What’s in YOUR Brain?
Understanding Unconscious Bias

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Overview

• The world is changing
• What is Unconscious Bias?
• How does it impact employment decisions?
• What does Unconscious Bias look/feel like?
• What can we do to avoid it?
Implicit Bias:
Harvard Project

- [https://implicit.harvard.edu/implicit/takeatest.html](https://implicit.harvard.edu/implicit/takeatest.html)

- Non-profit international research collaboration
- Goal is to educate public about hidden biases
Audience Poll Question:

What is the population of your city?

A. Under 1,000
B. Between 1,000 and 5,000
C. Between 5,000 and 10,000
D. Over 10,000
The world is changing ... and so is Minnesota

According to the State Demographer, between 2005 and 2035:

- White population will grow about 9%; non-white about 112%
- All regions of the state will be more racially and ethnically diverse
- Age 65+population will be larger than the under 18 population for the first time in state history
Diversity in the labor pool

More diversity among residents (our customers)

Stiff competition for qualified employees
What’s the first word that comes to your mind?
The Stroop Effect

How it works and why
THE
“STROOP EFFECT” – COLOR
TEST #1

• PURPLE
• RED
• GREEN
• BLUE
• ORANGE
• YELLOW
THE “STROOP EFFECT” – COLOR TEST #2

• PURPLE
• RED
• GREEN
• BLUE
• ORANGE
• YELLOW
Unconscious Bias (Trailer)  
by Learning Heroes  (10/28/2016)  
Available on YouTube at  
https://www.youtube.com/watch?v=dloCJq8shZE
Audience Poll Question:

Have you provided your employees with training on unconscious bias OR do you plan to provide such training within the next year?

A. Yes
B. No
How does Unconscious Bias impact employment decisions?
Audience Poll Question:

Does your city currently remove identifying information from employment applications or resumes prior to deciding who will receive an interview OR is this something your city is considering for the future?

A. Yes
B. No
Addressing Unconscious Bias
by McKinsey & Company (9/17/2015)
Available on YouTube at
https://www.youtube.com/watch?v=JFW2cfzevio
VIDEO SHARED HERE
“Addressing Unconscious Bias”
“Addressing Unconscious Bias”
Video discussion
Audience Poll Question:

Does your city track demographic information (race, gender, etc.) on applicants for employment?

A. Yes
B. No
How does Unconscious Bias Feel?
Audience Poll Question:

Is your city interested in learning more about eliminating unconscious bias from your employment practices?

A. Yes
B. No
A continuum of possibilities

Basic Steps
- Train interviewers
- Build awareness
- Diverse panel
- Open discussion about biases

Intermediate Steps
- "Blind" resume review
- Assess job "fit" first, culture second
- Rating 1st; discussion 2nd

Leap of Faith
- "Blind" interviews; e.g., telephone
- "Blind" assessments (e.g., online testing)
Changing your organizational culture

**Data**
- Employee Counts
- Applicant Counts
- Potential Workforce
- Outreach Efforts
- Consultants/Contractors

**Details**
- Role Models
- Naming Opportunities
- Interaction
- Mix it up!

**Discussion**
- Open, honest feedback
- Opportunities for discussion
- Ways to Avoid
Three no-cost ideas to consider

• **Brown Bag on Unconscious Bias**
  • Ask League for a copy of this power point
  • Look for on-line video resources
  • Harvard Project Implicit; take tests in advance

• **Ask a local expert to present to your employees on Unconscious bias**
  • College professor; EAP provider; consider Skype if needed

• **Form an internal employee committee**
  • Mission: explore ideas on eliminating unconscious bias from hiring process
  • Mission: educate employees on unconscious bias
Questions???

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For a recording of this webinar go to:
www.lmc.org/biaswebinar2017