefs or learned stereotypes. Our experience and exposure throughout life develops, then reinforces the association of certain traits with certain groups. This is when organisational rules or processes unnecessarily favour some individuals or groups, while putting others at a disadvantage. Individual biases get unintentionally embedded into policies and procedures.



#### **AFFINITY BIAS**

Favouring people with whom you have something in common that creates a personal connection and makes it easier for you to trust them or see them in a favourable light.

#### **CONFORMITY BIAS**

This refers to our tendency to take cues from others to arrive at a decision, rather than exercise our own independent judgement.

## WHAT CAN WE DO ABOUT IT?

Confession is not abdication of responsibility. It is not good enough to admit bias and do nothing to address it.

> Fighting the fight is futile - Unduly harsh challenging is counter-productive and does not change bias, it just makes people hide it and it remains problematic.





Acceptance unlocks our pathway to address bias. We can develop positive strategies for ensuring progressive.

> Accept that 'you' and everyone else have biase. Enable open and honest discussions about biases and not to simply choose the more socially acceptable biases to discuss and address.





Raise awareness of unconscious bias within the organisations, its impact and what can be done to manage or counter it.

Avoid demonising bias and preventing others from discussing (but not just expressing) their biases.



Avoid emotive language or confrontation.

## WHAT CAN WE DO ABOUT IT?



