

# The Impact of Unconscious Bias on Organizational Inclusion

Dr. Tyrone A. Holmes, Ed.D. - President - T.A.H. Performance Consultants, LLC

[www.DrTyroneHolmes.com](http://www.DrTyroneHolmes.com) - [doctorholmes@sbcglobal.net](mailto:doctorholmes@sbcglobal.net)

480-822-0969 (call or text)

## Inclusion

Having a full opportunity for **participation** that is NOT negatively affected by **cultural noise**.

## Cultural Noise

Noise that is grounded in our **differences**.

## Unconscious Bias Defined

**Attitudes, prejudices & stereotypes** that affect our **thinking** and **behavior** in ways that are invisible to us.

## 3 Types of Unconscious Bias That Impact Organizational Inclusion

### 1. Affinity Bias

**The human tendency to gravitate toward those we perceive to be most like ourselves and therefore, away from those we perceive to be less like ourselves. We do this to remain in our “comfort zone”.**

Sample Negative Impact on Inclusion: RECRUITMENT, PROMOTION and SPEAKER SELECTION

### 2. Beauty Bias

**The human tendency to favor the physically attractive.**

Sample Negative Impact on Inclusion: INTERVIEWING and SELECTION

### 3. Confirmation Bias

**The human tendency to see what we EXPECT to see in others, whether it is actually there or not. In other words, we “confirm” what we expect to see.**

Sample Negative Impact on Inclusion: SELECTION and EVALUATION

## Reducing the Impact of Unconscious Bias on Organizational Inclusion

1. Be aware of your biases and stereotypes and the impact they have on your interactions.
  - a. Take tests at the **Project Implicit** website (<https://implicit.harvard.edu/implicit/takeatest.html>).
  - b. Ask a trusted colleague or friend for **feedback**.
  - c. Identify the unconscious biases that are **impacting your workplace**.
  - d. Be aware of your **insiderness**.
2. Actively work to **recruit** a high quality, culturally diverse workforce.
3. **Reword** job descriptions and job postings.
4. Consider implementing **blind** employment practices.
5. Create opportunities for **culturally different individuals** to interact on a continuous basis.
6. Develop **Employee Resource Groups** for underrepresented group members.
7. Increase the **diversity** of decision-makers and methods.

Identify 1 step you will take because of today's session that will reduce bias and enhance inclusion:

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### Masculine Terms

1. Strong
2. Lead/Leader(s)
3. Analysis/Analyze
4. Individual(s)
5. Decision(s)
6. Driven
7. Competitive
8. Expert
9. Objectives
10. Principles

### Gender Neutral Terms

1. Able/Proven/Excellent
2. Head/Manage/Manager
3. Study/Test/Research
4. People/Team Members
5. Choices/Outcomes/Conclusions
6. Inspired/Motivated/Energized
7. Results-Oriented/Enthusiastic
8. Professional/Skilled/Adept
9. Goals/Aims/Targets
10. Values/Beliefs/Practices

Dr. Tyrone A. Holmes, Ed.D.

Dr. Tyrone A. Holmes is a professional speaker, coach and author who has spent more than two decades teaching thousands of people to build powerful relationships in diverse settings. As the owner of T.A.H. Performance Consultants, he has facilitated more than 1,500 paid keynotes, training seminars and classes that have taught participants to connect with others despite their differences, to effectively articulate their messages and to connect with diverse audiences and groups. His most recent book is *Making Diversity a Competitive Advantage: 70 Tips to Improve Communication*, which is a tool we can use to build powerful connections in diverse organizations. Dr. Holmes is a Past President of the Arizona Chapter of the National Speakers Association, and he loves to facilitate fun, interactive sessions that provide useful tools and techniques.