

Breaking Bias: Diversity in the Workplace

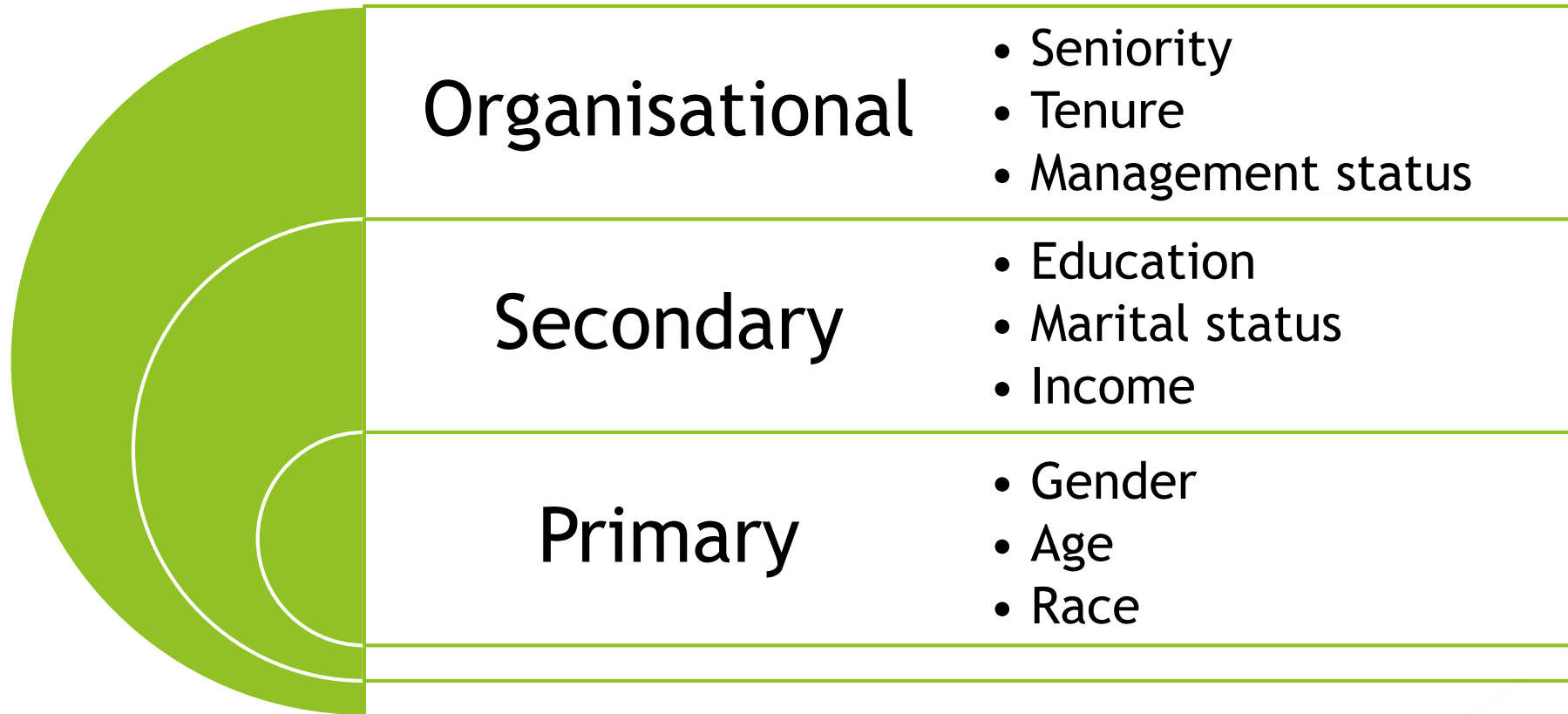
UK Supplier Diversity



What does diversity and inclusion mean?

- ▶ Diversity is any dimension which can be used to differentiate people from one another
- ▶ Inclusion is a state of being valued, respected and supported along with putting the right conditions in place for each person to reach his or her full potential

Layers of diversity



Why does diversity matter to businesses?

- ▶ Gender diverse companies are 15% more likely to outperform non gender diverse companies- Harvard Biz Review
- ▶ Teams where men and women are more equal earn 41% more revenue- MIT
- ▶ Adding women to all-male teams increases group intelligence, which accounts for 40% of performance- Woolley et al
- ▶ Firms with females in the C-suite generated \$44 million more- Deszo & Ross

Interesting Facts on diverse teams

- ▶ Thomas Malone & MIT research team looked at performance of teams and found the following which contributed strongly to high team performance
 1. It did not matter about the IQ of the individuals in the team or aggregate IQ if they were a high performing team or not
 2. The high performing teams all had social intelligence (sensitivity) and were alerted to each others needs (empathy)
 3. They were diverse in ethnicity and had women in them.

What does Bias mean?

Bias

Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.

“there was evidence of bias against/for foreign applicants”

Bias is exhibited in actions, behaviors, tendencies, and habits.

What is unconscious bias?

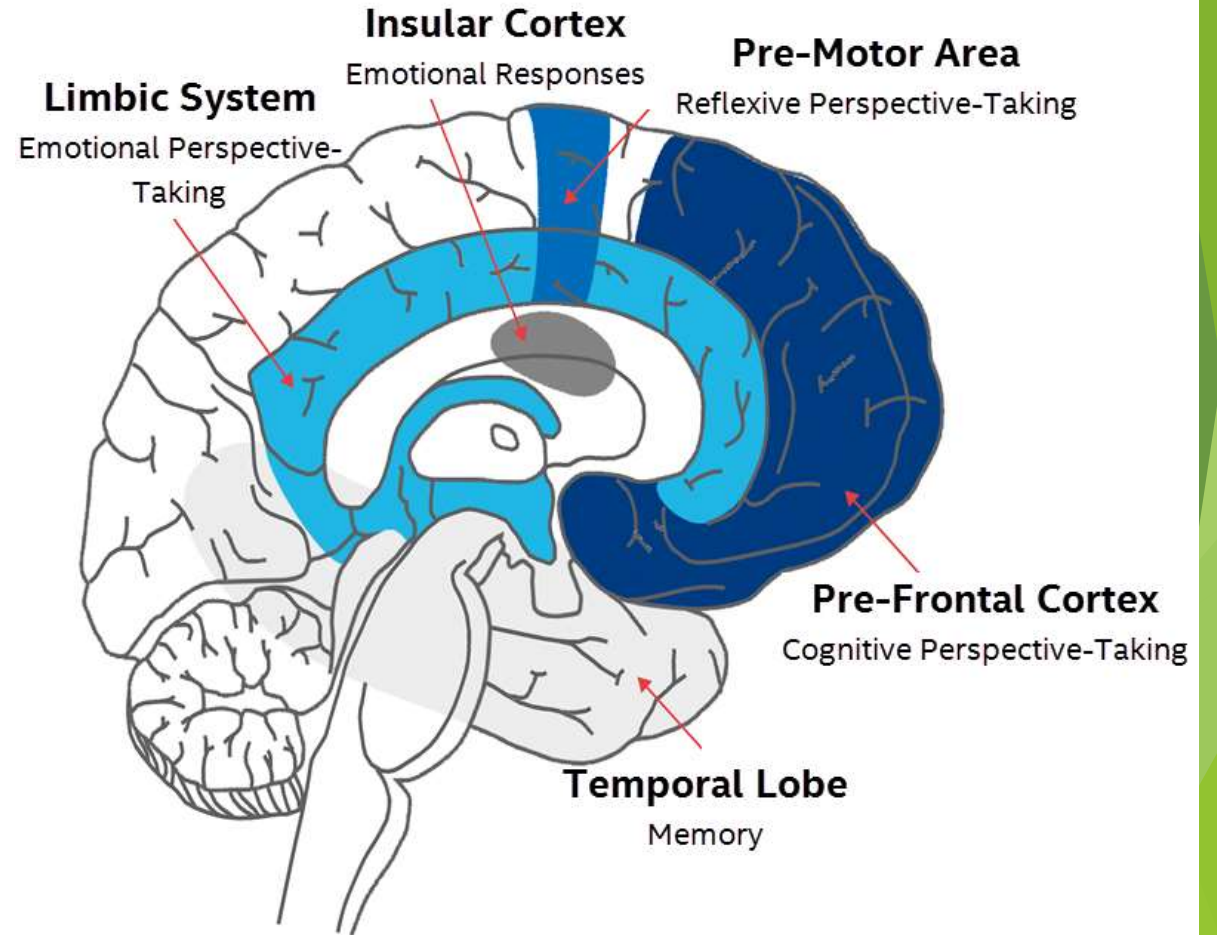
Unconscious bias is:

accidental, unintended, subtle and completely unconscious choices made by everyone, all the time.

If you have a brain, you are biased!

Lifting Performance

- 1 Multiple perspectives improve problem solving and creativity
- 2 Reduces mindless conformity
- 3 Raises team intelligence by increasing social intelligence



Common biases



Similarity Bias

We prefer people who are like or similar to us

Availability Bias

Relying on knowledge that's easy to access or available to us
Going to a solution that you may have done in the past

Safety Bias

Risk is stronger than reward

Experience Bias

Your perception of the world is accurate.
Identifying blind spots in others but not in ourselves

Representative Bias

Someone who looks the part

Practical ways to mitigate biases

Similarity Bias

Create shared goals across groups of people

Remove distinguishing features from people decision making

Availability Bias

Decide as if the people/resources are closer

Decide as if the benefits are yielded sooner

Safety Bias

Imagine you are deciding for someone else

Get someone else to make the decision

Experience Bias

Take another perspective

Revisit the idea after taking a break

If then Plans

- ▶ Used in every day activities to help mitigate a potential risk
- ▶ If XXXXXX situation then XXXXXXXX
 - ▶ If I am going to hire someone then I need to have a diverse panel for interviewing

Scenario's for mitigating risk

▶ Group 1:

- ▶ Looking at hiring for a new position in your company in marketing.
- ▶ Bias: Similarity and Experience

▶ Group 2

- ▶ Implementing a new process someone on the team has suggested. The person is new to the team and believes it will help bring velocity to the team.
- ▶ Bias: Experience and Availability

▶ Group 3

- ▶ You are working on a new campaign an intern comes up with a great idea the immediate ROI would be \$10K but by creating this as a long term one (which could be risky) the ROI could be \$500K
- ▶ Bias: Safety and Representation

▶ Group 4

- ▶ You have a team made up of a technical engineer, marketing operations manager with 25 years experience, an intern and a financial controller. You have a new project to do with a product and life cycle to work on.
- ▶ Bias Representation and experience

15 mins to work out your if
..then plans
5 mins to report out per
group

[The Backwards Brain Bicycle - Smarter Every Day](#)

Fun video

And remember..

- ▶ Make If-Then plans
- ▶ Put processes in place to make decisions
- ▶ Remove biases from processes

In a Nutshell...

**If you have a brain,
you are biased.**

***We can't remove bias from the person,
but we can remove it from the process.***