THINK TWICE. THINK INCLUSIVELY.
A TOOL FOR CONFRONTING STEREOTYPES
AND CREATING NEW NORMS

10 WAYS TO COUNTER IMPLICIT BIAS AS AN INDIVIDUAL

1. IDENTIFY YOUR BIASES
Take the Implicit Association Tests and learn about the different biases you may or may not have.

2. PAY ATTENTION TO LANGUAGE
Words reflect and create reality. 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 or be willing to take the same action if this scenario involved someone of a different gender or race?

4. ARE YOUR FRIENDS DIFFERENT ENOUGH FROM YOU TO BE GOOD FOR YOU?
Proximity shatters stereotypes. Seek diversity in your friendships and interactions. Volunteer at an organization working with people who are not in your circle.

5. SPEAK OUT
Hold yourself and others accountable when unconscious bias surfaces.

6. DON’T BE DEFENSIVE
Just listen. Words like discrimination, oppression, racism, heterosexism, male privilege, etc., are not personal criticisms.

7. AVOID GENERALIZATIONS
Data shows that we treat members of ingroups as individuals, and outgroups as a lump of similar people. Individualize members of outgroups.

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
Open their range of experiences. We can create a better world.
5 INITIATIVES FOR COMPANIES TO COUNTER IMPLICIT BIAS

1. STRIVE FOR DIVERSITY IN YOUR WORKFORCE
It can 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 that is based in the science of how the mind works. Consider making being educated about diversity a component of promotion and leadership development.

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 ALL EMPLOYEES INCLUDING MEMBERS OF UNDERREPRESENTED GROUPS

5 ACTIONS EMPLOYEES CAN TAKE IN THE WORKPLACE TO COUNTER IMPLICIT 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.
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SELECT RESOURCES

BOOKS

Blindspot: Hidden Biases of Good People
by Mahzarin R. Banaji, Anthony G. Greenwald

Invisible Women: Data Bias in a World Designed for Men
by Caroline Criado Perez

Whistling Vivaldi: How Stereotypes Affect Us and What We Can Do
by Claude M. Steele

DIGITAL

Project Implicit
Outsmartinghumanminds.org
Kirwan Institute, The Ohio State University
Bias Cleanse - MTV’S LOOK DIFFERENT
Unconscious Bias Resources - University of California, San Francisco
Lean In’s 50 Ways to Fight Gender Bias

ORGANIZATIONS

Catalyst
Perception Institute - Unconscious Bias Project Center for Talent Innovation Diversity Lab
The Race Card Project