



Success by Design: Diversity in Practice Requires Deliberate Effort & Design




Presented by:
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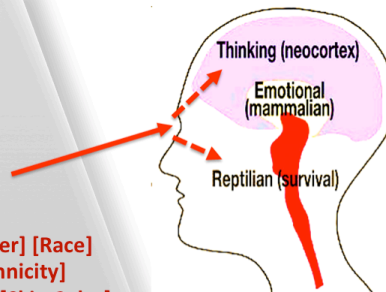
DIVERSITY, INCLUSION & IMPLICIT BIAS

Unconscious Biases are triggered by:

-  Visual, then
-  Audial characteristics, and
-  Past Experiences/Knowledge (Direct & Indirect)

- [Gender] [Race]
- [Ethnicity]
- [Age] [Skin Color]
- [Physical Ability]

- [Nationality] [Religion]
- [Sexual Orientation]
- [Cognitive Abilities/Styles]
- [Organizational Role]
- [Heritage] [Value Systems]
- [Education] [Life Experiences]
- [Family Structure] [Politics]
- [Talents] [Skills] [Beliefs]
- [Perspectives]



NEGOTIATING IMPLICIT BIAS BY DESIGN



Depersonalize | Stay Confident & Informed

Be grounded in who you are and what you are capable of accomplishing.

Stay informed of the research on diversity and inclusion in the profession overall.

Neutralize | Know and Communicate Your Unique Value

What is different/unique about you?

What can you deliver that no one else can?

How will choosing you help someone solve his/her problem(s)?

Why should someone choose you over others who are similar to you?

Normalize | Grow Personal Relationships Based on Similarities

Normal = Commonalities – Differences

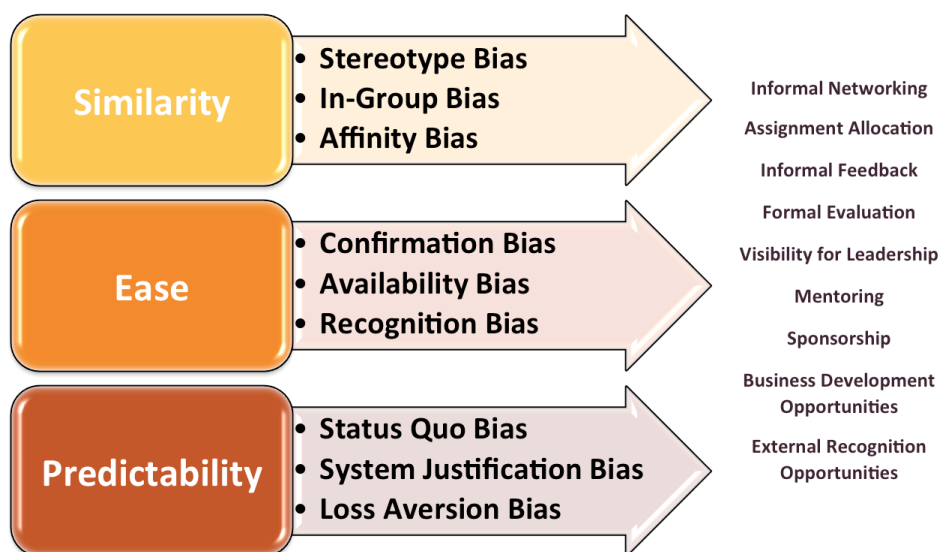
Normal = Known – Unknown

Normal = Expected - Unexpected



LEADERSHIP
COUNCIL
ON LEGAL
DIVERSITY

BEING "DIVERSE" & GETTING "INCLUDED" NEUTRALIZING UNCONSCIOUS BIAS



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SIMILARITY BIASES



- **Stereotype Bias**
- **In-Group Bias**
- **Affinity Bias**
- **Examples**

- Above all, do good work...all the time!
- Stereotype bias disappears the minute you become an individual.
- Share something surprising about yourself. Ask others to do the same.
- Identify how someone defines his/her IG and who is in that IG. Create a new IG w/ the person you want to influence. Frequency is more important than duration of connections.
- Identify any similarities that you have with any of the people in that IG. Entry into IGs is often more effective if done indirectly through "connector" people.

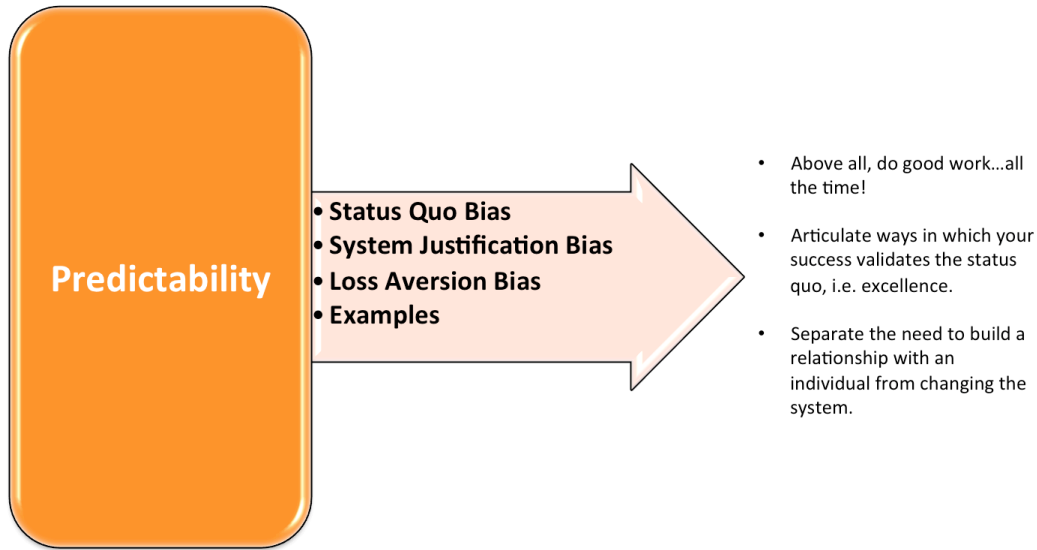
NEGOTIATING EASE BIASES



- **Confirmation Bias**
- **Availability Bias**
- **Recognition Bias**
- **Examples**

- Above all, do good work...all the time!
- Find ways to have others mention you when you are not around.
- Make yourself available but in ways that work for you!
- Ask for feedback. Ask for feedback while walking if someone seems uncomfortable.
- Make it easy for someone to see your talent through external validators and sponsors.

NEGOTIATING PREDICTABILITY BIASES



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Thank You!

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