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# Why You Should Care About Unconscious Bias

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## Unconscious Bias Defined

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

## The Cost of Bias - 4 Areas to Consider (Research Results)

### 1. Employee Engagement

- Employees who perceive bias are nearly 3 times more likely (20% vs 7%) to report they are **DISENGAGED** at work.
- Employees who perceive bias are more than 4 times as likely (33% vs 8%) to report they feel regularly **ALIENATED** at work.
- Employees who perceive bias are twice as likely (75% vs 35%) to say, "*I am not proud to work for my company*".
- According to Gallup, **EMPLOYEE DISENGAGEMENT** costs the U.S. \$450-\$550 billion in lost productivity each year.

### 2. Employee Turnover

- Nearly half (48%) of all employees who experience bias have spent some time at work searching for another job in the prior 6 months.
- Employees who experience bias are 3 times more likely (31% to 10%) to leave their current employer.
- **Total TURNOVER COSTS** typically range from 90% to 200% of an employee's annual salary.

### 3. Innovation and Problem-Solving

- Employees who experience bias are 2.5 times more likely (34% to 13%) to withhold ideas and potential solutions from teammates and employers.
- Employees who experience bias are more likely (69% to 46%) to expend energy repressing their persona at work (i.e., hiding aspects of their identity).

### 4. Customer Service

- Hotel employees were significantly more likely to respond to inquiries from people with typically White names than to people with Black or Asian names.
- Hotel employees gave higher quality responses to people with White names than those with Black or Asian names.

## The Benefits of Reducing Bias

1. Increase employee **engagement**.
2. Reduce **productivity** costs related to employee disengagement.
3. Increase employee **retention**.
4. Reduce the **financial** costs of bad turnover.
5. Increase **innovation**.
6. Increase **problem-solving** effectiveness.
7. Increase the **quality** of the decision-making process.
8. Improve **internal** and **external** customer service.
9. Expand your **customer** base.
10. Reduce customer **complaints**.
11. Increase business **revenue**.
12. Boost organizational **image** in the marketplace.
13. Decrease your likelihood of getting **sued**.
14. Improve your **hiring** process.

## Talking Points

1. How will reducing bias (both conscious and unconscious) help us **improve** as an organization (i.e., the benefits)?
2. Which of these benefits provide the greatest **value** for our organization, department, or team?

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Dr. Tyrone Holmes is a professional speaker, consultant and coach who has spent more than two decades teaching thousands of people to build powerful relationships in diverse settings. He has facilitated over 1,500 live and virtual presentations that have taught participants to reduce the “noise” in their lives, to effectively communicate their messages, to connect with diverse audiences and groups, and to reduce the negative impact of unconscious bias. Dr. Holmes served as a full-time faculty member at Eastern Michigan University in the Department of Leadership and Counseling, and at Wayne State University in the Department of Theoretical and Behavioral Foundations. He is also a Past President of the Arizona Chapter of the National Speakers Association. Dr. Holmes was awarded the designation of eSpeakers Certified Virtual Presenter and most recently, Certified Virtual Host.