

10 WAYS TO COUNTER UNCONSCIOUS BIAS AS AN INDIVIDUAL

1. IDENTIFY YOUR BIASES

Take the Implicit Association Tests and learn about the different types of biases.

2. PAY ATTENTION TO LANGUAGE

Be mindful of what you say and how you say it.

3. QUESTION YOUR THINKING AND CHALLENGE YOUR ASSUMPTIONS

Flip the script. Would you draw the same conclusions if this scenario involved someone of a different gender or race?

4. MAKE FRIENDS

Proximity shatters stereotypes. Seek diversity in your friendships and interactions. Volunteer at an organization working with people not in your circle.

5. SPEAK OUT

Hold yourself and others accountable when unconscious bias surfaces.

6. DON'T BE DEFENSIVE

Just listen. The use of the words: discrimination, oppression, racism, heterosexism, male privilege, etc., are not personal criticisms.

7. AVOID GENERALIZATIONS

Catch yourself when you use them and ask yourself if the statement was true.

8. USE VISUALIZATION

Imagine positive images of a group you tend to be biased about.

9. LISTEN TO SOMEONE ELSE'S STORY

Exercise empathy.

10. RAISE YOUR CHILDREN TO EMBRACE DIVERSITY AND EQUALITY

We can create a better world.

5 INITIATIVES FOR COMPANIES TO COUNTER UNCONSCIOUS BIAS

- 1. STRIVE FOR DIVERSITY IN YOUR WORKFORCE**
Plus, it will give you a competitive advantage!
- 2. ASSESSMENT AND EVALUATION**
Do a diversity audit at all levels. Evaluate: how people are hired; how work is assigned; how people are promoted; how compensation is determined.
- 3. TRAINING**
Conduct bias awareness training.
- 4. SUPPORT NON-PROFIT ORGANIZATIONS AND PROGRAMS THAT INCREASE DIVERSITY IN THE PIPELINE**
Encourage employees to volunteer. Create internships.
- 5. PROVIDE SPONSORS OR MENTORS FOR UNDERREPRESENTED GROUPS**

5 ACTIONS EMPLOYEES CAN TAKE IN THE WORKPLACE TO COUNTER UNCONSCIOUS BIAS

- 1. IDENTIFY YOUR OWN BIASES AND HOW THEY MAY IMPACT YOU AT WORK**
- 2. ENCOURAGE COWORKERS TO HOLD EACH OTHER ACCOUNTABLE IN POSITIVE WAYS**
- 3. BE INCLUSIVE**
Ask yourself, “Who didn’t I ask for advice, and why?”
- 4. BE VOCAL AND BE A DIVERSITY CHAMPION**
- 5. BE EMPOWERING AS A MANAGER**
 - Enact a policy of no interruptions.
 - Send materials in advance for people who process differently so they can better prepare their thoughts.
 - Take risks on others – particularly those that are different from you.

SELECT RESOURCES

BOOKS

[Blindspot: Hidden Biases of Good People by Mahzarin R. Banaji, Anthony G. Greenwald](#)

[Whistling Vivaldi: How Stereotypes Affect Us and What We Can Do by Claude M. Steele](#)

DIGITAL

[Project Implicit – Kirwan Institute The Ohio State University](#)

[Bias Cleanse – MTV’S Look Different](#)

[Unconscious Bias Resources – University of California, San Francisco](#)

ORGANIZATIONS

[Catalyst](#)
[Perception Institute](#)
[Unconscious Bias Project](#)
[Center for Talent Innovation](#)
[Diversity Lab](#)

VALERIE PURDIE GREENAWAY RECOMMENDATIONS

[Unconscious Bias – Big Think 2015](#)
[Race Matters: But Not How You Think It Does – Columbia University](#)
[Are There Black ‘Queen Bees’? – The Atlantic](#)