

BIAS IN THE WORKPLACE

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“The words of my doctor from earlier that morning were still ringing in my ears when I found myself slamming the brakes of my car to avoid a nasty collision. An incompetent driver was cutting across two lanes at a roundabout just in front of me. Still perspiring somewhat, I carried on to drop off my screaming child with the nanny. It was a hectic morning.”

IN YOUR MIND - What was the gender of the Doctor, Driver, Child, Nanny, Narrator, Writer?



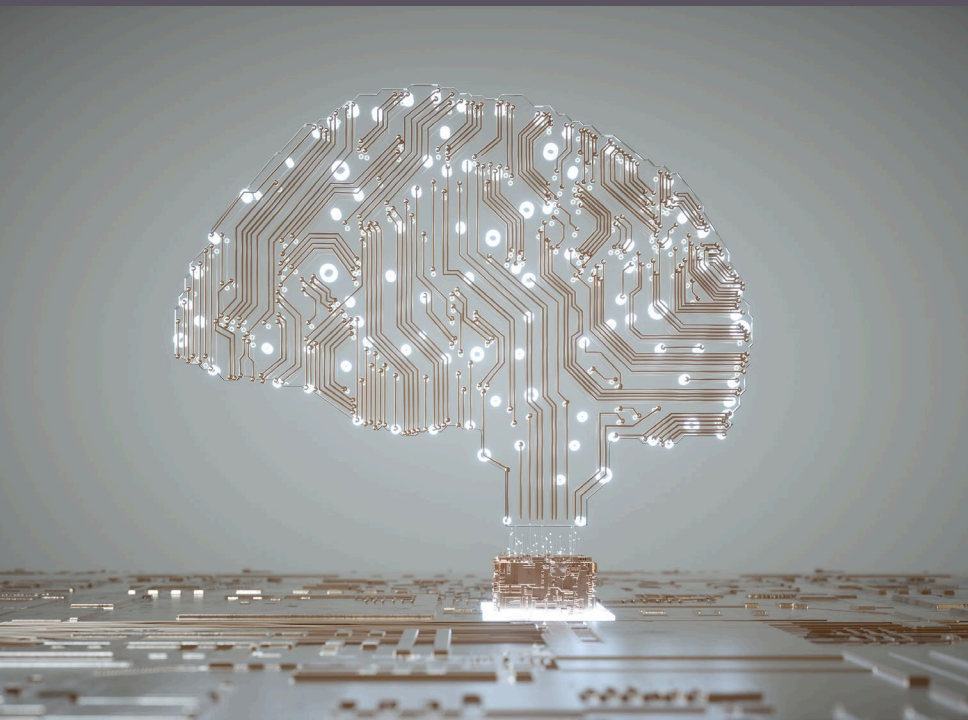
Bias

- *“prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair.”*
- *“cause to feel or show inclination or prejudice for or against someone or something.”*

Unconscious Bias

If you have a Brain... You have Bias!

“A bias that we are unaware of, and which happens outside of our control. It is a bias that happens automatically and is triggered by our brain making quick judgments and assessments of people and situations, influenced by our background, cultural environment and personal experiences”



Where do you see bias easily?

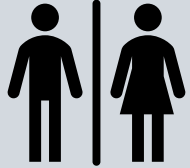
Children / Family



Friends



Types of Workplace Bias



GENDER BIAS

When you favor one gender over another for a role in your organization. This usually happens during the hiring process and when it comes to promotions inside the organization.



AGEISM

This usually happens to older people (for example, when they try to apply for jobs in fast-paced IT companies). But it can also happen to younger people (usually targeting their experience levels).



BEAUTY BIAS

The bias happens when you give an employee favorable treatment because of their appearance.



HALO EFFECT

The bias happens when we develop a positive outlook for the employee according to just one of their traits. The bias creates a spill-over effect where we start thinking that the person who is great at one thing is also great at many other things.



HORNS EFFECT

This bias is the contrary bias to the Halo effect— this is where we develop a negative outlook for the person according to one of their negative traits.



CONFIRMATION BIAS

Confirmation bias happens when we seek out information that would confirm our point of view instead of looking at the problem from multiple perspectives.



CONFORMITY BIAS

Conformity bias happens when we change our opinion because of peer pressure. This prevents conflicts and stifles creativity in a team.



AFFINITY BIAS

Affinity bias happens when we favor people who look like us or have similar experiences as we do. This can be a really big problem when it comes to diversity in companies.

Who has experienced Bias?

What type?





Additional Info.

- Unconscious biases develop at an early age: biases emerge during middle childhood and appear to develop across childhood (Dore, 2014).
- Unconscious biases have real world effects on behavior (Dasgupta, 2004).
- Unconscious biases are malleable-one can take steps to minimize the impact of unconscious bias (Dasgupta, 2013; Dasgupta & Greenwald, 2013).



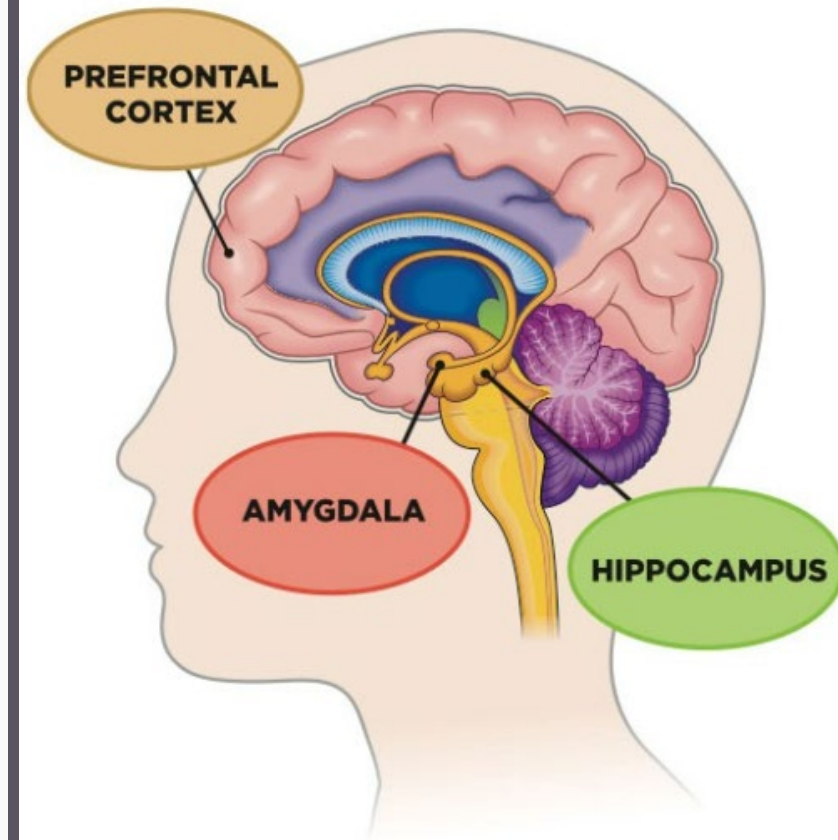
Bias and the Brain

AMYGDALA

- The “emotional” center of the brain that reacts to fear and threat and other senses.
- Anything unfamiliar can trigger a reaction in the Amygdala.
- This is the part of the brain that is fight or flight.

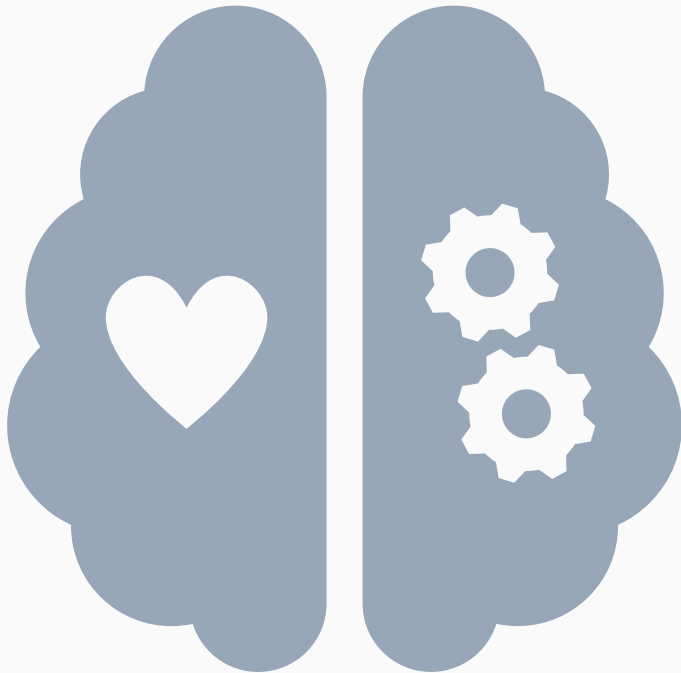
PRE-FRONTAL CORTEX –

- forms impressions of others and in measuring empathy
- Last to develop... Age 24-26



FOLK

AUTO PILOT



Initial Reactions

95% of human thought happens here

Fast

Automatic

Impulsive

Little/No Effort

Emotional

Thinking

5% of human thought happens here

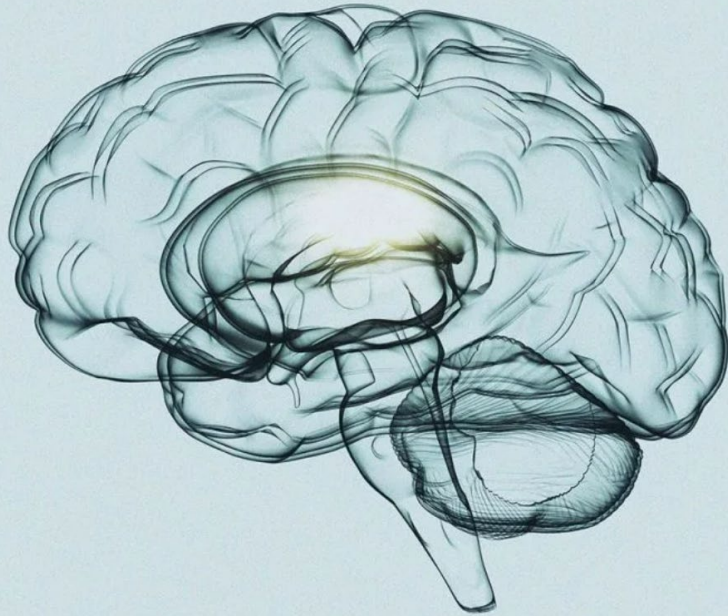
Slow

Deliberate

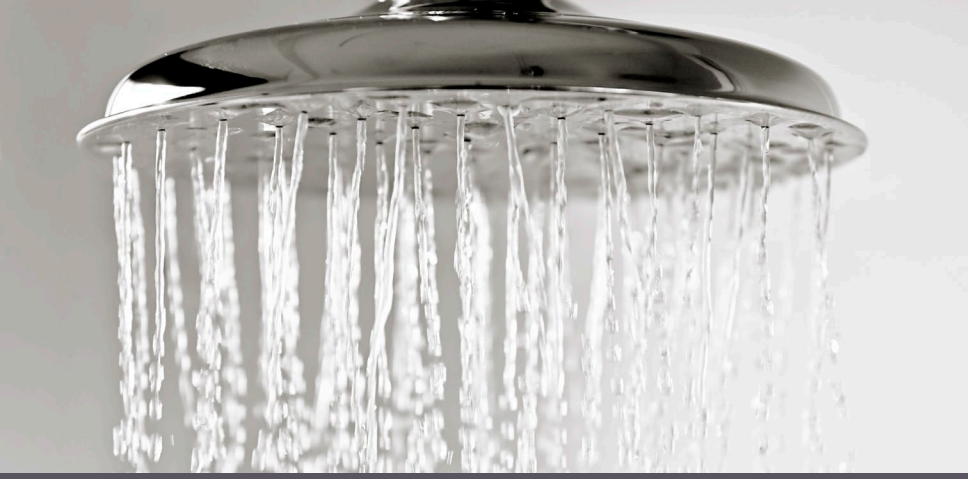
Reflective

Effortful

Analytical



- our brains are only capable of consciously capturing about 40 pieces of information per second. And from that, it really only processes 5-7 of those.
- Our brain is built to understand this “inefficiency” and it takes shortcuts to compensate. In order to preserve processing power for “important decisions”, our brain takes opportunities to bypass our consciousness.
- Unconscious bias is our brain on autopilot. It’s the knee-jerk reactions our brain makes based on the information (Pattern Mapping) it already has from the past.



Auto Pilot Unconscious

Think about the number of things you do on “autopilot” over the course of a day; repetitive tasks like driving to work or walking around your neighborhood. Because your brain has so many potential things it could focus on, it finds every opportunity to automate certain tasks with your subconscious. Unconscious bias fits under this broad umbrella of tactics your brain uses to free up bandwidth from your conscious brain for “more important” tasks.

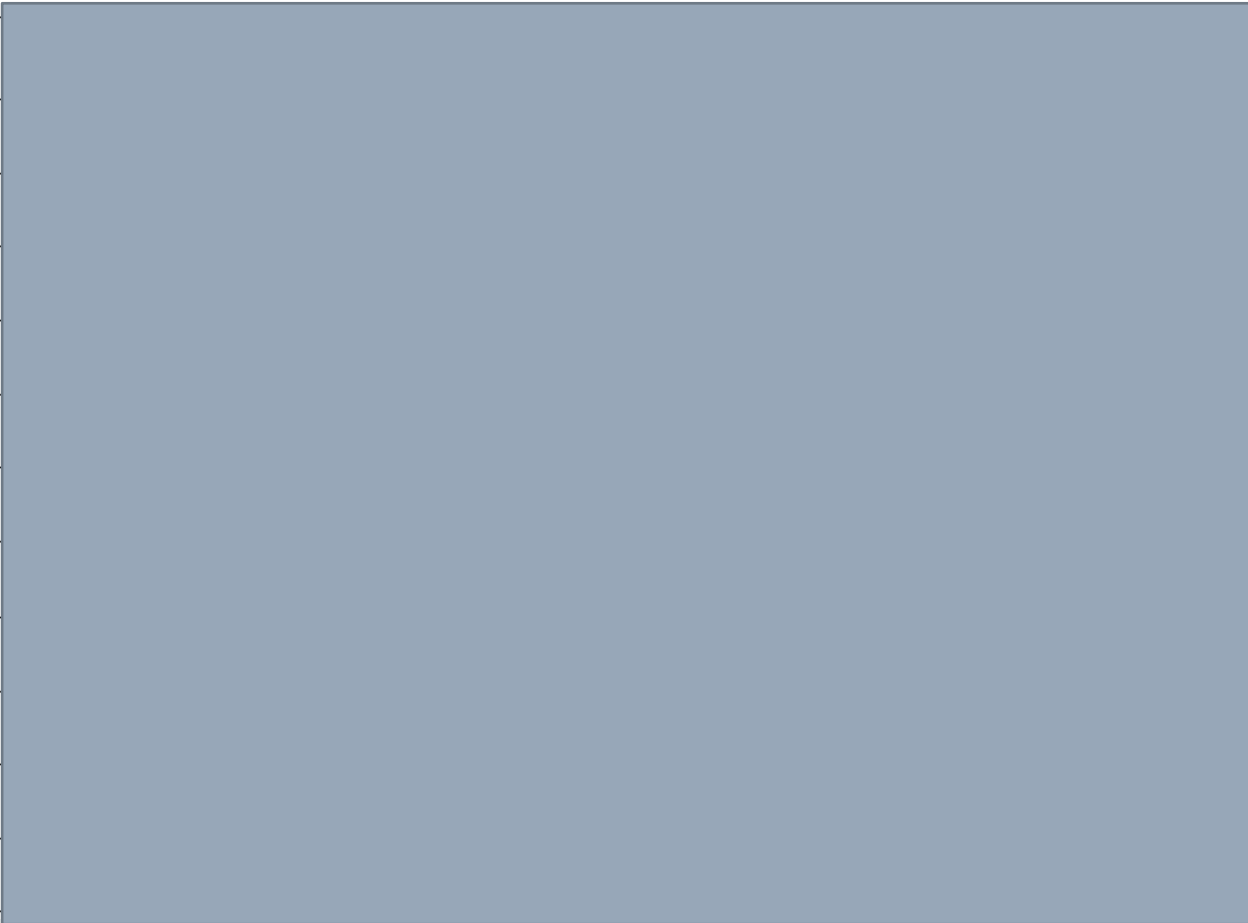


TRUSTED 10

Activity

The Trusted Ten

Name/Initials

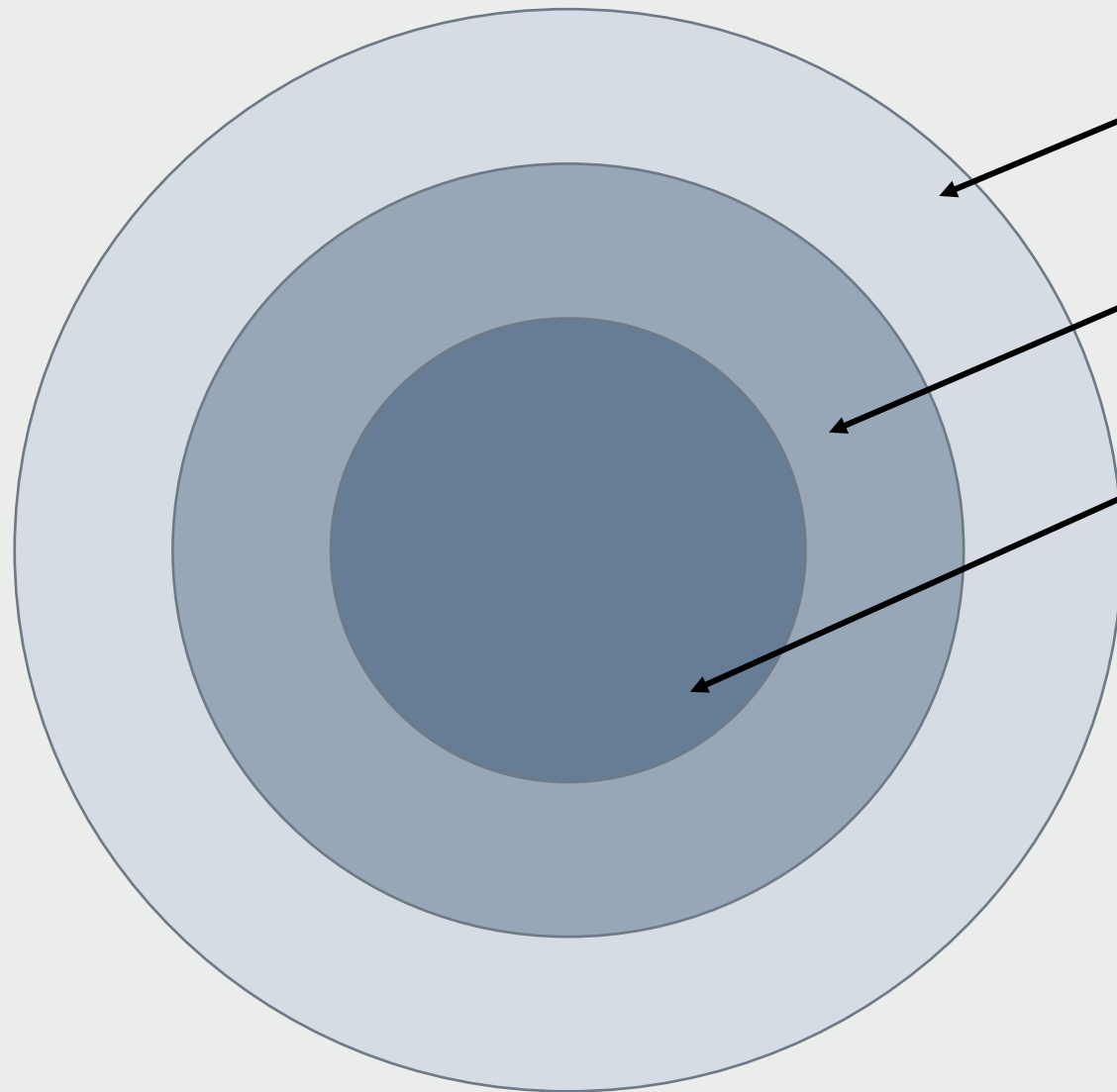


Trusted 10

Activity

Write down 10 people that are within your trusted circle. Do **NOT** include family.

Circle of Trust



Level 1 –
Hey there, How are you?
Acquaintances – Interact With

Level 2 –
Comfy – Come Over to My Front Yard?
10% of outer circle makes it in here.

Level 3 –
Circle of Trust

→ It is typical that the further in you go on your circle... the less diverse your group is.

→ Outer ring is usually has the MOST people and is the MOST diverse.

Background

Who we are and what we've been through

Conscious/Unconscious Bias

Our categorizations that are shaped by our background

Micro-Behaviors/Messages

Facial Expressions, Body Language, Positioning in Meetings within the Room

Advantages/Disadvantages

Creating or restricting opportunities based on bias

Inclusion/Exclusion

In-Crowd or Out-Crowd

How does Bias impact the Workplace?

- Hinders Hiring Process
 - Applications will be rejected NOT based on the skill set of employee.
 - How do I relate to this person?
- It Affects Employee Experience
 - Impacts Morale
 - Makes people feel alienated
- Wastes employee potential
 - Less likely to make ideas known to others
 - End up looking for new job

No One Is Immune To Bias



We think the meaning of unconscious bias as relating to race or age, BUT even a simple bias can affect your business.

YouTube:

- launched the video upload feature for their app
- 5-10% of videos were uploaded upside-down
- Google developers were baffled

What Happened?

- Google engineers had inadvertently designed the app for right-handed users
- phones are usually rotated 180 degrees when held in a user's left hand.

With the help of unconscious bias, Google had created an app that worked best for right-handed users and never addressed the possibility of a left-hand user.

MINUTE MYSTERIES



You may ask YES or NO Questions...

I will respond YES, NO or IRRELEVANT if it won't help you get to the solution.

Helen Turnbull – Founder, Human Facets

- “Organizations often believe that just because they have diversity in a room, they’ve achieved diversity in a workplace”
- Many, she said, “hire for diversity, but manage for similarity,”
 - Companies often hope that their employees will adapt to a common culture despite differences in backgrounds, identities or experiences.
- “We’re often not as inclusive as we like to think we are,” Turnbull continued, noting the difference between diversity and inclusion:
- “Diversity is often acknowledging differences, but inclusion is cultivating an environment where people can be their authentic selves.”

Equality
Equity
Reality



How can Bias impact the Customer Experience?

- UGH – It's them again...
- CX no longer wants to advocate for them
- Internal partners stop working hard for them
- People don't want to cover desks
- We stop creating the customer 'experience' for them
- Coverage is more difficult to get
- Perception of certain people work harder because of 'that customer'





Ways to Reduce Bias

- Educate ourselves on your biases. We ALL have them
- Be conscious of it... If you catch it try to think differently.
- Flip it to test it.
- Don't accept our first response.
- Be OK with uncomfortable feelings.
 - Don't Ignore... ask why
- Safely challenge others.



THANK YOU



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