

Bringing Culture Back: Managing Unconscious Bias to Strengthen Your Corporate Culture

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What is Culture?

- Definition
- Why Does It Matter?
 - Hiring and Retention
 - Diverse Customers
 - Multicultural Workforce
 - Inclusive Leadership
- What Differences Matter Most?

Organizations Need:

- To be Diverse
- To be Inclusive
- To be Equitable
 - Equitable and equal are different
- To use Cultural Intelligence
 - Understanding of biases and cultural awareness

It isn't awareness alone

Unconscious (Implicit) Bias

- Unintended, subtle and unconscious thought that happens to most people much of the time
- Attitudes and stereotypes we develop based on characteristics such as race, age, ethnicity, religion or appearance
- Increased awareness helps prevent unfair judgments and actions

Cultural Intelligence

- The capability to function effectively across various cultural contexts (national, ethnic, organizational, generational, etc.)
- Changes behaviors and improves intercultural effectiveness

Real Question

- ~~Am I biased?~~
- What are my biases?
- If you have a brain, you have biases.

Consider consequences

- Impacts performance and effectiveness
- We may lose out on good talent
- Impacts on staff development and promotion
- Impacts on innovation
- Impacts on creativity

Common Forms of Bias

- Affinity bias
- Confirmation bias
- Halo effect
- Perception bias

Hot Buttons

- How might your values impact biases in an organization?
- What impact could this have on intercultural interactions?

How to break the bias

- Framework by Dr. Devine:
 - Intention, Attention, and Time
- Use Micro-affirmations

Scenario 1

You are working on a project with a diverse work team. Language and communication are a challenge with a few of the individuals and you are under a very tight schedule and fearful that you are not going to meet the deadline. You are tempted to replace them on the project.

How can you deal with this situation? What are 1-2 bias reducing ways?

Scenario 2

A library manager asks for “advice” because she is seen to be rude and always making unfair assumptions about others. It seems that she is given to tirades, harsh words and cutting criticisms. Her “bullying” is reported by certain under-represented groups to be especially uncomfortable; it is known that members of those groups do not thrive under her leadership.

How can you deal with this situation? What are 1-2 bias reducing ways?



Thank You!

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