

Building an Inclusive Culture

UNDERSTANDING THE UNCONSCIOUS MIND

The design of this workshop is based on global and regionally relevant research, illustrations, videos, individual and group exercises and personal reflection. This type of design creates an interactive, safe and productive discussion of how to build a culture of inclusion by understanding the unconscious mind.



The Unconscious Mind

Neurologists have proven that our thinking, perception and actions are sometimes shaped outside of conscious awareness or control. This can result in "unconscious bias" that may not align with our personal or organizational values.

Unconscious bias is not inherently bad or good – it's just there

In the Inclusive Culture Workshop participants:

- Gain greater awareness of how the unconscious mind works
- Understand the impact of unconscious bias in the workplace and on business success
- Identify unconscious bias and workplace application
- Learn skill-based methodology to respond and build a culture of inclusion
- Create a detailed action plan that will help identify unconscious bias and effectively address it when it interferes with personal, professional, and/or organizational productivity

Unconscious bias can impact the way businesses:

- recruit & make hiring decisions
- conduct interviews
- mentor colleagues
- make job assignments
- distribute training opportunities
- make promotional choices
- communicate with colleagues
- conduct performance reviews
- decide organizational policies
- facilitate meetings
- conduct marketing campaigns
- choose team and/or board members
- treat customers
- select vendors, etc.

This workshop demonstrates:

- We don't have complete access to, or control over, our own minds
- How the unconscious mind can translate to social judgment and have a counter-productive impact on organizational decision-making
- What can be done individually, within teams, and across the organization to ensure that employee and company actions are in alignment with employee and company values and goals

The more we know people for who they are, the less we treat them as what they are.

Increasing our diversity, inclusiveness, and cultural competency requires us to undertake a long journey of continuously challenging our perceptions and slowing down our impulse to judge instantaneously and reactively. This means we must continually confront unconscious bias. Ultimately, the result will be more conscious, inclusive and humane organizations with greater opportunity for all, more engaged individuals and higher profitability.

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