



Unconscious Bias

What are you really saying?

Cynthia Rocha
L3-Life Long Legacies



An orange decorative shape on the left side of the slide, consisting of a vertical rectangle on the left and a quarter-circle on the right.

Objectives for today

Understanding what biases and micro-inequities are

Gain a better understand of ourselves

Assess and address your own unconscious biases and micro-inequities

How do we resist them?

Apply strategies to overcome them

Identify common patterns, stereotypes that negatively affect the workplace

Why are we
here?





Our new “normal” may differ...

The way you see things may be different from my perspective

Is he looking forward?

Is he looking to the side?

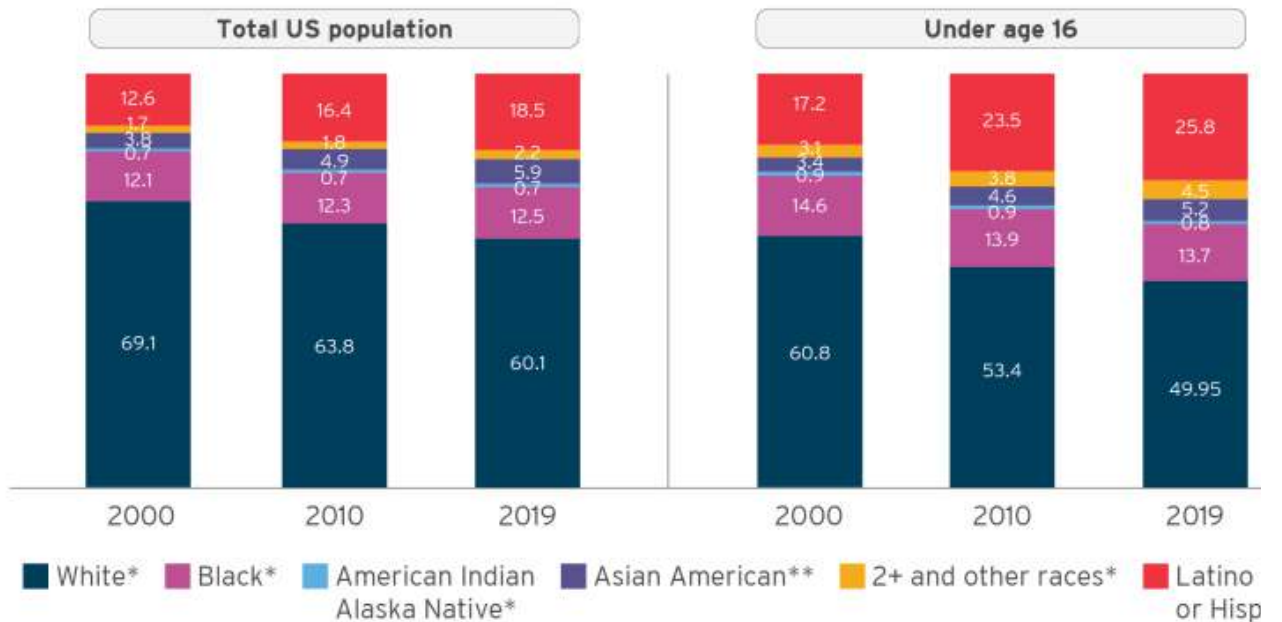
Who’s right???



What is happening
around us?

The U.S. demographics are changing faster than first thought

Race-ethnic profile for total US and under age 16 populations
2000, 2010, and 2019



* members of race group who do not identify as Latino or Hispanic
* non-Latino or Hispanic Asians, Hawaiians and other Pacific Islanders

Source: William H Frey analysis of 2000 US Census and Census population estimates, released June 25, 2020

3 ways that the U.S. population will change over the next decade

1. There will be more of us

[The U.S. population today](#), at the start of 2020, numbers just over 331 million people.

The U.S. is the third largest country in the world, outnumbered only by China and India, at just over 1.4 billion and just under 1.4 billion, respectively.

Ten years from now, the U.S. population will have almost 350 million people. China and India will still be bigger, but India with 1.5 billion people will now be larger than China, with 1.46 billion.

US population

Between 2020 and 2030, the U.S. is expected to gain an additional 18.6 million people.

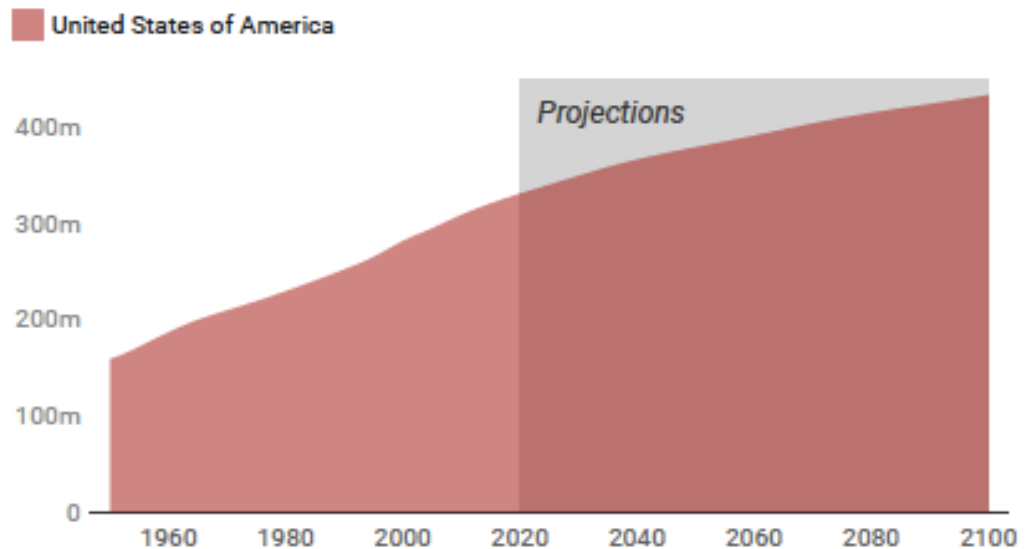


Chart: The Conversation, CC-BY-ND

- Source: [United Nations, Department of Economic and Social Affairs, Population Division](#)
- [Get the data](#)

2. The population will get older.

The U.S. is getting older and it's [going to keep getting older](#). Today, there are over 74.1 million people under age 18 in the U.S. country. There are 56.4 million people age 65 and older.

Ten years from now, there will almost be as many old folks as there are young ones. The numbers of young people will have grown just a little to 76.3 million, but the numbers of old people will have increased a lot – to 74.1 million. A lot of these new elderly will be baby boomers.

Americans over 100

The number of centenarians in the U.S. has been steadily increasing.

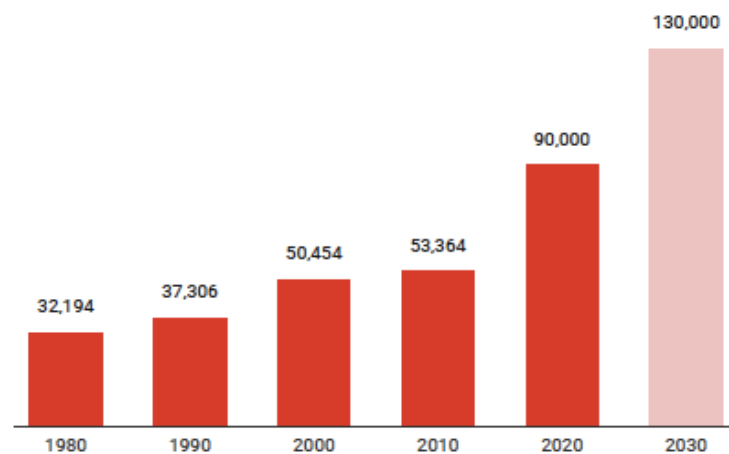


Chart: The Conversation, CC-BY-ND
• Source: U.S. Census Bureau and Dudley Poston, Texas A&M University • [Get the data](#)

Projected age breakdown

Over the next few decades, the proportion of Americans age 65 and older will grow, from 15% to 24% of the U.S. population.

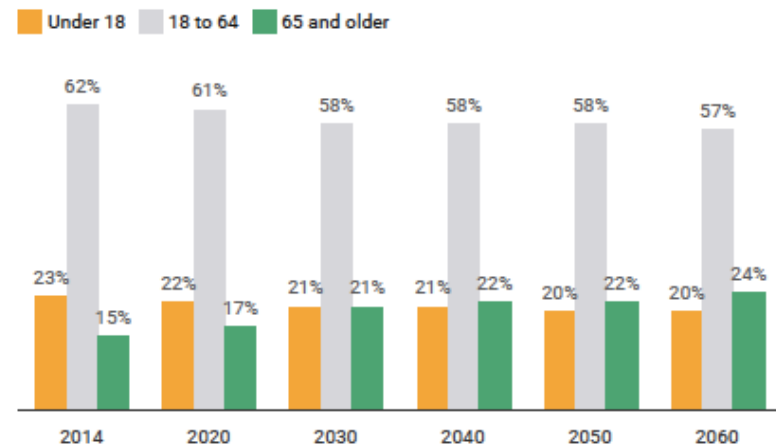


Chart: The Conversation, CC-BY-ND • Source: U.S. Census Bureau • [Get the data](#)

3. Racial proportions will shift

In 2020, non-Hispanic white people, hereafter called whites, are still the majority race in the U.S., representing 59.7% of the U.S. population.

Today, after whites, the Hispanic population is the next biggest group at 18.7% of the U.S., followed by blacks and Asians.

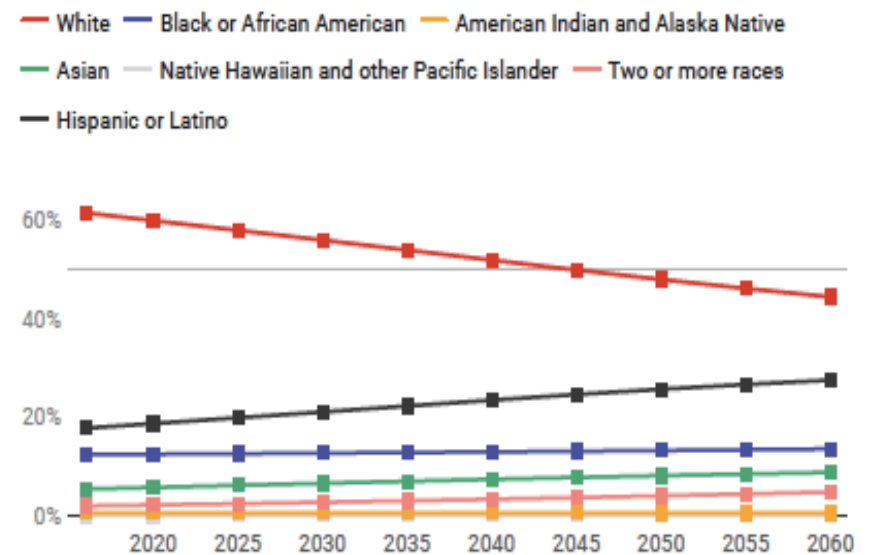
What will the country [look like racially in 2030](#)?

Whites will have dropped to 55.8% of the population, and Hispanics will have grown to 21.1%. The percentage of black and Asian Americans will also grow significantly.

So between now and 2030, whites as a proportion of the population will get smaller, and the minority race groups will all keep getting bigger.

Projected race/ethnicity breakdown

After 2045, non-Hispanic whites will likely make up less than half of all Americans.



All groups not Hispanic or Latino unless specified otherwise.

Chart: The Conversation, CC-BY-ND • Source: U.S. Census Bureau • [Get the data](#)

Most Diverse Cities in America

Overall Rank	City	Total Score	Socioeconomic Diversity	Cultural Diversity	Economic Diversity	Household Diversity	Religious Diversity
1	Houston, TX	71.87	96	31	125	136	53
2	Jersey City, NJ	71.7	25	1	383	164	257
3	New York, NY	71.59	50	6	263	165	204
4	Dallas, TX	71.52	68	47	190	159	43
5	Los Angeles, CA	71.3	33	23	72	65	211

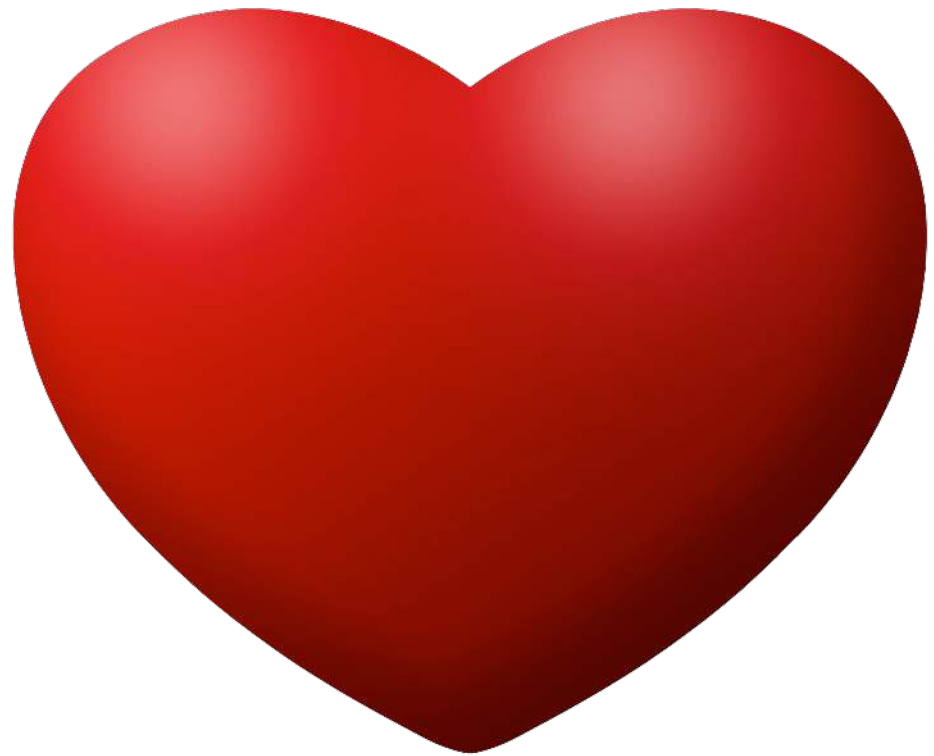
Can you guess how many languages are spoken in Houston?

More than 145 different languages.



That's the third largest number of languages spoken in a U.S. city behind New York (192) and LA (185). More than a third of Houstonians older than five speak a language other than English at home.

My Story
It's all about
family ...





My grandfather's vision

Grandma and Grandpa Saucedo

Migrant workers

THEN



NOW



My most prized possession

September 29, 1939

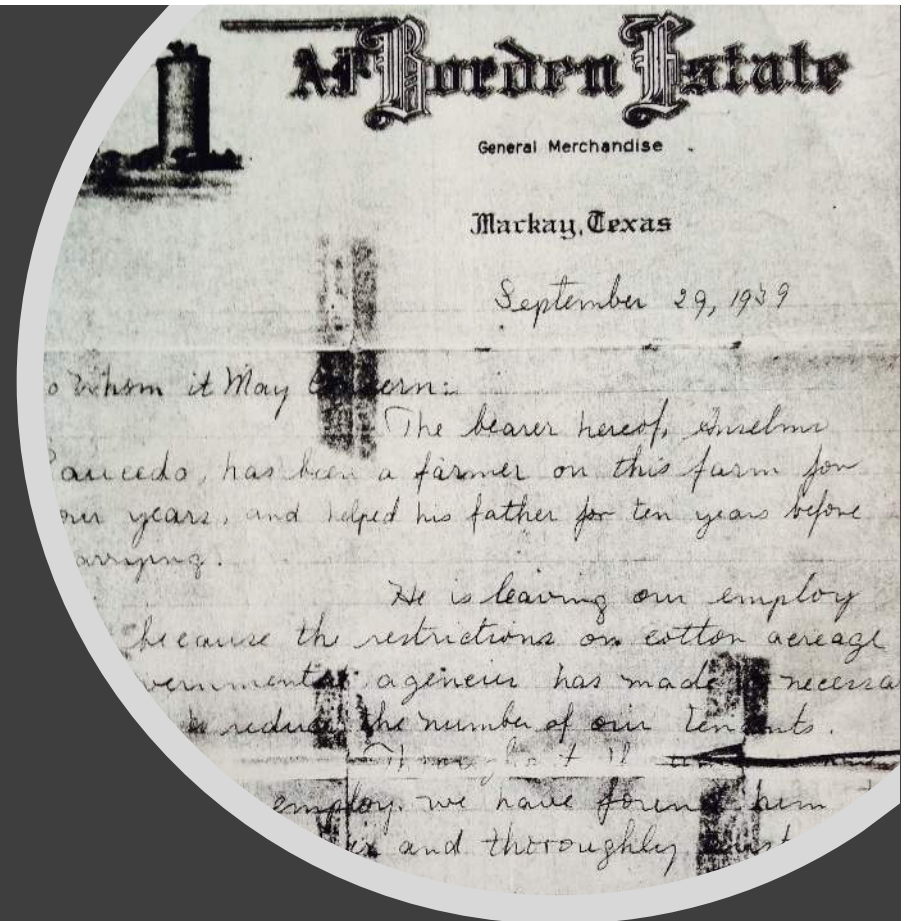
To whom it may concern:


The bearer hereof, Anselmo Saucedo, has been a farmer on this farm for four years and helped his father for ten years before marrying. He is leaving our employ now because the restrictions on cotton acreage by governmental agencies has made it necessary for us to reduce the number of tenants. Throughout the time he has been in our employ, we have found him to be a good farmer and thoroughly trustworthy.

Yours truly,

A&P Borden Estate

R.C Walker, Bookkeeper





Why do I share these
things about me?
What did you learn?

- 
- An iceberg floating in a blue ocean. The tip of the iceberg is above the water and contains the letters 'IQ'. The much larger part of the iceberg is submerged below the water and contains the letters 'EQ'. Two callout boxes are attached to the iceberg: one on the tip pointing to 'Balanced Performance and Decision Making', and one on the submerged part listing four components of EQ: Self-Awareness, Self-Reputation, Social Awareness, and Relationship Management.
- **Balanced Performance and Decision Making**

IQ

EQ

- **Self-Awareness**
- **Self-Reputation**
- **Social Awareness**
- **Relationship Management**

- Emotional intelligence allows us to better understand the people we work with. This, in turn, promotes productivity in the workplace by making it easier for teams to bring out the best in everyone.
- While this seems like something that can be done with procedures and rules, it takes more than that to really make a team function at its best.

EQ vs IQ

My Philosophy in all my work

HEAD

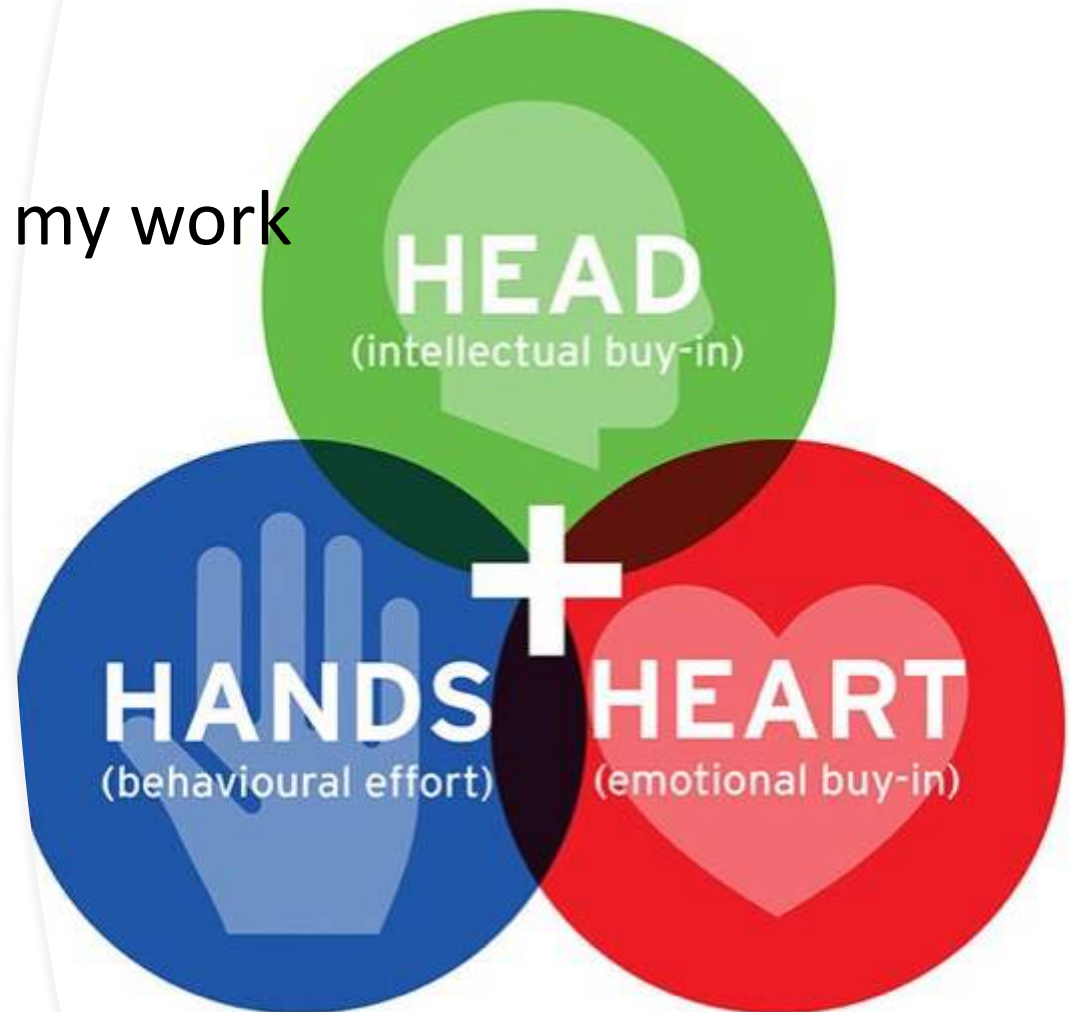
Individuals will not have intellectual buy-in until they have the

HEART

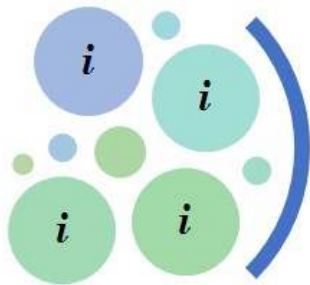
emotional buy-in and only then will their actions create

HANDS

behavioral change.



Information vs Transformation



Information

- facts provided or learned about someone or something
- formation of the mind, teaching
- what is conveyed or represented by a particular arrangement or sequence of things

- *facts* • *data*
- *findings*

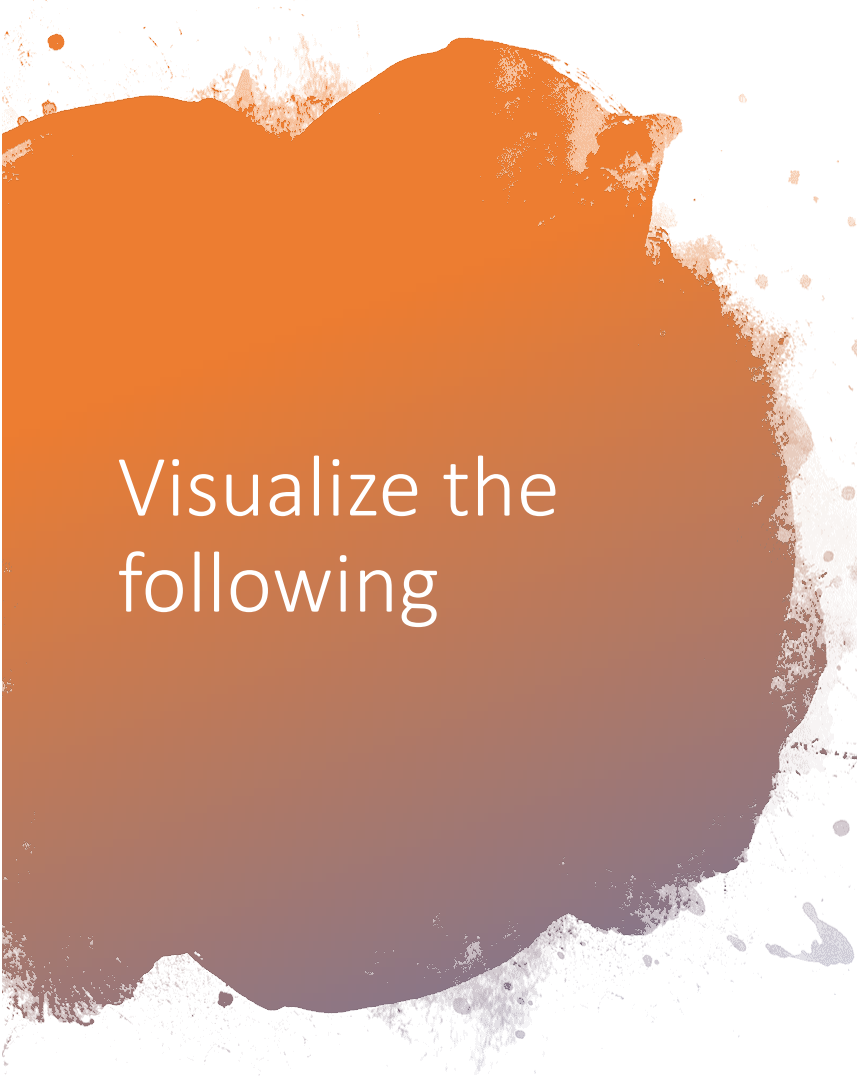


Transformation

- the act or instance of transforming
- the state of being transformed
- a complete, thorough or dramatic change in someone's or something's appearance or form
- going beyond your form
- renewing of the mind

- *shift* • *metamorphosis*
- *renewal* • *conversion*

Individuals will not change their behavior with just information. Transformation occurs when individuals have intellectual and emotional buy-in.

A large, irregular orange watercolor splash graphic on the left side of the slide, with a gradient from light orange at the top to dark orange at the bottom. It has a textured, splattered appearance with some darker spots and a white background behind it.

Visualize the
following

- A young couple adopting a baby
- A couple sitting at a table celebrating their one-year anniversary
- An engineer that received the contract for one of the largest bridge expansions in Portland Oregon

What are
common
terms
that we hear?

- **Biases**
- **Stereotypes**
- **Prejudices**
- **Racism**

What is Bias?

Bias

is a prejudice in favor of - or against one thing, person, or group compared with another usually in a way that's considered to be unfair.

Biases may be held by an individual, group, or institution and can have negative or positive consequences.

Bias vs Stereotype

The difference between bias and stereotype is...

A bias is a personal preference, like or dislike, especially when the tendency interferes with the ability to be impartial, unprejudiced, or objective.

On the other hand, a **stereotype** is a preconceived idea that attributes certain characteristics (in general) to all the members of class or set.

Prejudice vs. Racism

Prejudice

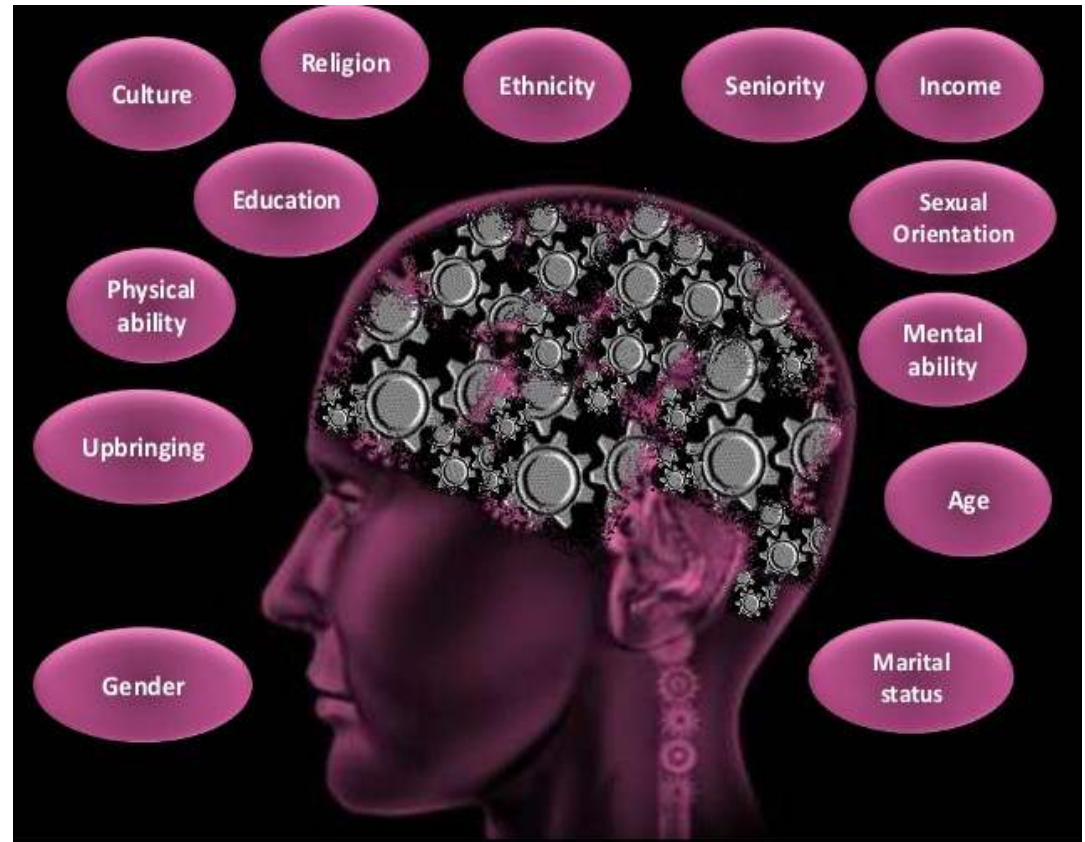
is when a person negatively pre-judges another person or group without getting to know the beliefs, thoughts, and feelings behind their words and actions. A person of any racial group can be prejudiced towards a person of any other racial group. There is no power dynamic involved in.

Racism

is the system that allows the racial group that's already in power to retain power. Since arriving on U.S. soil white people have used their power to create preferential access to survival rights and resources (**housing**, education, jobs, voting, citizenship, food, health, legal protection, etc.) for white people while simultaneously impeding people of color's access to these same rights and resources.

Unconscious Bias

Not limited to ethnicity and race. Though racial bias and discrimination are well documented, biases may exist toward any social group. One's age, gender, gender identity, physical abilities, religion, sexual orientation, weight, and many other characteristics are subject to bias.



Conscious bias

is to be aware, intentional and responsive.

Unconscious biases

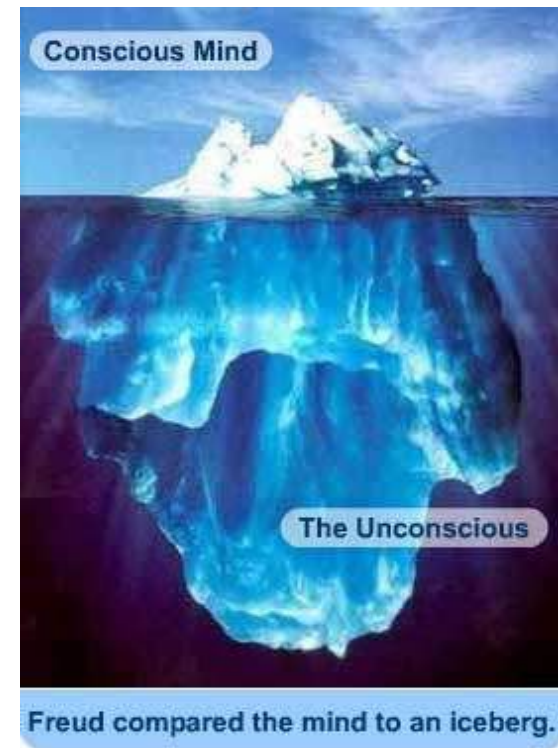
are social stereotypes about certain groups of people that individuals form outside their own conscious awareness. Everyone holds unconscious beliefs about various social and identity groups, and these biases stem from one's tendency to organize social worlds by categorizing.

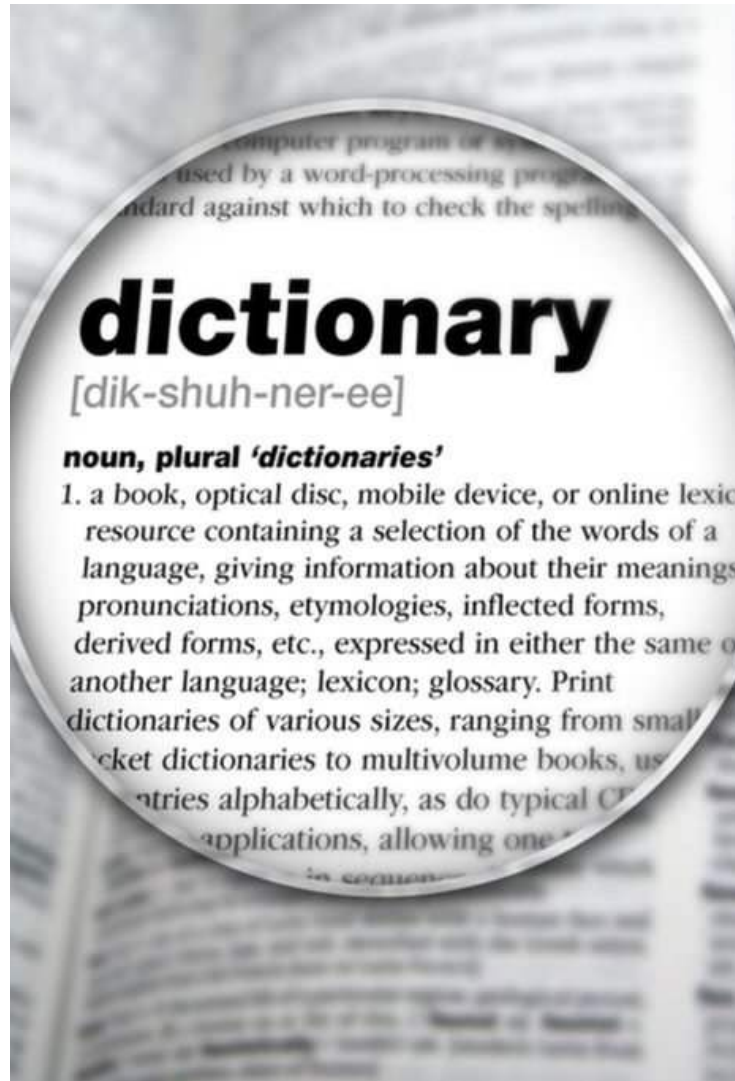
Unconscious bias is far more prevalent than conscious prejudice and often incompatible with one's conscious values. Certain scenarios can activate unconscious attitudes and beliefs. For example, biases may be more prevalent when multi-tasking or **working under time pressure.**

Two types of Bias

Conscious bias-**Explicit**

Unconscious bias **Implicit**





What is Diversity?

diversity

noun, plural *diversities*

di·ver·si·ty | \ də-'vər-sə-tē , dī- \


1: the condition of having or being composed of differing elements :

VARIETY *especially* the inclusion of different types of people (such as people of different races or cultures) in a group or organization programs intended to promote *diversity* in schools

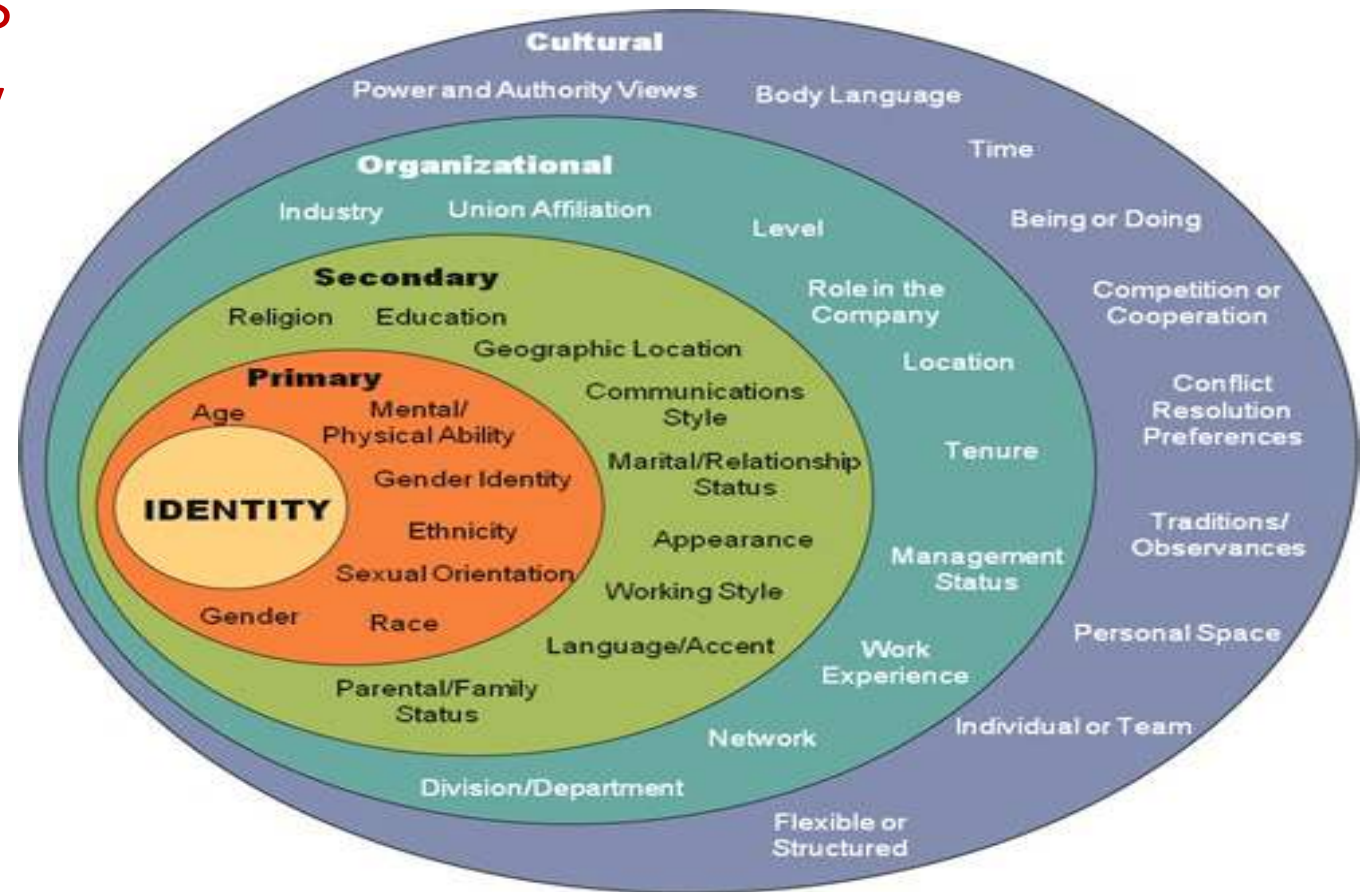
2: an instance of being composed of differing elements or qualities : an instance of being diverse a *diversity* of opinion.

A large orange shape on the left side of the slide, consisting of a vertical rectangle on the left and a quarter-circle on the right.

What is Diversity?

- **Diversity** is not a numbers game
 - **Inclusion** is about impact
 - Organizations can mandate diversity, but they have to *cultivate* inclusion
- 
- A decorative yellow dashed line in the bottom right corner, consisting of several short, curved segments.

Dimensions of Diversity






What are your
thoughts on the
video?



Benefits of diversity

- Expanded creativity and problem-solving
- Better decision-making
- Increased profitability and productivity
- Enhanced employee engagement and retention
- Improved company reputation



How biases can have an
impact on our thinking

Which one of these guys was the heart transplant surgeon that saved my brother's life?



Dr. Michael Kwan
Dr. Chandra
Kunavarapu

Meet Dr. Kwan



Why did you pick the # that you picked?



- List the characteristics you looked for.
- What did you draw upon to make your decision?

Close your eyes...and picture a pilot
Who do you see?



Were you able to see her?



Ret. LTC
Olga Custodio, who
became the first
Latina U.S. military
pilot after completing
her training in 1980,
climbs from the
cockpit of a T-38 Talon
aircraft at a training
facility. First Latina
airline captain for
American Airlines.

Do you think we
can be programmed
to think a certain
way?



WHITE

What color are clouds?



What color is snow?



What do cows drink?



What happened?

What happens when we continue to hear the same messages over and over?

Who or what are the influencers in our lives?

- Family
- Friends
- Co-workers
- Media
- Social media



THE MESSAGES WE RECEIVE
AS WE GROW




What is going to happen in the first picture?

What is going to happen in the second picture?



Can you think of some of the things you experienced growing up?

When things are continuously repeated, what happens?



What impact
do you think
these have on
the following?

- Employer Hiring?
- Traffic stops?
- Incarceration?
- College attainment?
- Financial status?
- Home ownership?
- Elections?

Strategies to keep unconscious out of your daily activities

Challenge the norms

- We can change by expecting the unexpected. We normalize things by making them expected
- Listen and acknowledge
- Flip the narrative
- Challenge yourself and counter stereotypes
- Be aware and understand the impact
- Assess your relationships with outgroups-working together on teams
- Be an ally-mentor

We can reshape our unconscious bias



Our brain creates images of what is familiar.

Visualize the following...again

- A young couple adopting a baby
- A couple sitting at a table celebrating their one-year anniversary
- An engineer that received the contract for one of the largest bridge expansions in Portland Oregon





Micro-inequities

Defining Micro-inequities

Forms of Micro-inequities and Communication

Impact of Micro-inequities

Turning Micro-inequities into Micro-affirmations

Benefits of Micro-affirmations

Breakout session

Why Learn About Micro- Inequities?



Another “dimension” and “aspect” of diversity and inclusion



Broaden our perspective in understanding others



Help us better understand ourselves



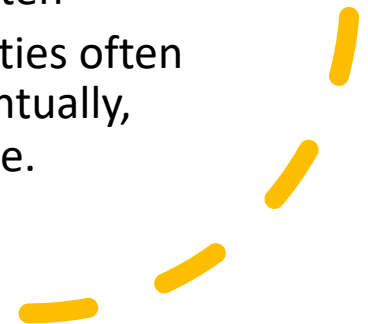
Allow us to leverage differences and build on similarities that exist between individuals



Help to understand Micro-messages > Small behaviors with big impact

What Are Micro- Inequities?

- “A subtle, sometimes subconscious, message that devalues, discourages, and ultimately impairs performance”
- Communication interactions that include some and exclude others
- Subtle slights and snubs that can devalue a person
- Occur wherever people are perceived to be ‘different.’ A result of inherent biases regarding anything from gender and race to age and class.
- These messages can take the shape of looks, gestures or tones of what is said or written
- The cumulative effect of micro-inequities often leads to damaged self-esteem and, eventually, withdrawal from co-workers in the office.



WHAT ROLE DOES COMMUNICATION PLAY?



Individuals send 40 to 150 micro-messages in an average 10-minute conversation • When micro-messages take the form of micro-inequities, they can appear in a variety of ways; some less obvious than others



- They may include behaviors that communicate lower performance expectations or exclusion from meetings or discussions

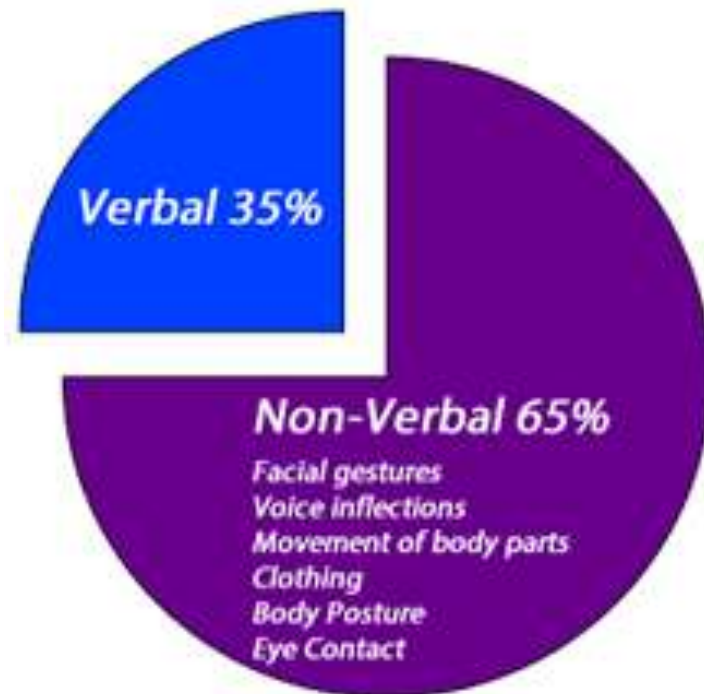


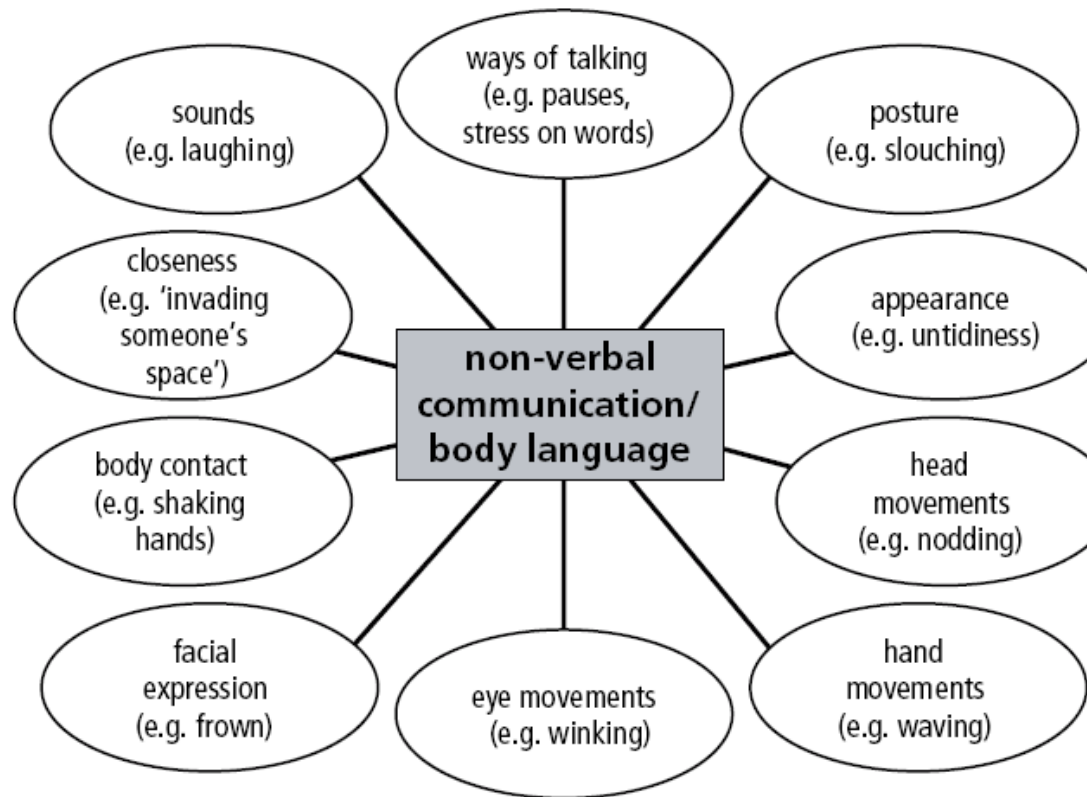
We send between 2000-4000 subtle positive and negative messages a day



What type of communication are you sending?

How much of
our
communication
is done via
Verbal vs. Non-
Verbal





Non Verbal Communication

Some Examples of Micro-Inequities

- Avoidance of eye contact or rolling of the eyes
- Cutting-down ideas before they can be considered
- Repeatedly misspell/mispronounce someone's name
- Not being acknowledged when walking down the hall
- Being left out of a discussion
- Insincere or forced smile



Negative Impact of Micro- Inequities for the **individual**



Feeling devalued



Decreased self-esteem



Feeling like your input is not considered



Lack of involvement



Poor interpersonal relationships



Feelings of not being heard

Negative
Impact of
Micro-
Inequities
for the
organization



High turnover



Loss of Revenue



Loss in productivity



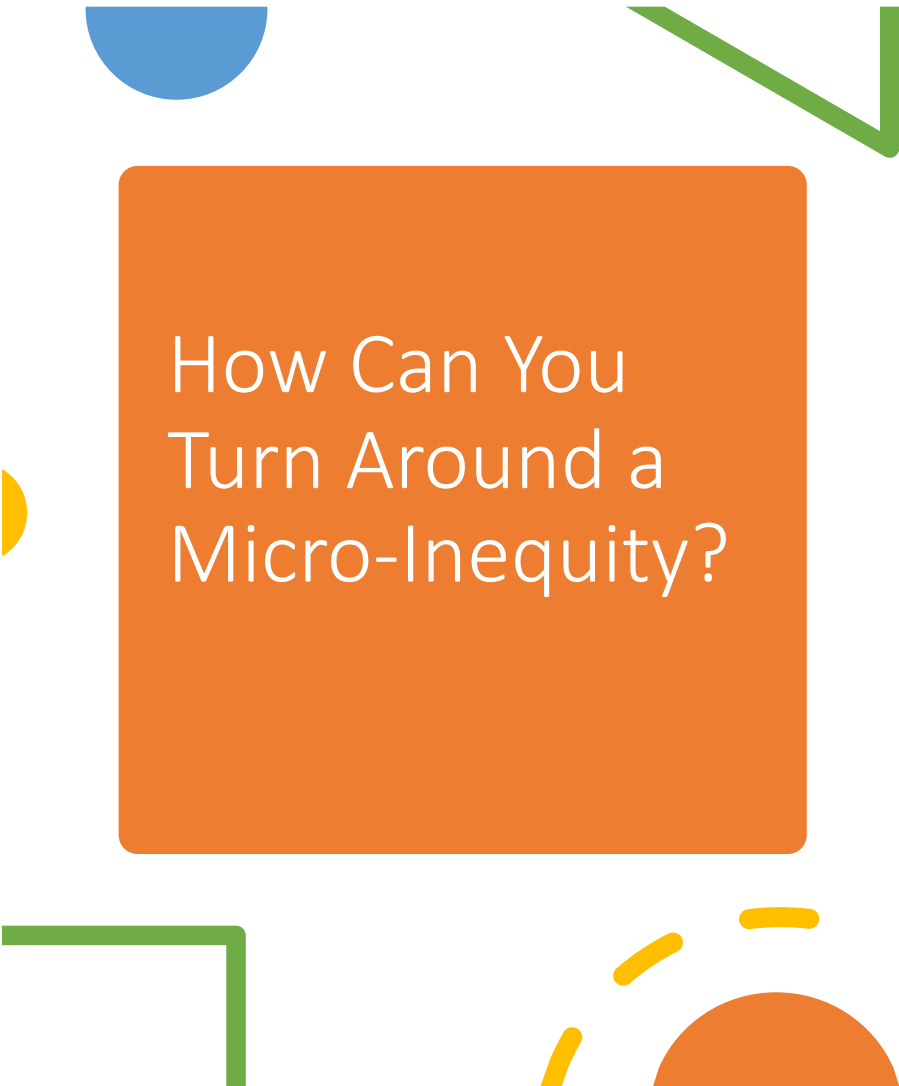
Discrimination complaints



Poor recruitment



Decreased morale



How Can You
Turn Around a
Micro-Inequity?

Micro-Affirmations

- “Small acts, both public and private, often unconscious but very effective which occur wherever people wish to help others to succeed. Tiny acts of opening doors of opportunity.”

What Do Micro- Affirmations Look Like?

- Consistent feedback that builds on strengths and corrects weaknesses
- Support when others are in distress, (e.g., project fell through, missed a major deadline, did not win a project bid)
- Generous acts of listening
- Gestures of inclusion and caring
- A simple nod, smile or eye contact





Benefits of
Micro-
Affirmations

Likely to help a person do well

Consistent, affirmations can be contagious
Lead to raising morale and productivity

Provide a sense of belonging/acceptance

Promotes inclusion in the workplace

Illustrates role model behavior for others



Benefits of Micro- Affirmations

- Help others feel welcomed; be inclusive
- Be self aware: Consider your own biases, stereotypes and prejudices
- Learn more about Micro-Inequities and share with others
- Be courageous enough to interrupt Micro-Inequities and turn them into Micro-Affirmations

What are other ways you can minimize Micro-Inequities?



Breakout Session

Discuss an instance(s) when you witnessed or were involved with the occurrence of a micro-inequity

- Did it happen to you or someone you know?
 - What was the situation?
 - What was your reaction?
 - How could you have changed it?
-
- Take 10 minutes to complete the exercise.
 - Select a spokesperson from your breakout session for our debrief.



- Unconscious Biases and Micro-Inequities are subtle messages that undermine the value of others in the workplace
- Our communication, both verbal and non-verbal, are instrumental in sending these messages
- Micro-Affirmations—small acts or gestures of caring and inclusion that consciously affirm others— minimize the negative effects of Micro-Inequities
- What's the Bottom-line?

A Truly Inclusive Work Environment

An ALLY

is not an noun.

It isn't an identity, a label, or something to claim.

Being an ally is taking action,

making a stand

doing something to make a difference

by standing up

against oppression and marginalization.

You are an ally

when someone else recognizes you as an ally

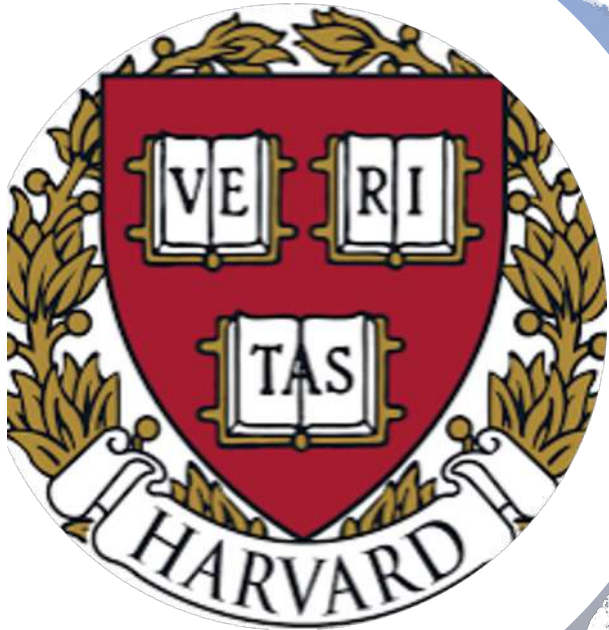
Are you an
Ally?

I've learned that people
will forget what you
said, people will forget
what you did, but
people will never forget
how you made them
feel.

Maya Angelou



Harvard Implicit Bias Test

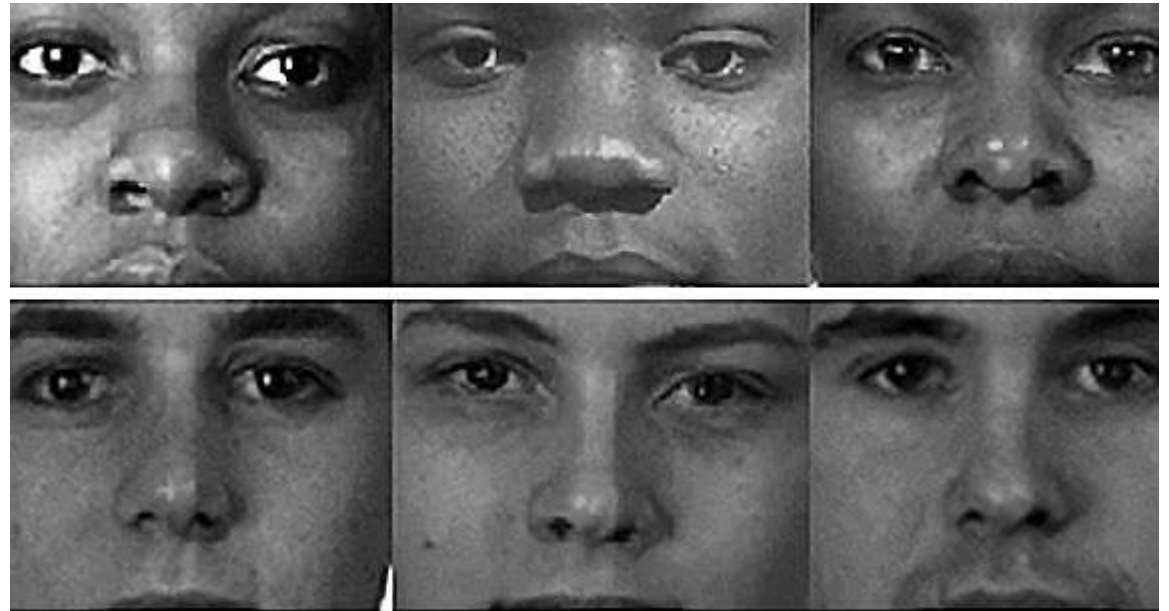


The Implicit Association Test (IAT) measures attitudes and beliefs that people may be unwilling or unable to report.

The IAT may be especially interesting if it shows that you have an implicit attitude that you did not know about.

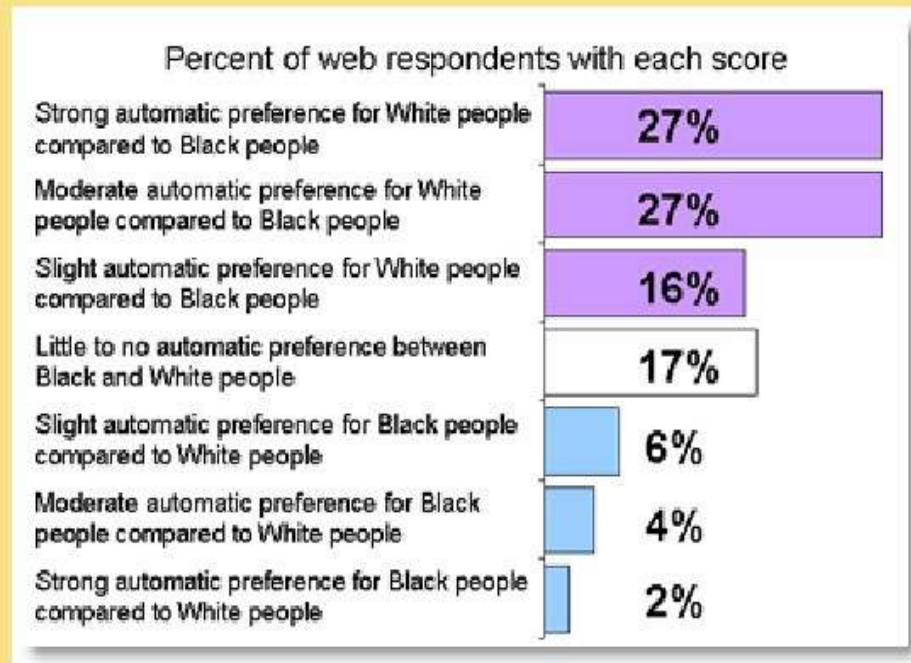
Harvard
Implicit
Bias Test

How did you do?

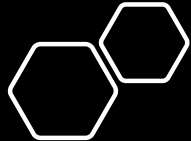


Project Implicit®

Harvard Implicit Association Test



Harvard
Implicit Bias
Test Results



Thank you for
participating!

- Contact Information
- Cynthia Rocha
- Cynthia@L3-Lifelonglegacies.com
- 210-410-1904



Building
Life Long
Legacies