

Are you allowing  
**Unconscious Bias**

to influence the way your organisation is  
'recruiting, promoting, performance managing  
& serving customers?



**Unconscious Bias:**  
Development Solutions  
for Your Organisation

# Unconscious bias

affects every one of us; it is relevant no matter who you are or what you do.

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# Evidence

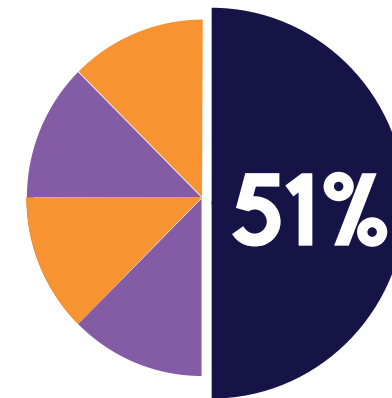
that Unconscious Bias is impacting all around us.

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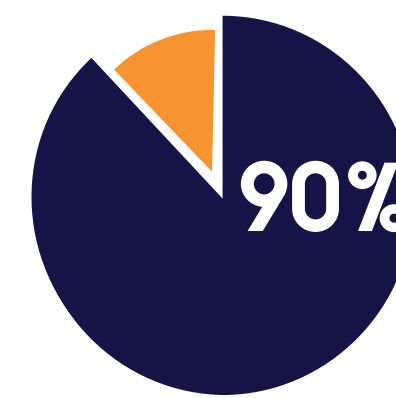
There is a strong business case for raising awareness amongst those with the following roles and responsibilities:



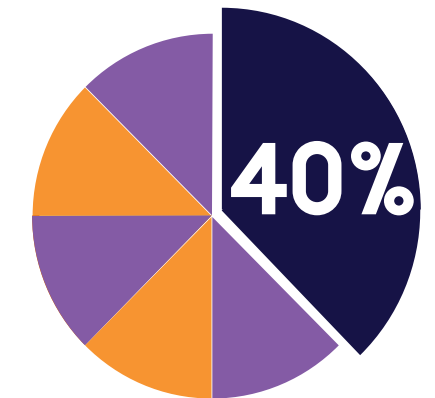
It is also the next logical step for organisations that have already done Equality & Diversity training and are wondering, "What's next?"



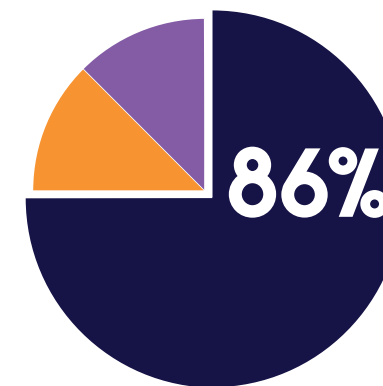
of HR professionals were found out to be biased against overweight women, and weren't aware of it



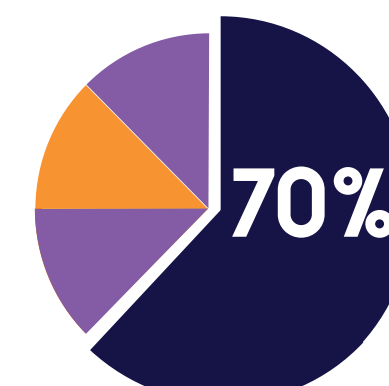
of CEOs are above average height



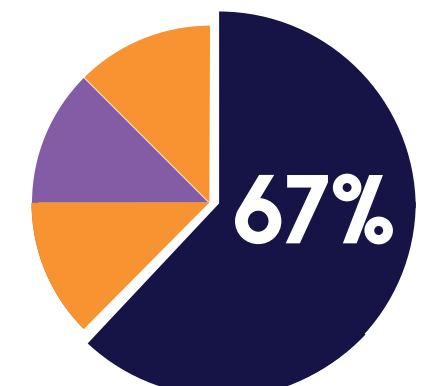
of people in a UK study were tested to have a gender bias, having reported no such known prejudice before the test



of 200 first-year medical students subconsciously favoured upper class people



of the general population have an implicit preference for white people.



of employers with mandatory unconscious bias training had more equal rates of conversion from 'shortlist' to 'hire' for men and women during recruitment

# Organisations

leading the way and reaping the benefits of Unconscious Bias Training:

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# Finding a Solution for Your Organisation

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At Rightrack, we specialise in tailoring development solutions to meet the unique needs of individual customers.

Unconscious Bias in the workplace is mitigated through,



or a combination of all three.

Together we can identify the right balance of elements to meet your organisational objectives within budget.





# Workshops

**The most effective way of raising awareness of Unconscious Bias across an organisation is through in-house workshops:**

- High impact, interactive, poignant and pragmatic content delivered by specialists
- Tailored to the needs of the audience, their role and responsibilities
- Designed to address specific group or organisational biases found from Implicit Association Tests
- Supported by strategies that both HR and line managers can implement to keep the learning alive long after the workshop is over

## Example Programme Content

The Righttrack style is to engage, energise and enthuse. Sure, there is formal input from the trainer, but we aim to build knowledge and skills through maximum interaction and minimum lecture.

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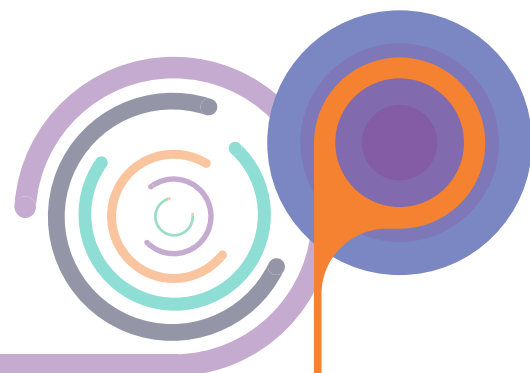
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|--|---|
| <b>First Impressions Last</b>                | We kick-start with a high-impact learning activity that explores our own unconscious biases. After all we all have them!  |
| <b>The Deep Impact of Unconscious Bias</b>   | A selection of graphic film clips and activities show how discrimination (conscious or unconscious) can really cause hurt and damage.   |
| <b>The Unconscious &amp; Decision Making</b> | By working our way through visuals, development activities and poignant media clips, we see how seemingly insignificant things can affect our decision making. Then we explore the tools that help to recognise and guard against this. |
| <b>Bias Blinkers in our Organisation</b>     | How can we be sure we are recruiting, retaining and developing the best people in our organisation? And how can we ensure that our biases are not causing us to overlook and fail to nurture much needed talent.                        |
| <b>Communication &amp; Micro-Inequities</b>  | The most powerful aspect of communication is non-verbal kind; we send thousands of subtle, non-verbal signals a day. Understand how our biases 'leak out' through micro-signals.  |
| <b>Turning Talk into Action</b>              | How to create a consciously inclusive organisation. One where everyone can flourish, contribute to their fullest, for the sake of each individual as well as the organisations they work in.  |



# Testing

**Unconscious Biases can be identified using Implicit Association Tests (IATs), an optional but highly recommended part of the solution to tackle Unconscious Bias in the workplace.**

- There are a number of IATs however, we recommend Implicitly because of the high test-retest score, supporting e-learning module and thorough feedback report
- Results can be fed back on an individual basis or used to identify the direction of biases on an organisational or team level, for example, 'As an organisation we have strong bias against X'
- Tests are available to ascertain biases toward or against disability, age, gender, sexual orientation, weight, and a range of ethnic origins



# Coaching

**Depending on the scale and objectives of the project, business centric, action-oriented 1-2-1 sessions with a qualified coaching specialist may be used:**

- To provide a safe and effective way of feeding back test results to individuals and supporting them to interpret their results
- To support individuals who, through completing an IAT, know they have an unconscious bias and need guidance to devise an action plan to mitigate its impact on behaviour in the workplace
- To coach those who request additional time with a specialist, after all, this can be a highly sensitive topic. It's crucial everyone feels comfortable and the results are positive all round







# Return on Investment

There are many outcomes and benefits of addressing Unconscious Bias, here are the **Top 5**:

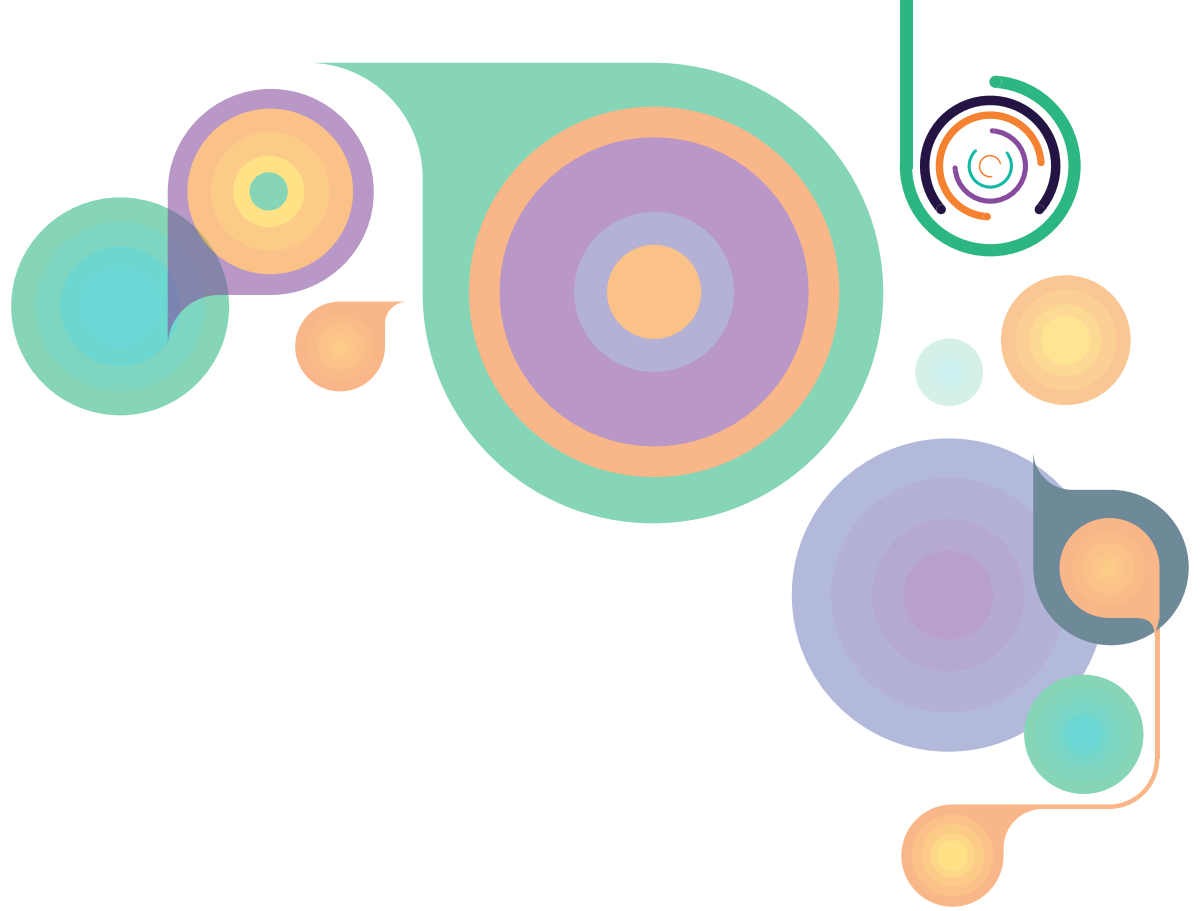
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## Outcomes

- 1 A more cohesive workforce where everyone feels valued and included
- 2 A significantly less biased recruitment process
- 3 A fair and consistent approach towards colleagues and staff throughout the organisation
- 4 Equal opportunities for all staff with regards to development, promotion and reward
- 5 An improved, consistent service for a diverse customer base

## Benefits

- Increased employee engagement, increased discretionary effort and reduced attrition
- An organisation with a diverse workforce, where the actual (not the perceived) best people are recruited for each role
- Less grievances and discrimination claims
- Efficient talent management and an all-round effective workforce
- An increase in customer engagement and a decrease in customer complaints



Just give us a call to discuss how we can approach your development project in a way that meets your business objectives, within budget!

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