



UNCONSCIOUS BIAS

Unconscious bias refers to a bias that we are unaware of, and which happens outside our control. It is a bias that happens automatically and is triggered by our brains making quick judgments and assessments of people and situations, influenced by our: background, cultural environment and personal experiences.

How we make judgements is influenced by:

Personal biases

We tend to favour things which support our own view of the world, sometimes overlooking information which contradicts this.



Perceptions

In the same way that our brains can be tricked by an optical illusion, they can be flawed when interpreting people and situations.

Group biases

We define ourselves by social groupings – not only by age, skin colour and background but also by what we like, for example sports teams. We like to be with people who are like us – these are our in-groups.

In groups and out groups

'In groups' are the most dominant groups in organisations. Since we tend to continually recruit and retain staff in our own image, these groups grow, making for a less diverse workforce.

'Out groups' refer to groups of people out with the norm in engineering workplaces, for example, women are almost always an 'out group' because they are heavily underrepresented.

Why does it matter?

Unconscious bias results in:

- Ineffective business delivery, for example product design and customer relations
- Decision-making based on bias
- Repeating patterns of inequality
- Dominant groups which can seem unwelcoming
- Ineffective and unpleasant working environments

We are all biased, however by making an effort to be more conscious of our own biases we can begin to mitigate the impact of them.

Get in touch:

 equatescotland.org.uk

 @equatescotland

 0131 455 5108

Be part of the solution



Attend Equate Scotland workshop to understand the impact of unconscious bias in the workplace



Group awareness

Spread the word to others



Challenge perceptions

Remember what the out group feels like

UNCONSCIOUS BIAS

WHAT CAN YOU DO ABOUT IT?



Individual auditing

Take the bias test

<https://implicit.harvard.edu/implicit/uk/>



Be an active bystander

Challenge bias when you see it



Individual awareness

Question your own bias every day



Improve policy

Include active policies that challenge bias



Clear understanding about how unconscious bias impacts us as individuals and in teams