



CMAA '21
VIRTUAL
WORLD CONFERENCE
AND CLUB BUSINESS EXPO

Anywhere & Everywhere

March 8 – 12, 2021



ON SECOND THOUGHT: BUSTING UNCONSCIOUS BIAS

JENNIFER LEE | JB TRAINING SOLUTIONS





BIAS BUSTER ACTIVITY: **CRIME SCENE**



CRIME SCENE

WHO attacked the tech CEO?

HOW do you know?

THE SUSPECTS...

- Plumber
- Truck Driver
- NFL Football Player

A close-up portrait of a young girl with dark skin and hair pulled back. She has a wide-eyed, open-mouthed expression of surprise or shock. Her hands are raised to her ears, with fingers spread. She is wearing small hoop earrings. The background is a soft, out-of-focus light blue.

We ALL have biases!

“
Instead of being color blind, we
need to be **COLOR BRAVE.**”

Mellody Hobson
CEO, Ariel Investments



A close-up photograph of a brown teddy bear sitting in a car seat. The bear is wearing a black seatbelt with red buckles. The car seat has a dark grey fabric with a grid pattern. The bear's head is turned slightly to the right, and its large, light-colored paws are visible. The text "KEEP EVERYTHING SAFE" is overlaid on the left side of the image in white, with "SAFE" being significantly larger than the other words.

KEEP EVERYTHING
SAFE

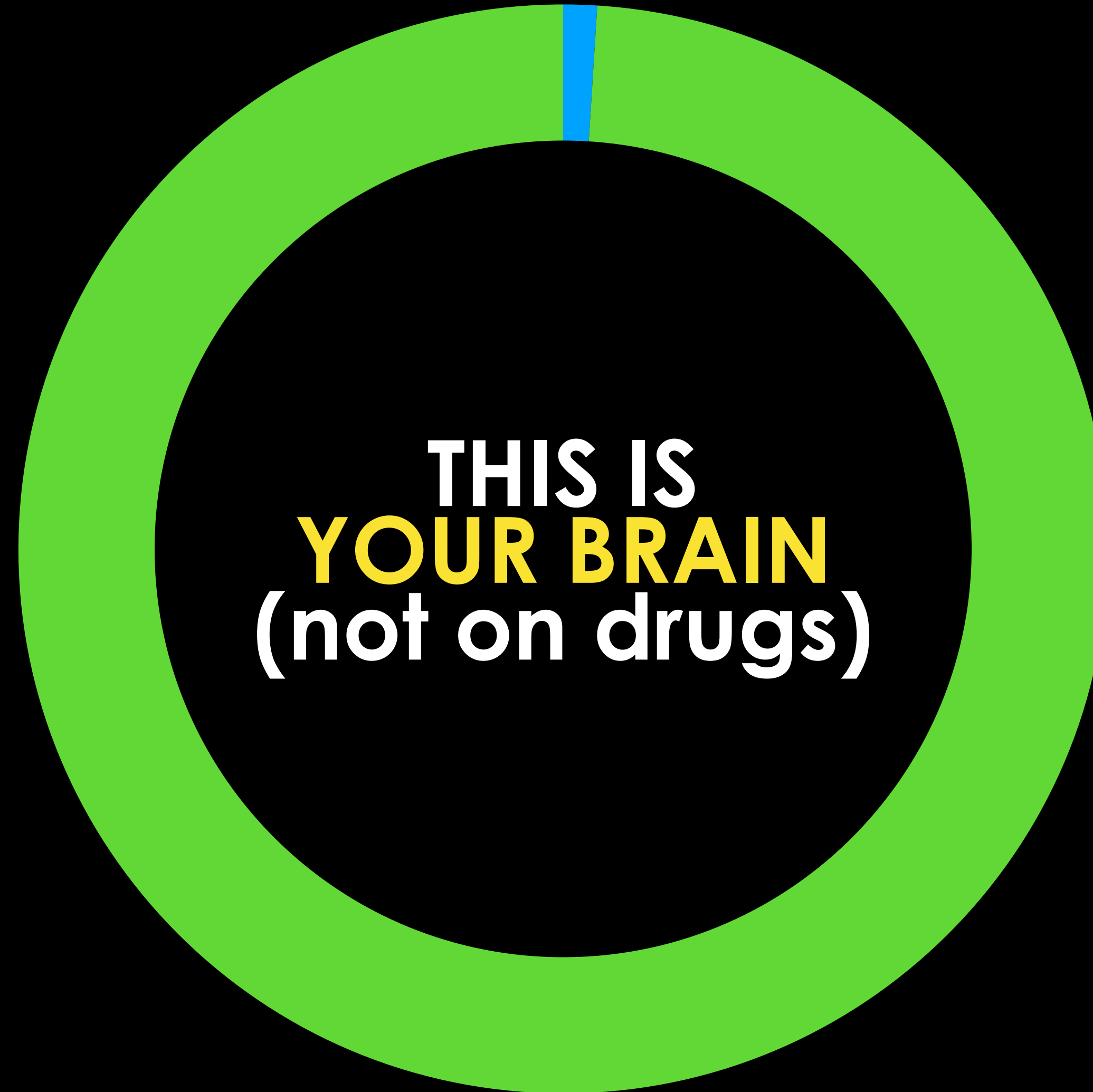
AND A LITTLE
UNCOMFORTABLE

[UNCONSCIOUS BIAS]

Tendency to favor or disfavor certain people based on social stereotypes that form *outside conscious awareness*

***YEAH, BUT WHY
DO WE HAVE IT?***

Conscious
LESS THAN 1%

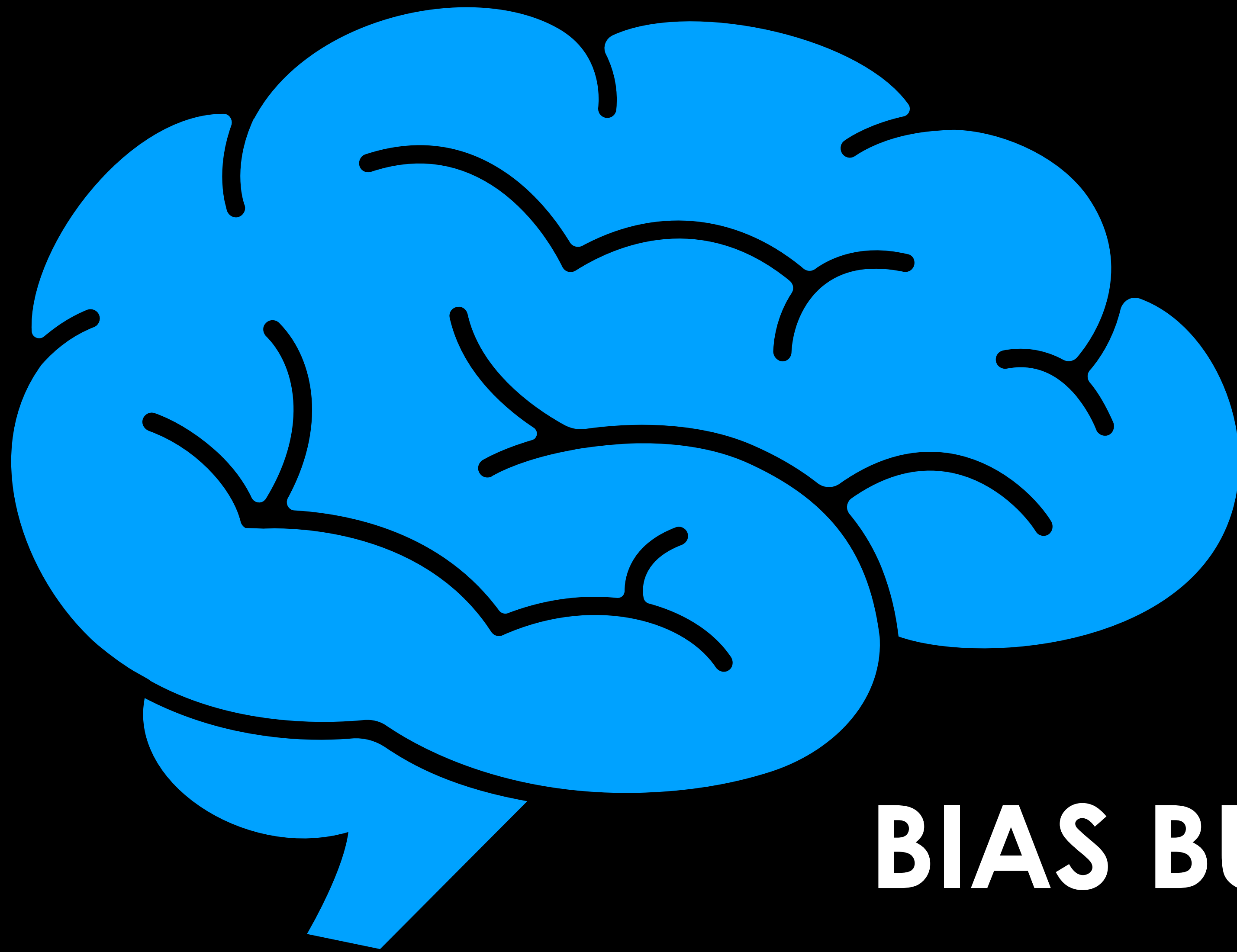


Unconscious
99%

HOW IT WORKS...

If you can read this paragraph, it's because
our minds are very good at putting together
pieces of information in a way that is easy for
us to make sense of. Our minds do this
automatically, without our conscious control.

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BIAS BUSTER ACTIVITY

WHO'S WHO



WHO'S WHO

- 1) LEADER
- 2) GENIUS
- 3) MODEL
- 4) ATHLETE

WHERE DO
WE GET THESE
STEREOTYPES?



All

Images

News

Videos

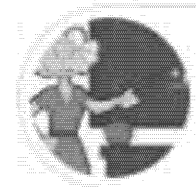
Books

More

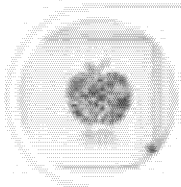
Settings

Tools

SafeSearch ▼



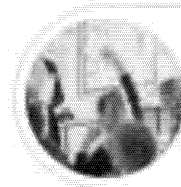
clipart



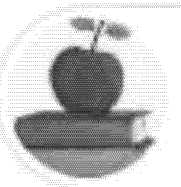
thank you



school



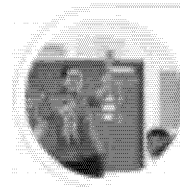
high school



apple



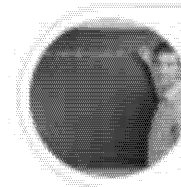
male



filipino



art



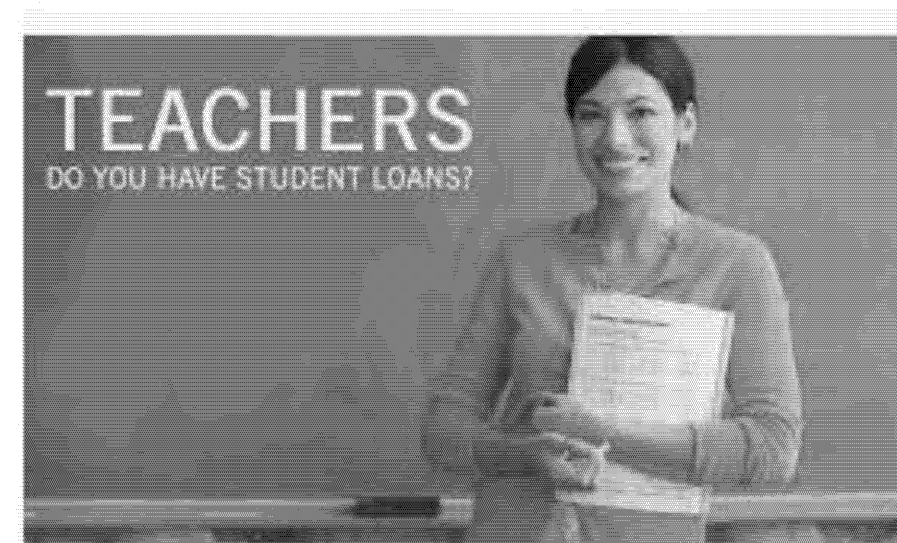
english



tired



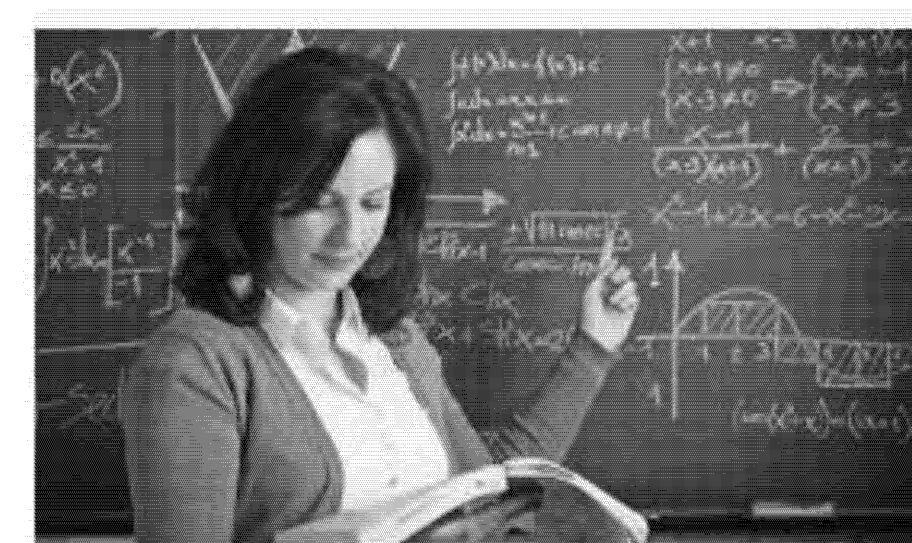
Schools Are More Diverse, but America's ...
takepart.com



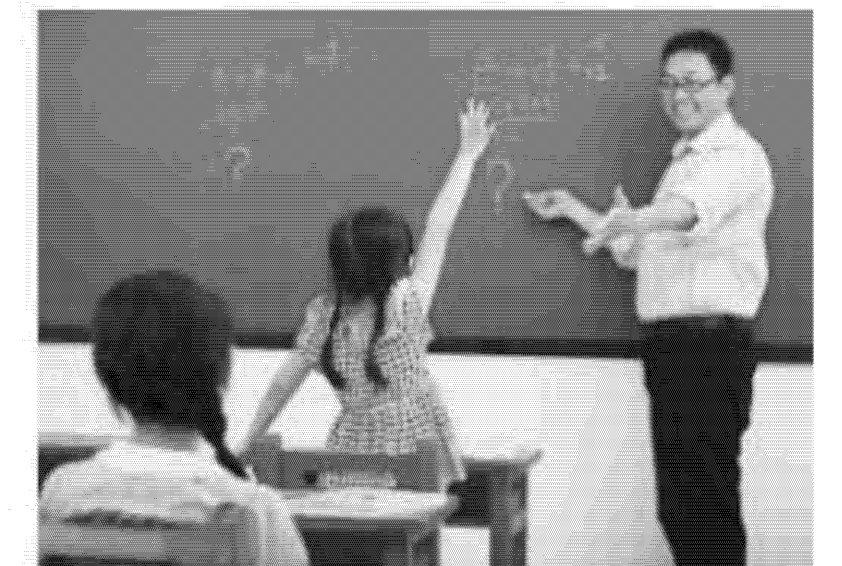
Loan Forgiveness Programs for Teachers ...
blog.ed.gov



Chuck Schumer & Nancy Pelosi: Democrats ...
usatoday.com



Teacher Pay-for-Performance ...
rand.org



Good Teachers VS Great Teachers ...
eduinreviewblog.com



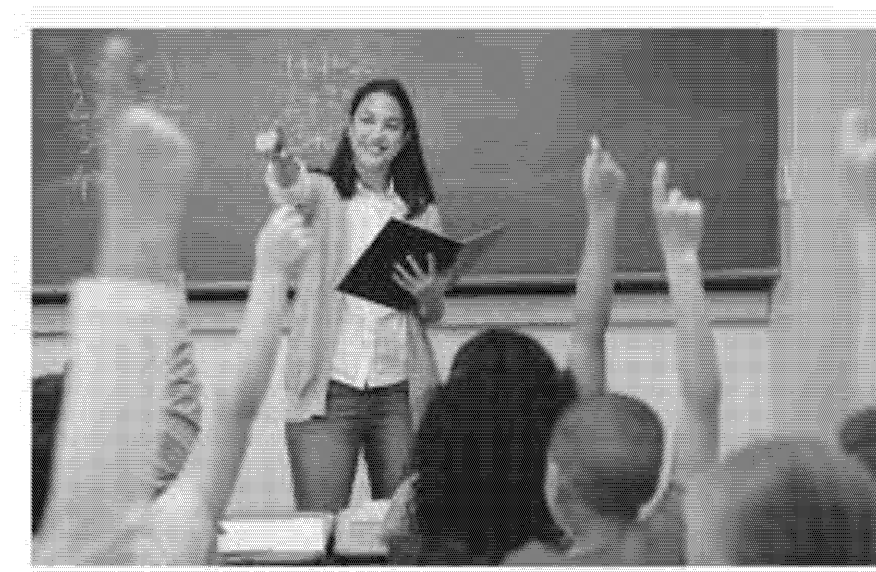
Too many teachers in the US are ...
ideas.ted.com



How Do Teachers Feel (Now) About the ...
ewa.org



Teacher Spotlight – Kaila Velez - IDEA ...
ideapublicschools.org



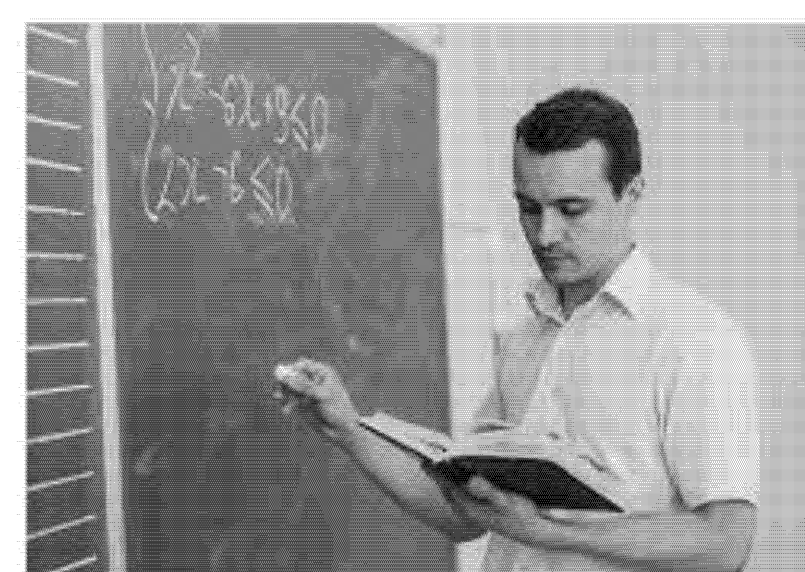
10 Inspiring Quotes About Teachers ...
mentalfloss.com



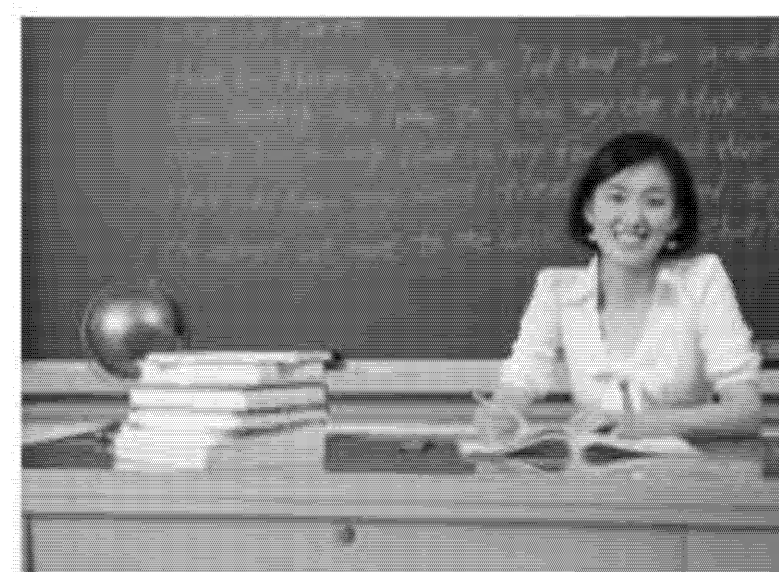
Recruits Teachers of Tomorrow ...
thejournal.com



Teachers To Leave Their Unions ...



How to become a teacher in Australia ...



Lose the Teacher Desk - Teachingcom



Become an IELTS Teacher and Travel the ...



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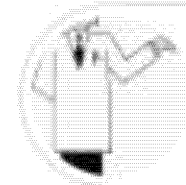
Settings

Tools

SafeSearch ▼



cartoon



powerpuff girls



nutty



pokemon



futurama



indiana jones



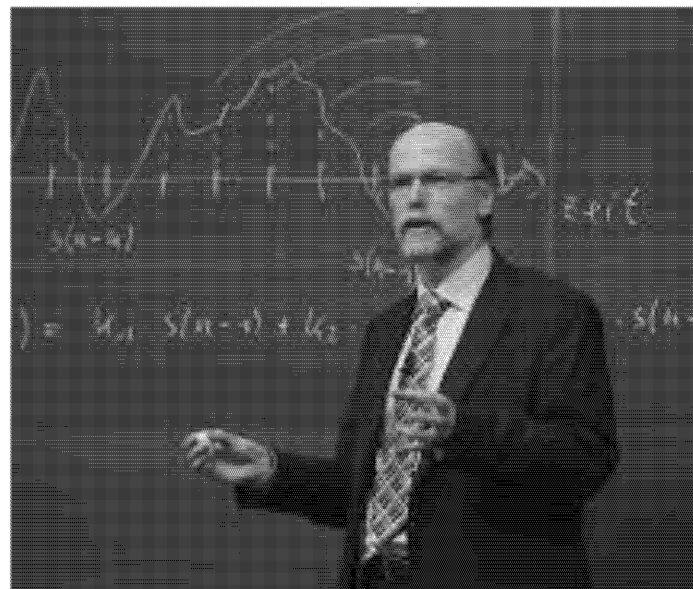
katherine dettwyler



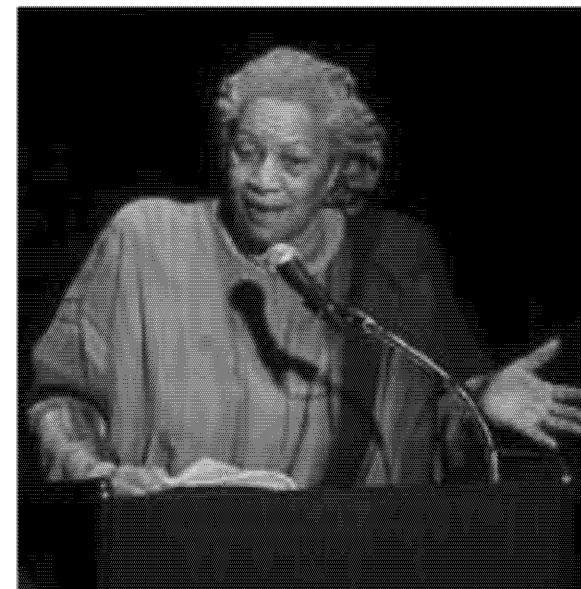
dog



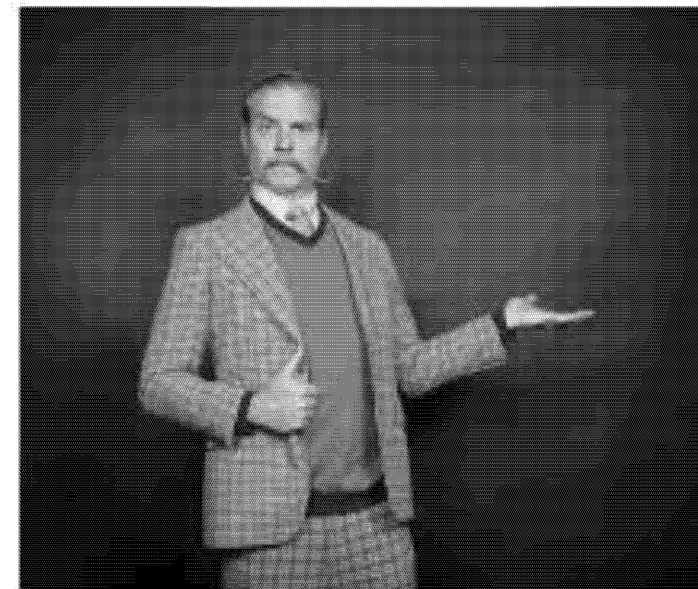
sun and



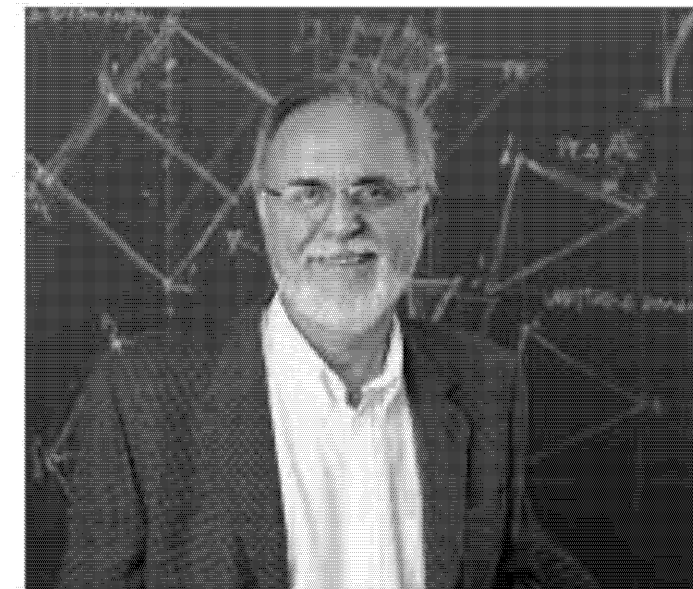
Rate My Professors ...
dailyutahchronicle.com



Professor - Wikipedia
en.wikipedia.org



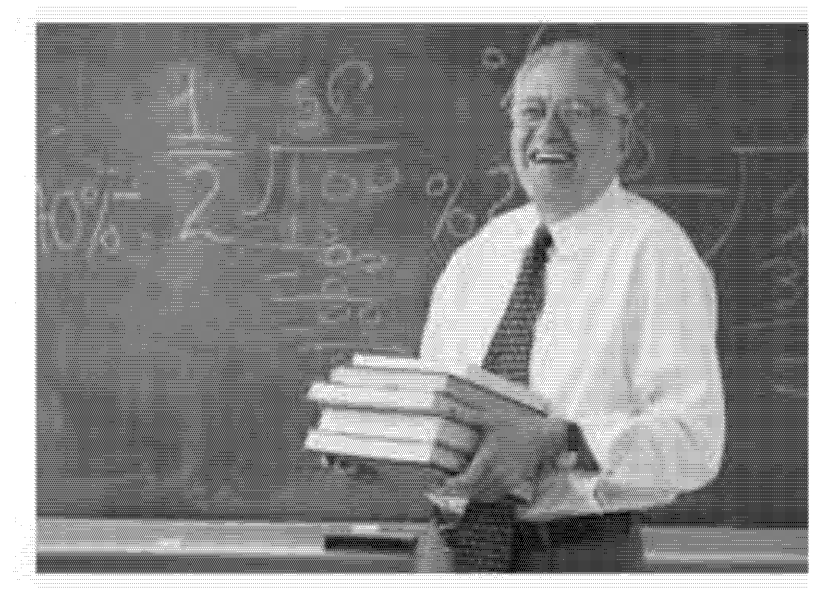
How to Pick the Best Professors | F...
fastweb.com



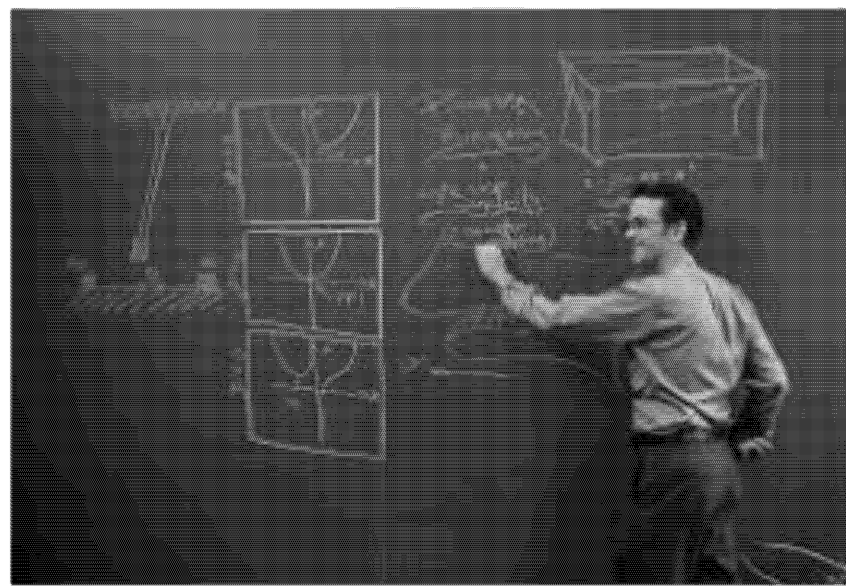
Student Accidentally Calls Teacher ...
whatstrending.com



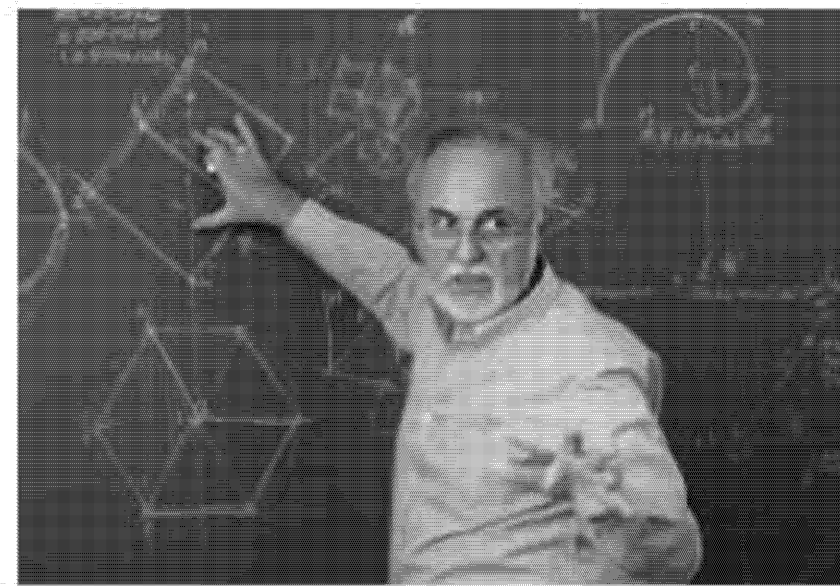
Sorry, but imagining you're a profess...
digest.bps.org.uk



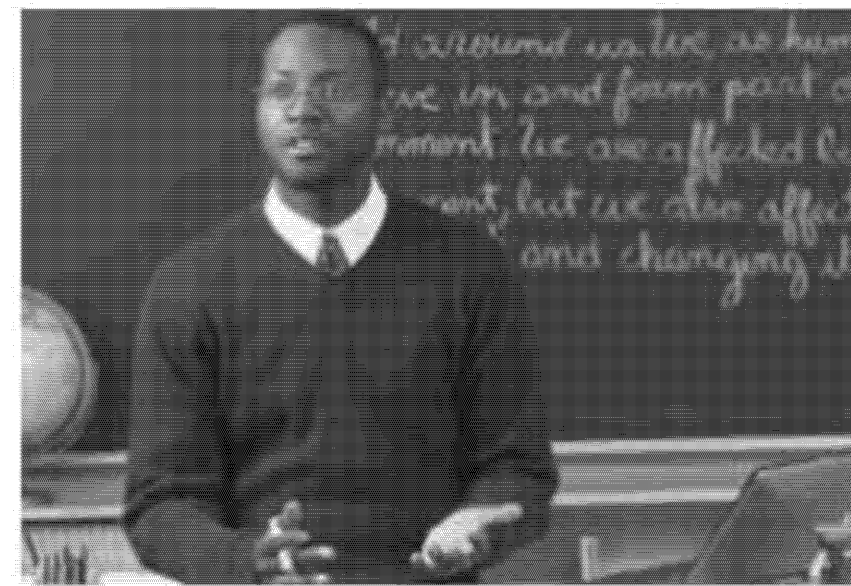
Nabs Posh Office in Hop Broom Closet
sites.dartmouth.edu



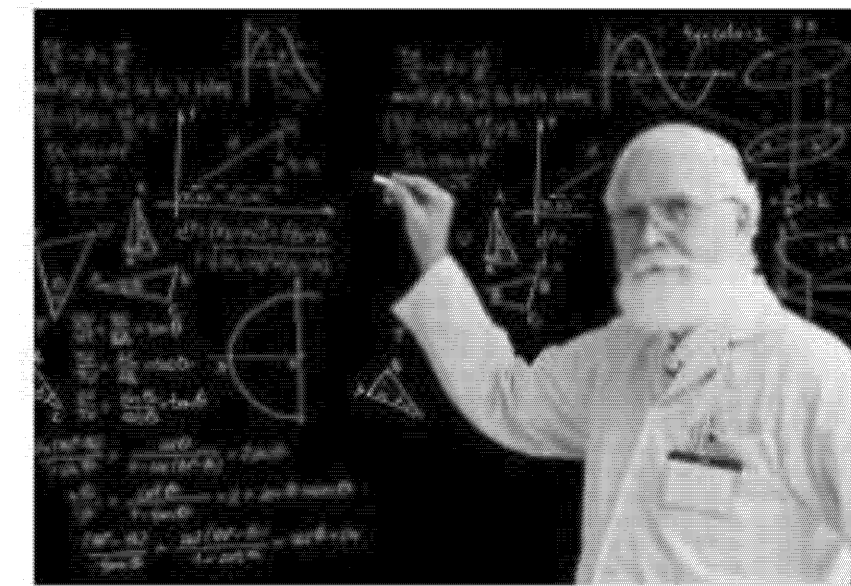
MOOC Professors Claim No Responsibility ...
chronicle.com



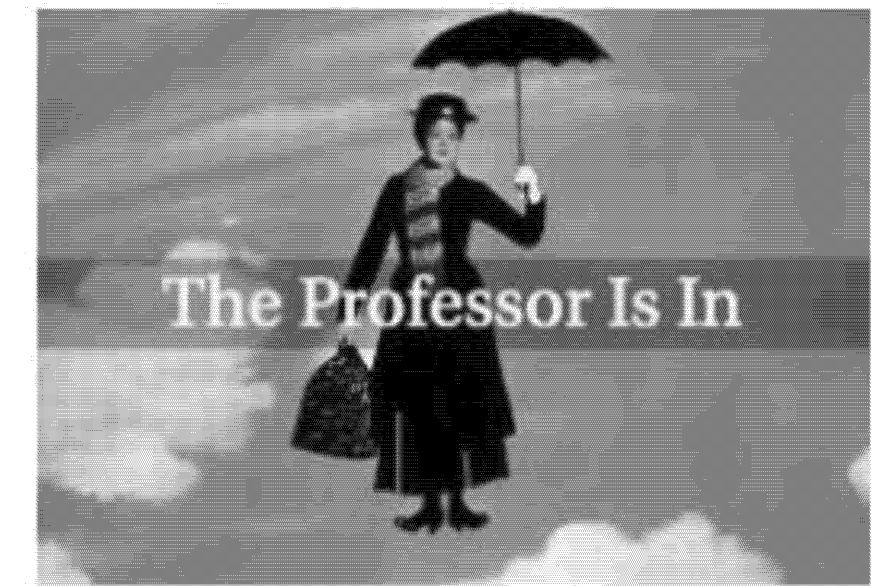
Top 4 Things Professors Should Not Do
theodysseyonline.com



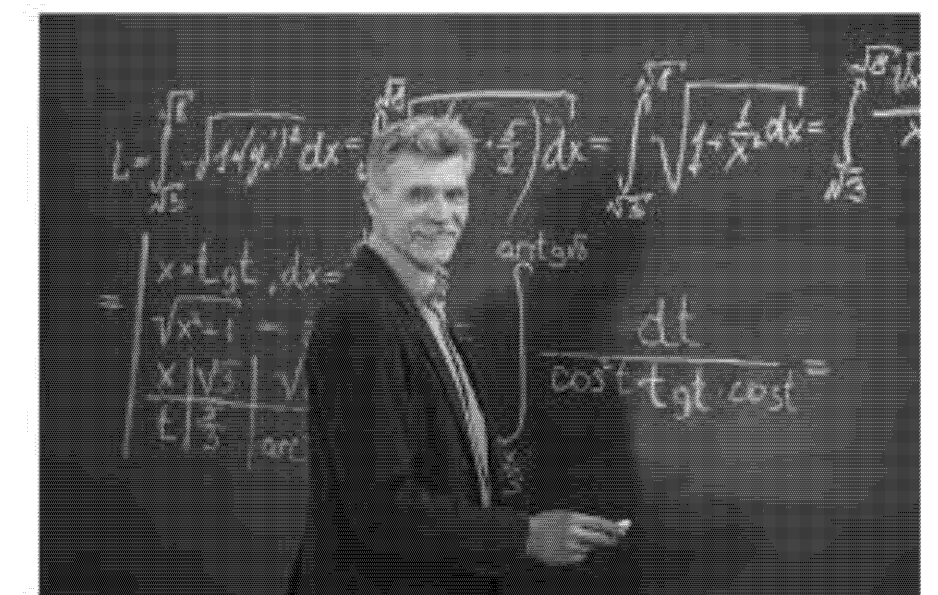
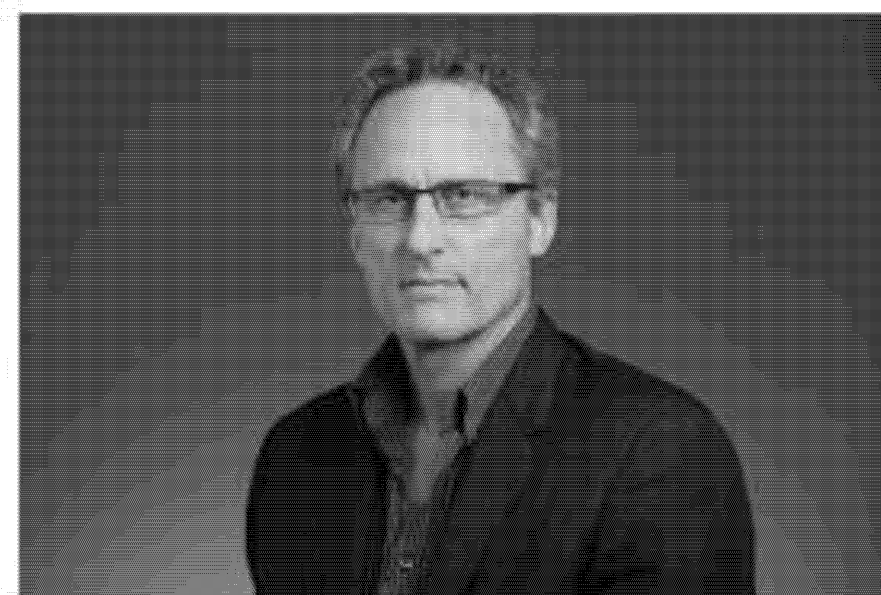
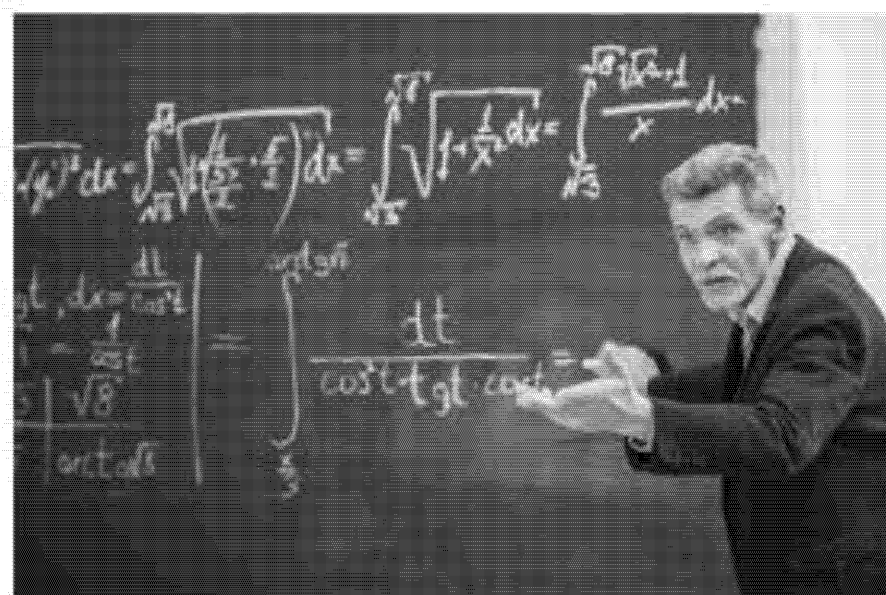
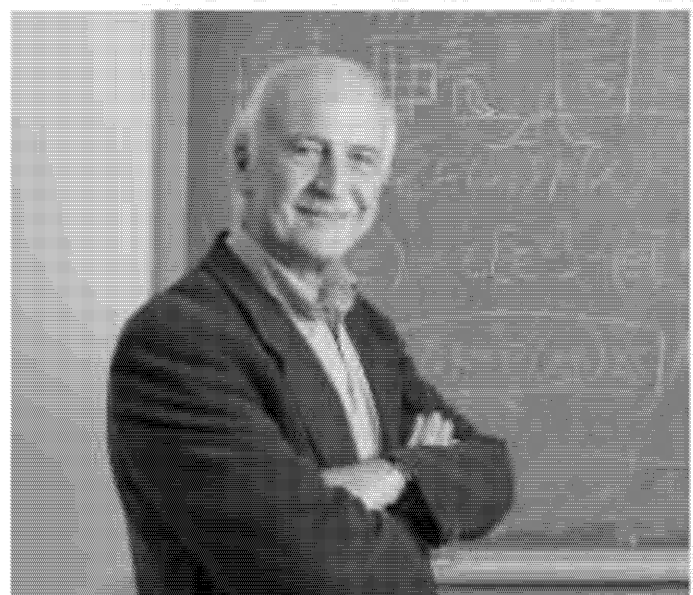
The Roles of a Professor | Chron.com
work.chron.com



College Professors Begin Revolt Against ...
thefederalist.com



Should I Turn Down a Tenure-Track ...
chronicle.com



“

And the problem with stereotypes is not that they are untrue, but that they are incomplete.”

Chimamanda Ngozi Adichie
Author



***YEAH, BUT WHY
DO WE HAVE BIAS?***



***THE IMPACT OF
UNCONSCIOUS BIAS
IN THE WORKPLACE...***



RELATIONSHIPS

[MICROAGGRESSIONS]

Everyday comments or actions that
subtly and unintentionally express
prejudiced attitudes toward a member of
a marginalized group

IMPACT

vs.

INTENT



DECISION-MAKING

UNBIASED FACT

60%

OF CORPORATE CEOS ARE
OVER 6 FEET TALL
(BUT LESS THAN 1/6 AMERICANS ARE)

Source: *Blink: The Power of Thinking Without Thinking*, Malcolm Gladwell

UNBIASED FACT



RESUMES WITH TRADITIONALLY BLACK NAMES ARE

50%

**LESS LIKELY TO BE CALLED
THAN RESUMES WITH TRADITIONALLY WHITE NAMES**

Source: National Bureau of Economic Research

UNBIASED FACT
WOMEN WHO ARE ALSO MOTHERS ARE

50%

LESS LIKELY TO BE PROMOTED
THAN IDENTICAL CANDIDATES WITHOUT CHILDREN

Source: Clayman Institute for Gender Research at Stanford University



FAST



AUTOMATIC

UNINTENTIONAL

CAUTION



**WET
FLOOR**

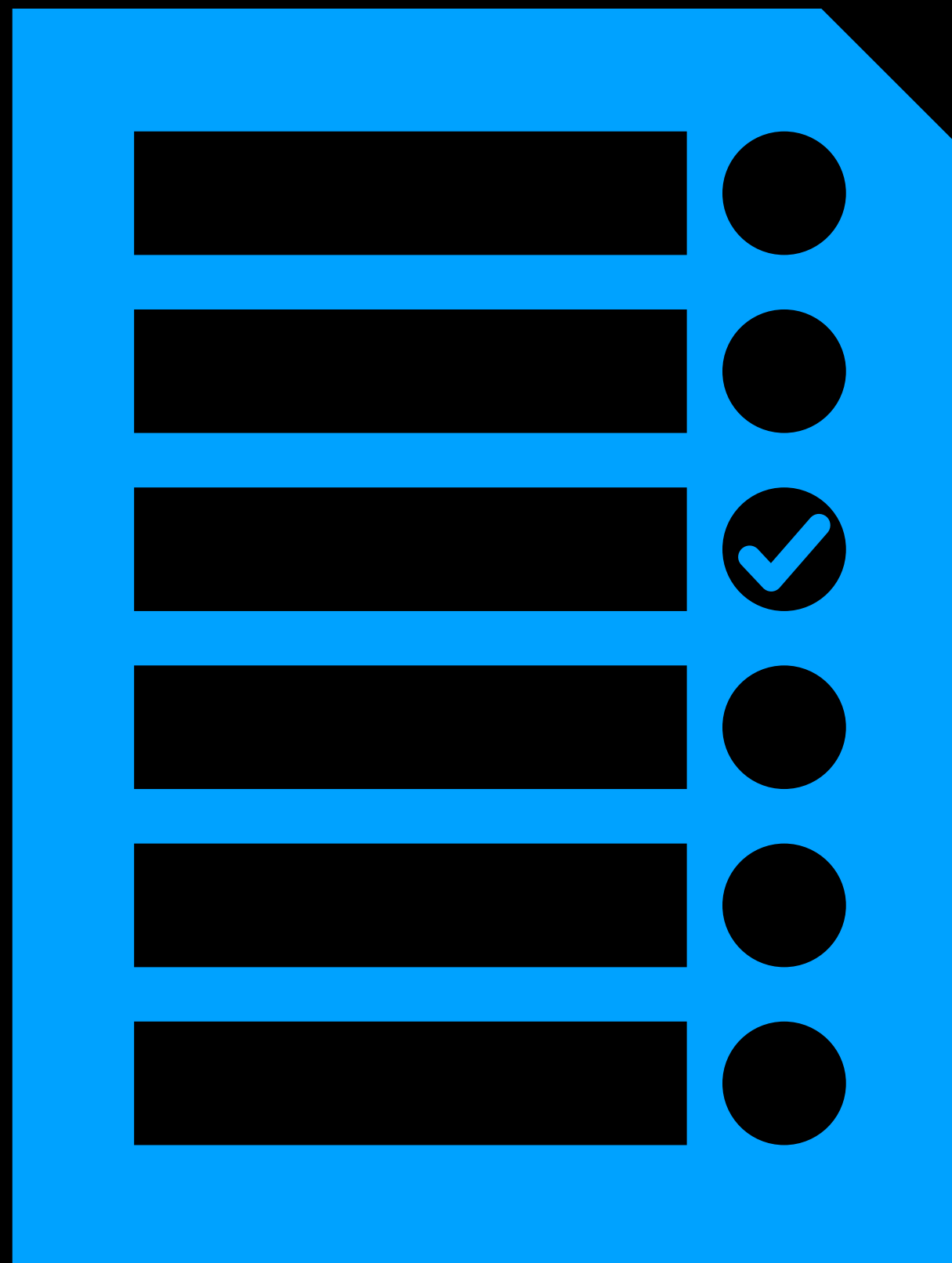
BUT, THE GOOD NEWS IS...



OUR BIASES ARE
MALLEABLE

SO, WHAT CAN I DO?

GAME-CHANGING BIAS HACKS



DISCOVER YOUR BIASES.
TAKE THE IMPLICIT
ASSOCIATION TEST (IAT).



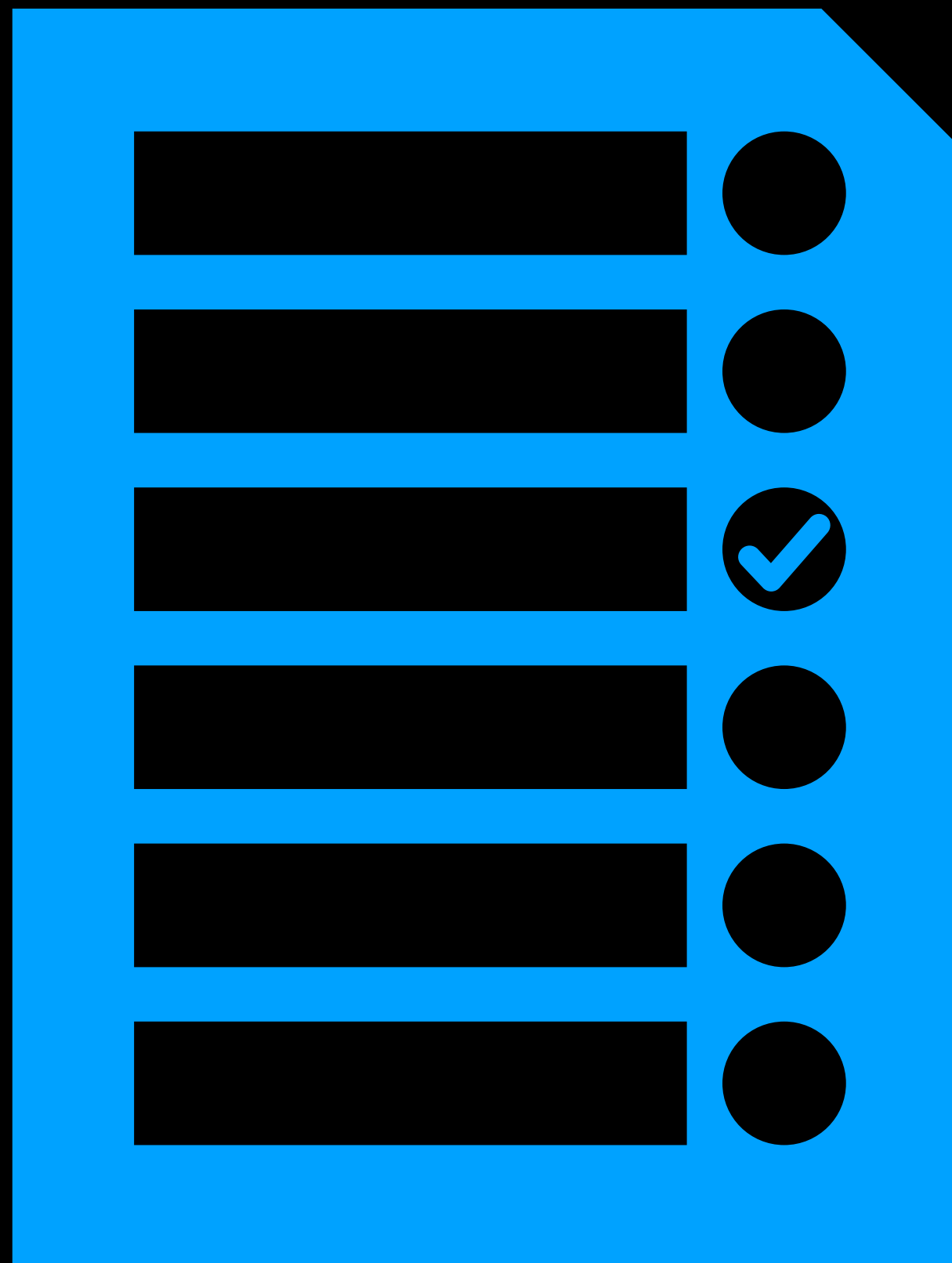
5:51 50°



CBSNewYork.com

GAME-CHANGING BIAS

HACKS



SEEK & SHARE STEREOTYPE-
DEFYING EXPERIENCES,
STORIES & IMAGES.



BIAS BUSTER ACTIVITY:
I AM (NOT)



I AM (NOT)

I AM...

WHITE WOMAN WITH BLONDE HAIR

BUT, I AM NOT...

DITSY

Little Leaders

VISIONARY WOMEN

→ AROUND ←
THE WORLD



VASHTI HARRISON

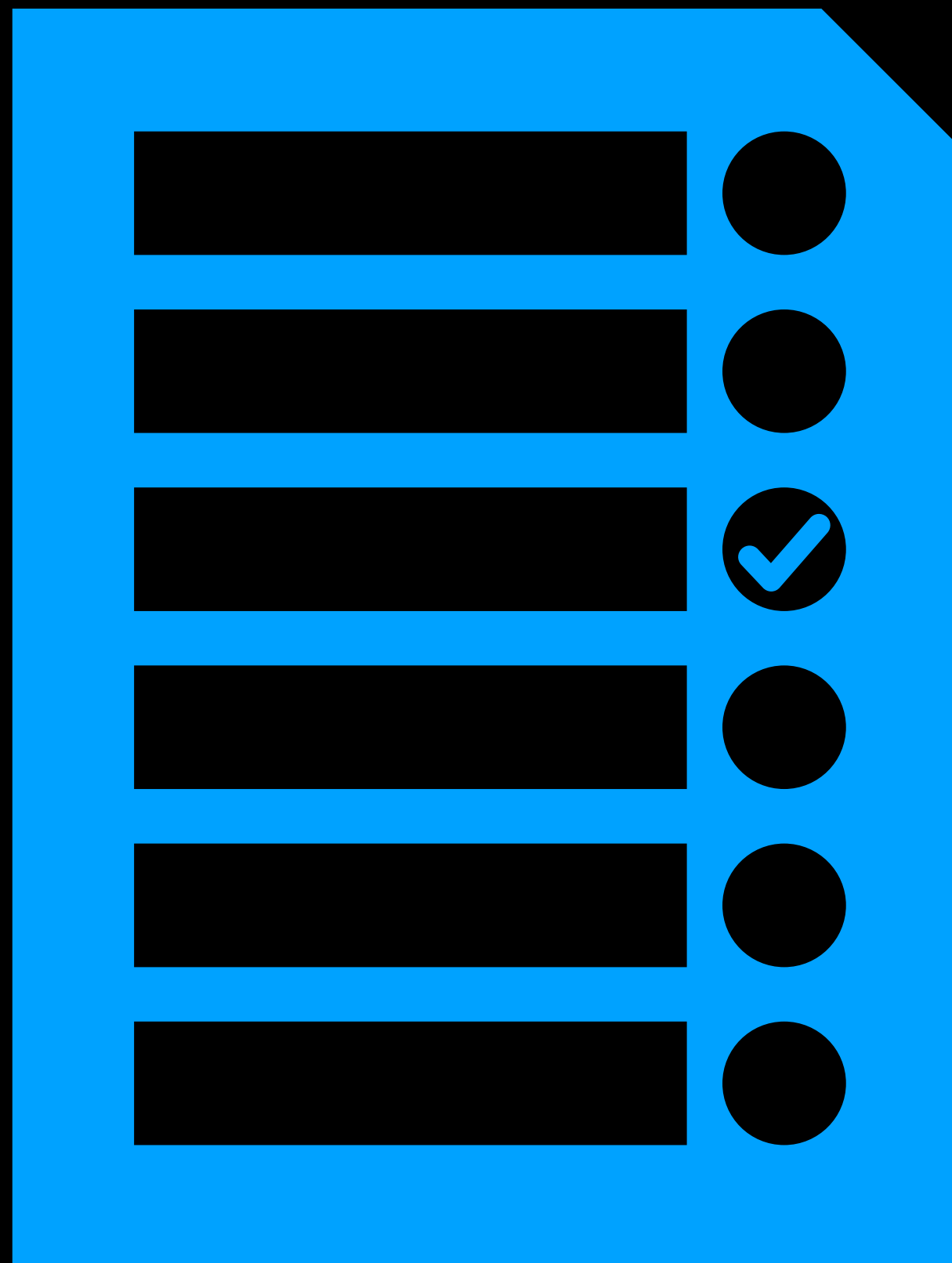
FORTUNE

raceAhead

by ELLEN McGIRT

GAME-CHANGING BIAS

HACKS



INVEST IN RELATIONSHIPS
ACROSS LINES OF
DIFFERENCE.

WHAT HAPPENS NEXT IS
UP TO YOU

GOT **MORE** THOUGHTS? LET US KNOW!

JENNIFER LEE



@JBTSolutions



JLee@JBTrainingSolutions.com



www.JBTrainingSolutions.com