

# Unconscious Bias: A Quiet Performance Killer

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## Unconscious Bias Defined

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

## 2 Types of Unconscious Bias

### 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: RECRUITMENT

### 2. Halo & Horns Effect Bias

**The human tendency to see 1 good (halo) or bad (horns) thing in a person and think everything is good or bad about that person.**

Sample Negative Impact: STUDENT ASSESSMENT

## 5 Ways to Reduce the Negative Impact of Unconscious Bias

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**.
2. Create opportunities for **culturally different** individuals to interact on a continuous basis.
3. Actively engage in **anti-bias** behavior.
4. Increase the **diversity** of decision-makers and methods.
5. Consider implementing **blind** employment practices.

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