

Conscious Inclusion: Moving Beyond Unconscious Bias Awareness

Common Types of Unconscious Bias

Conformity Bias

Influenced to align with “normed” opinions/ beliefs/ behaviors of others

Confirmation Bias

Looking for evidence that fits our judgment

Affinity Bias/Similarity Bias

People we have a connection with and people “like us”

Selective Attention Bias

Focusing on the things that are relevant or important to us

Attribution Bias

Assessing the cause of our own and other’s behaviors differently

Projection Bias

Determining how things are based on prior experience or knowledge

What can we do about unconscious bias?

- 1. Assess policies, procedures, and practices:** Look for places where bias *might* get in the way of your decisions. Take steps to limit the impact of the bias.
- 2. Acknowledge and be curious about your own biases:** Notice when you have discomfort. Take note if something you say makes someone feel excluded. Those are clues about bias.
- 3. Practice Conscious Inclusion:** Because it’s difficult to know what biases we may have, try to practice conscious inclusion with everyone.

Practicing Conscious Inclusion Model

