

UNCONSCIOUS BIAS & DECISION MAKING



LAUGH**O**LOGY

AFFINITY BIAS

Favoring 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 favorable light.



Anything you have in common that makes it easier for you to build a relationship with them versus someone that doesn't share this personal connection.

Such as someone who...

- Went to the same school
- Is from the same town or city
- Enjoys the same hobbies
- Sits in the same location

CONFIRMATION BIAS

Making choices based on your long-held beliefs or learned stereotypes.



Our experiences and exposure throughout life develop and then reinforce the association of certain traits with certain groups.

This is simply how the human brain works.



TIPS FOR SUCCESS

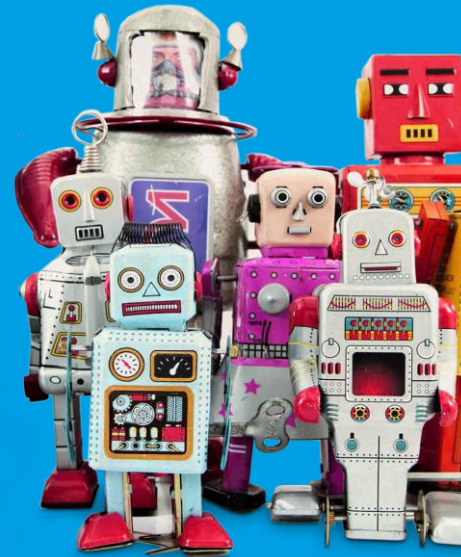
Expand your network by actively reaching out to other team members before there is a need.

Make an active effort to engage individuals you might otherwise not think to engage.

Pay attention to who you are...



- Spending your time with
- Asking feedback from
- Bring interesting work to
- Likely to favor because of something in common.



TIPS FOR SUCCESS

Get more exposure to a diverse range of styles and awareness of the bias itself to keep assumptions and stereotypes out of your decision-making process.

Confirmation bias is processed as either...

- An exception to the norm.
- Evidence in support of the bias.





INSIDER-OUTSIDER GROUP DYNAMICS

The interaction between groups of people in which the "insiders" have greater power and influence but are typically less aware of the dynamic at play, and the "outsiders" have less power and influence but are more aware of the dynamic.



TIPS FOR SUCCESS

Reflect on your own insider-outsider group experiences to be more aware of them.

When you are part of an...

Insider group, actively solicit and listen to the "outsider" perspective.

Outsider group, share your experience with the "insiders" if you feel your voice is not being heard.

SYSTEMIC BIAS

When organizational rules or processes unnecessarily favor some individuals or groups, while putting others at a disadvantage.

Individual biases get unintentionally embedded into policies and procedures.

For example, a person crafting the job description has always hired people with financial services, that preference becomes a requirement reducing access to the broadest talent pool.

Leveraging language that appeals to a specific work style will result in fewer people applying for a role.

For example, studies show that women are less likely to apply for jobs whose descriptions leverage overtly aggressive or absolute words such as demand and superior.

TIPS FOR SUCCESS

One way to minimise the potential impact of systemic biases is to regularly review job descriptions to determine if they contain inclusive or exclusive criteria and/or language.

