

MANAGING UNCONSCIOUS BIAS

CTR FACTOR – TRAINING & DEVELOPMENT

OVERVIEW:

Many professions value and leverage pattern recognition and informed judgment based on limited information. While this is a huge strength for our employees, managers and practitioners, it could also lead to unconscious biases in our decisions making when it comes to day to day issues like hiring, mentoring, promoting, staffing, developing people, and engaging with clients. Through an engaging mix of insights, exercises, illustrations, activities, pools, and videos, this session will enable participants to understand, identify, and manage their unconscious biases. Session participants leave with specific strategies and tactics that they can deploy in their day to day work to maximize intuitive strengths and minimize unintended fallout.



COURSE OUTLINE

UNDERSTAND

Help me in the heart

- Definition of bias
- Scope of bias
- Domains of bias
- Strength of bias
- Sources of bias
- Reasons for bias
- Areas of bias
- Impact of bias

IDENTIFY

Look me in the brain

- Attentional bias
- Diagnosis bias
- Pattern recognition bias
- Value attribution bias
- Confirmation bias
- Priming bias
- Value attribution bias assessment
- Diagnosis bias assessment

MANAGE

Fix me in the act

- Cognitive processing
- Constructive uncertainty
- Data-driven debunking
- Objective decisioning
- Thought diversity harnessing
- Immersive diversity
- Micro-affirmations & micro-inequities
- Micro-process re-engineering
- Digital infrastructure
- Call to Action

PROGRAM PROCESS:

- ✚ **GENERATE INTEREST** through **exposure** to individual beliefs and attitudes via self-assessment and analysis.
- ✚ **DELIVER INFORMATION** through **education** about proprietary models and frameworks based upon data and inferences.
- ✚ **STIMULATE INTENT** through **experience** of reality via story-telling, case studies, and group activities that are non-threatening, non-blaming conversations on a sensitive topic.
- ✚ **ENABLE IMPACT** through **execution** of actions and behaviors that deliver desired outcomes that inspire participants to identify and manage their own biases.

OUTCOMES:

- ✚ **UNDERSTAND** the different types of bias in the workplace, both conscious and unconscious and how they affect business decisions and outcomes.
- ✚ **IDENTIFY** their own personal biases which might be holding them back from true inclusiveness and client engagement.
- ✚ **MANAGE** biases in a constructive manner to help obtain to the highest level of inclusiveness and performance.