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Unconscious Bias: The Loudest Noise of All



Noise is anything that interferes with the accurate transmission of a message between a sender and a receiver. It can be categorized as *internal*, *external*, *emotional* or *cultural*; however, unconscious bias is the loudest form of noise because it not only interferes with our ability to

build powerful relationships across cultural differences, it leads to bad decisions that impair individual and organizational performance. The primary purpose of this session is to describe unconscious bias and identify the specific ways it can diminish your effectiveness. Specifically, because of this program, you will be able to:

1. Define unconscious bias and describe the different types of bias that can impact your interactions with others.
2. Identify the specific ways unconscious bias can affect your personal and professional relationships, as well as your work performance.
3. Identify specific steps you can take to reduce your unconscious bias and diminish the negative impact it has on your life.

Dr. Tyrone A. Holmes, Ed.D



Dr. Tyrone A. Holmes, Ed.D, is a professional speaker, coach, consultant and author. He received his Bachelor's degree in Rehabilitation Education and Master's Degree in Counselor Education from Penn State University. Dr. Holmes received a second Master's degree in Business Management from the State University of New York before earning a perfect 4.0 GPA in his Counselor Education doctoral program at Penn State. He is certified as a personal trainer through the American Council on Exercise (ACE) and as a Level 1 (Elite) cycling coach through USA Cycling. He is also a

competitive cyclist who rides thousands of miles every year and competes in dozens of races and events from 3 to 100 miles in length.

Dr. Holmes has held professional and managerial positions in both higher education and the financial services industry. He served as a corporate Human Resource Manager for Amerisure Companies, where he worked extensively in the areas of teambuilding and human resource development. He also served on the faculty at Eastern Michigan University in the Department of Leadership and Counseling, and Wayne State University in the Department of Theoretical and Behavioral Foundations. Dr. Holmes combined his cycling and business knowledge to publish 3 books: *Training and Coaching the Competitive Cyclist*, *Developing Training Plans for Cyclists and Triathletes* and *The Business of Training and Coaching*. He published his most recent book, *Making Diversity a Competitive Advantage: 70 Tips to Improve Communication*, as a tool we can use to improve our ability to communicate, resolve conflict and solve problems in diverse organizations. He is the Past President of the Arizona Chapter of the National Speakers Association and he loves to facilitate fun, interactive training sessions that provide useful tools and techniques for his clients.

Sample Testimonials



Thank you for facilitating this year's diversity presentation. The RAs could not stop saying exciting and thought provoking things about the information you covered. The evaluation showed high marks - RAs scoring each question at a 4 or higher. The things they liked most about the presentation were: The L.U.C.A.S approach, learning the listening skills, the group activities and the style in which you deliver a presentation. They felt engaged and part of the process. I hope the high marks and comments provide you with some insight as to what the evaluations showed. Again, thanks and I'll be sure to keep you in mind for future sessions.

Eltaro Hooper, Associate Director of Residence Life, Saginaw Valley State University, University Center, MI

*Thanks Tyrone! **Building Powerful Business Relationships in a Culturally Diverse Society** was a huge hit! Everyone really enjoyed the presentation and we all learned something new about L.U.C.A.S. and the S.O.L.E.R. Technique that we can use at work and home. I'm going to recommend you to Garland Preddy, Education Coordinator at the National SGMP Headquarters. SGMPAZ appreciates your time and knowledge shared at today's meeting. This is a topic that we all need to work on and you provided some excellent communication tools for us to implement. I will definitely be more aware of the "noise" concept. We had excellent attendance today too, 22 members and guests were there. I hope it generates some future business for you. Let's talk about having you back in the fall of 2017! Thanks for your continued support of SGMPAZ.*

Michelle Fink, Vice President, Arizona Society of Government Meeting Professionals, Phoenix, AZ

A very unique ability is to captivate an audience and make them process your spoken words long after you have left the room. This, I am sure, occurs on many occasions when Dr. Tyrone A. Holmes speaks. It certainly happened when he spoke at the Association for Multicultural Counseling and Development's Samuel H. Johnson Luncheon. He understood our mission and delivered a powerful and memorable keynote address that provided our guests with the "professional opportunity of a lifetime".

S. Kent Butler, Ph.D, PLPC, NCC, NCSC, Associate Professor – Division of Counseling and Family Therapy, University of Missouri at St. Louis