

EVERYTHING YOU NEED TO KNOW ABOUT

Unconscious Bias

WHAT IS UNCONSCIOUS BIAS?

Unconscious bias occurs when you make spontaneous judgments about people or situations based on your past experiences, culture, background, or exposure to media.

These hidden preferences or prejudices can affect nearly every decision you make.

EXAMPLES OF UNCONSCIOUS BIAS



This candidate sounds great!

Resumes are a common source of unconscious bias. In one study, managers were given a set of identical resumes where only the names had been changed. Resumes with the Anglo sounding names received substantially more callbacks than those with diverse names.



She's not great with computers.

Assigning a project with a significant technical component? The best choice is a Generation Y-er, not the Baby Boomer, right? This could be an accurate assumption, but it's not always the case. Evaluating competency based on age is a common mistake.



HELP! My video is upside down.

When YouTube launched the video upload feature for their app, 5-10% of videos were uploaded upside down. Google engineers had inadvertently designed the app for right-handed users. They never considered the fact that phones are usually rotated 180 degrees when held in a user's left hand.



How biased are you?
Find out at
Project Implicit

Join over two million people who've taken an Implicit Association Test

Visit <https://implicit.harvard.edu> and take one of 14 Implicit Association Tests (IAT) to gauge your bias on issues ranging from race and age to gender and religion. Developed by scientists at Harvard, the University of Washington, and the University of Virginia, the tests measure the unconscious associations between concepts and values. Warning... you may be surprised by the results!

UNCONSCIOUS BIAS IN THE WORKPLACE

What you need to know

1 Make sure employees understand exactly what unconscious bias is, when it happens, and the ways in which it can impact your business objectives.

Training should highlight clear and actionable steps that employees can take when they recognize behavior that should be challenged.

2

3 Create a workplace where employees are encouraged to speak freely about a topic, and where they are open to discussion without judgment.

The topic of unconscious bias is important in itself, but the overall effect it has on your company's culture is of critical importance.

4

"One of the most challenging barriers to diversity and inclusion is unconscious bias. Diversity and inclusion is not a priority because it is something nice to have, it's a must to have if we are to fulfill our mission to provide excellent service."

Beth Cobert - Acting Director, United States Office of Personnel Management

THE FINANCIAL BENEFITS OF DIVERSITY

+15%
Gender Diversity

Companies with high gender diversity are 15% more likely to outperform.

+35%
Ethnic Diversity

Racially diverse companies are 35% more likely to have higher financial returns.

Can ethnic or gender diversity affect the financial performance of a company? **In a word, yes.**

A study by McKinsey found a direct relationship between diversity and financial performance. Companies in the top 25% of racial and gender diversity consistently outperform competitors and national standards.

These companies experienced a 0.8% rise in profits for every 10% increase in racial and ethnic diversity on the senior executive team.

Source: McKinsey analysis

ELI is a training company that helps organizations solve the problem of bad behavior in the workplace. This means more than just preventing discrimination and harassment lawsuits. It's about addressing the bigger costs of lost productivity, turnover, and brand damage caused by uncivil behavior.

Our award-winning training experiences are based around real-life scenarios and are backed by our deep legal expertise and a proactive, high-touch approach. It's how we've helped many of the world's best-known brands build a workplace that works.



Know what works at work.™

For more information about ELI® learning solutions, contact your client representative at (800) 497-7654 or visit eliinc.com