

# Dr. Tyrone A. Holmes, Ed.D

A Professional Speaker and Speech Coach  
Building Powerful CONNECTIONS® in Diverse  
Organizations



## Unconscious Bias: A Quiet Performance Killer

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. This session will describe unconscious bias and identify the specific ways it can diminish your effectiveness.



### Because of this presentation, you will be able to:

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

Book Dr. Holmes for your next speaking event

Contact info

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## Testimonials

*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, University of Missouri at St. Louis**

*Dr. Holmes, on behalf of the entire membership of the Michigan chapter of Meeting Professionals International, I want to thank you for speaking to our group today. Unconscious Bias needs to be more widely recognized and actively fought, not only in our industry, but in our own communities. Thank you for sharing your knowledge and giving us tools in the fight.*

**Maryellen Jansen, V.P. of Education, MPI Michigan**

*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. This is a topic that we all need to work on and you provided some excellent communication tools for us to implement.*

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



Dr. Tyrone Holmes is a professional speaker, coach, consultant and author. As the owner of T.A.H. Performance Consultants, he has taught thousands of people from corporations, educational institutions and government agencies to build powerful relationships in culturally diverse settings. Dr. Holmes developed The L.U.C.A.S. Approach® as a tool we can use to reduce the noise in our lives, to effectively communicate our messages, and to connect with diverse audiences and groups. He is a former faculty member at both Eastern Michigan University and Wayne State University in Detroit, and the creator of the Building Powerful CONNECTIONS® system. Dr. Holmes published his most recent book, *Making Diversity a Competitive Advantage: 70 Tips to Improve Communication*, as a tool we can use to build powerful connections in diverse organizations. Dr. Holmes is the 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 for participants.

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