
ADDRESSING UNCONSCIOUS BIAS

TREVOR S. MITCHELL, MBA, FASAE, CAE, CDP



“

Whether you like it or not, if you
have a brain, you have bias.

Dr. Jennifer Eberhardt

Social Psychologist, Stanford University; Author



SESSION OBJECTIVES



**DEFINE WHAT BIAS IS
AND HOW WE GET IT**



**IDENTIFY WAYS TO
ADDRESS BIAS**



**UNDERSTAND HOW
BIAS FITS INTO DEIA**



COMMUNITY AGREEMENTS

- Be open and vulnerable
- Give everyone and yourself grace
- Lean in the moment and sit in any discomfort
- Tell only our stories, not that of others

INTRODUCTION

Race - White/Caucasian

Ethnicity – Non-Hispanic/Latino

Gender - Male

Gender Identity – Male Cisgender

(Pronouns – He/Him/His)

Sexual Identity – Gay/Homosexual

Age - 43



MY STORY




Raised in a small farm town
First Generation College Graduate
Association Executive
Journey within DEIA



WHAT IS UNCONSCIOUS BIAS?





A **Stereotype** is preconceived, standardized, group-shared idea about the alleged essential nature of a whole category of persons without regard to individual differences within the category.

Types of Stereotypes:

- Racial
- Gender
- Cultures
- Groups of Individuals
- Sexual Stereotypes

UNDERSTANDING BIAS



Implicit Bias is the automatic reactions we have towards other people based on our past learning and expectations



Unconscious Bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.

TYPES OF UNCONSCIOUS BIAS



Affinity Bias

Feeling a connection to those similar to us



Perception Bias

Stereotypes and assumptions about different groups



Halo Effect

Projecting positive qualities onto people without actually knowing them

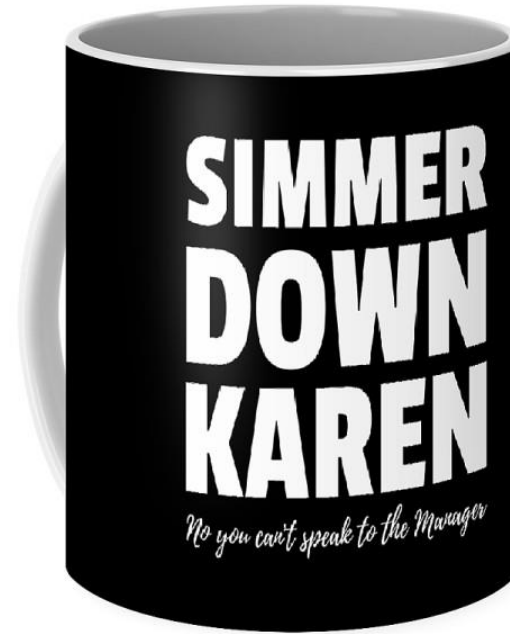


Confirmation Bias

Looking to confirm our own opinions and pre-existing ideas.

- Policies and practices favorable to a dominant group and unfavorable to another group that are systematically embedded in existing structure of society in the form of norms.
- Examples:
 - Racial Profiling
 - Medical Discrimination

INSTITUTIONAL DISCRIMINATION





UNCONSCIOUS BIAS THOUGH DEIA



FIDELITY SOCIAL JUSTICE DIVERSITY HUMILITY SUPPORT SYSTEM COURAGE CATALYST DIFFERENCE
CULTURE RESPECT BELONGING COURAGE TRUST ACCOUNTABILITY WELCOMING VALUED GROWTH CENTERING COMMUNITY
WELCOMING TRANSPARENCY INTERACTING ACTIVE FAIRNESS JUSTICE NEEDS DIGNITY
POWER EQUITY FAMILY TRANSPARENCY RECEPTIVENESS CONNECTION
OPENNESS EQUALITY COLLECTIVE RESPONSIBILITIES ACCOUNTABILITY
TRUST INTERSECTIONALITY COMMUNITY EXPERIENCES HONESTY WELCOMING RESPECT
HONESTY DIFFERENCE AFFIRMING IDENTITIES BACKGROUND INFORMATIVE SOCIAL JUSTICE FIDELITY
LEADERSHIP INFORMATIVE VALUED PERSPECTIVES INCLUSION AFFIRMING POSITIONALITIES
FRIENDLINESS SUPPORT SYSTEM SOLIDARITY BELONGING EMBODY
RECEPTIVENESS CATALYST THRIVING CONSCIOUS COMMUNITY APPRECIATION CARE

DIVERSITY DIMENSIONS

- Every individual has many interesting identities
- Many identities are invisible and change over time
- Can be sensitive due to histories of discrimination, persecution, and lack of access

*Recognizing, respecting and valuing the **differences** that individuals/groups bring*



Inequality

Unequal access
to opportunities



Equality?

Evenly distributed
tools and assistance



Equity

Custom tools that
identify and address
inequality



Justice

Fixing the system
to offer equal access
to both tools and
opportunities



A circular diagram illustrating the intersection of various social identities and their relationship to power and marginalization. The circle is divided into segments, each representing a different identity. The top half is labeled 'MARGINALIZED' and the bottom half is labeled 'POWER'. The segments are color-coded and labeled as follows:

- Citizenship:** Undocumented, Documented
- Skin colour:** Dark, Different shades, White
- Education:** Formal, Elementary, High school, Post-secondary
- Ability:** Significant disability, Able-bodied
- Sexuality:** Gay men, Lesbian, Bi, Pan, Asexual, Neurodiversity
- Mental Health:** Vulnerable, Mostly stable, Robust
- Body size:** Average, Large
- Housing:** Homeless, Sheltered/renting
- Wealth:** Poor, Middle class, Rich
- Language:** Non-English monolingual, English
- Gender:** Trans, intersex, Non-binary, Cisgender woman, Cisgender man

Adapted from ccrweb.ca @sylvriaduckworth

@sylvriaduckworth

ACCESS VS ABILITY

- **ACCESS** refers to the commitment for everyone to be included in all programs and activities.
- **ABILITY** refers to varying abilities and disabilities one may have in gaining access to programs and activities.



INCLUSION & BELONGING





HOW TO ADDRESS UNCONSCIOUS BIAS



Understanding bias - Summary

- 1 Our brains use two 'thinking' systems that operate simultaneously
- 2 We like to put people into categories
- 3 Biases become wired within the human brain
- 4 This wiring creates a set of systematic thinking errors (biases)
- 5 Biases are learned through culture and experiences, they are contextual



6 WAYS TO COMBAT UNCONSCIOUS BIAS

Recognize	Recognize as humans our brains make mistakes
Reframe	Reframe conversation to focus on fair treatment and respect
Training	Offer training
Offer	Offer anonymous complaint channel
Support	Support projects that encourage positive images of BIPOC, GLBT, and women
Identify, support, and collaborate	Identify, support, and collaborate effective pipeline that increase diversity in the pipeline



WHERE DO
YOU START

IT STARTS WITH YOU



- Self-Awareness
 - What's the first thought that comes to mind?
 - Why is that thought there?
 - What can you do to change it?
- Engage others to help you with your journey

CLOSING THOUGHTS

- You are human and will make errors – that's OK
- How you handle these situations is what matter
- We're working to fix structures in our brain that have been there forever – it takes time and commitment





**TREVOR S. MITCHELL,
MBA, FASAE, CAE, CDP**

TREVORMITCHELLCAE@GMAIL.COM
@TREVM22
TMSOLUTIONS.GURU

