

YOU are biased.

(So am I.)



It matters.

Cultural Competency

ADDRESSING UNCONSCIOUS BIAS

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The problem with continued lack of cultural competence among leaders is that it colludes in maintaining intercultural conflict over time, rather than support long-term solutions.

Teachable Moments: Tea Party
Outrage, Campus Racial Tension, &
Creating Learning Communities

Diversity Training University
International
www.dtui.com

Brief Introduction

Unconscious Bias

Culture Gives Context

Types of Unconscious Bias

**Unconscious Bias and the Recruiting
Process**

Six Key Points along Continuum

A Road Map to Success

Test Your Awareness



Even a **tiny** bit of bias
can have **big** consequences.

Most of us believe that we are ethical and unbiased.

We imagine we're good decision makers, able to objectively size up a job candidate or a venture deal and reach a fair and rational conclusion that's in our, and our organization's, best interests.

But more than two decades of research confirms that in reality most of us fall woefully short of our inflated self-perception.

Mahzarin Banaji

Harvard University Researcher

Cultural Competence

is the integration and transformation of **knowledge** about individuals and groups of people **into** specific standards, **policies, practices and attitudes** used in appropriate cultural settings to increase the quality of services, thereby **producing better outcomes;**

the **ability** to think, feel, and act in ways that acknowledge, **respect**, and build upon ethnic, socio-cultural, and linguistic **diversity.**



Culture Gives Context and Meaning

It is a **filter** through which people process their experiences and events of their lives.

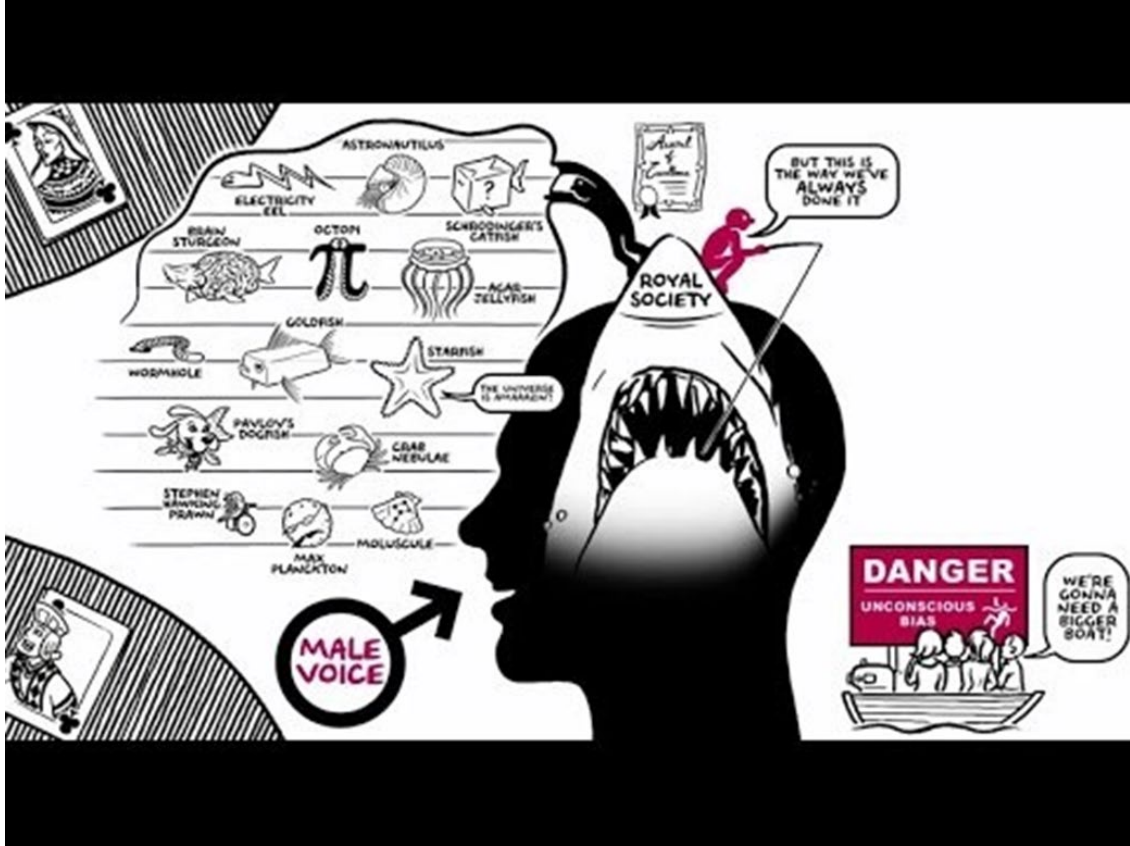
It **influences** people's values, actions, and expectations of themselves.

It impacts people's **perceptions and expectations** of others.

What is unconscious bias?

the inclinations, attitudes or stereotypes that affect our understanding, actions, and decisions that form outside our own conscious awareness

Understanding Unconscious Bias



Project Implicit

Implicit Association Test

The online Implicit Association Test, a result of collaboration among psychologists from Harvard, the University of Virginia, and the University of Washington, was designed to help test takers assess their unconscious biases. Since it was launched in 1998, more than 6 million people have taken the test. The test assesses bias based on how quickly the test taker pairs a face with a positive term and then compares it to how quickly the test taker responds to more difficult terms. There are 14 test modules in all.

<https://implicit.harvard.edu/implicit/takeatest.html>

Bias and Our Actions

Perception – how we **see** people and perceive reality.

Attitude – how we **react** towards certain people.

Behaviors – how receptive/friendly we are **towards** certain people.

Attention – which **aspects** of a person we pay most attention to.

Listening Skills – how much we **actively** listen to what certain people say.

Micro-affirmations – **how** much or how little we comfort certain people in certain situations.

What's the harm caused?

WE ARE ALL BIASED AFTER ALL.

Unconscious bias is a fact of life.

- ✓ **You are NOT alone.** Everyone has them and taken them into the workplace.
- ✓ We ALL suffer from prejudice. They are simply **mental shortcuts** based on social norms and stereotypes.
- ✓ If you can name it, there is probably an unconscious bias for it.
- ✓ **It's all in the brain.**
- ✓ Mental grouping is part of the **survival mechanism hard-wired** into our brains.
- ✓ There are more than 150 identified unconscious biases.
- ✓ What is **unconscious to some** is in fact quite **conscious to others.**

“**Micro-aggressions are** the brief and commonplace daily verbal, behavioral, and environmental **indignities**, whether intentional or unintentional, that **communicate** hostile, **derogatory**, or negative racial, gender, sexual-orientation, and religious **slights and insults,**”

Derald Wing Sue,
professor of counseling psychology at Columbia University,
Micro-aggressions in Everyday Life

Unconscious Bias and the Recruiting Process

Find a digital copy of the last job ad you wrote. Highlight the text, right click and copy it in its entirety. Next, go to a website called <http://gender-decoder.katmatfield.com>. Then right click and paste your job ad into the text box provided.

This site is a quick way to check whether a job advert has the kind of subtle linguistic gender-coding that has this discouraging effect. Find out more about how this works.

Gender Decoder for Job Ads

Without realising it, we all use language that is subtly 'gender-coded'. Society has certain expectations of what men and women are like, and how they differ, and this seeps into the language we use. Think about "bossy" and "feisty": we almost never use these words to describe men.

This linguistic gender-coding shows up in job adverts as well, and research has shown that it puts women off applying for jobs that are advertised with masculine-coded language.*

This site is a quick way to check whether a job advert has the kind of subtle linguistic gender-coding that has this discouraging effect. [Find out more about how this works.](#)

Paste your job ad here

Check this ad

Gender Decoder Examples

FEMININE CODED WORDS

Support

Responsible

Understanding

Understand

Responsive

MASCULINE CODED WORDS

Analytics

Lead

Ambitious

Challenge

Objectively

Analysis

Independently

Types of Unconscious Bias

- Conformity Bias
- Beauty Bias
- Affinity Bias
- Halo Effect
- Horns Effect
- Similarity Bias
- Contrast Effect
- Attribution Bias
- Confirmation Bias

Unconscious bias: Stereotypical hiring practices. Gail Tolstoi-Miller TEDxLincolnSquare

<https://www.youtube.com/watch?v=QCFb4BiDDcE>

A Road Map to Success

Mason et al.'s Cultural Competence Model (1996)

<p>Cultural Destructiveness</p>	<p>Refusal to acknowledge the presence or importance of cultural differences; Differences are punished and suppressed; Schools endorse the myth of universality.</p> <p style="text-align: right;">See the difference, stomp it out.</p>
<p>Cultural Incapacity</p>	<p>The individual or organization chooses to ignore cultural differences; No attention is devoted to supporting cultural differences; Emphasis may be on the cognitive growth and maturity of youngsters versus addressing the issues of cultural awareness.</p> <p style="text-align: right;">See the difference, make it wrong.</p>
<p>Cultural Blindness</p>	<p>Individuals and organizations believe that cultural differences are of little importance; People are viewed through a western cultural mainstream lens; Messages are communicated to students that their culture is of little consequence to the learning experience.</p> <p style="text-align: right;">See the differences, respond inadequately.</p>
<p>Cultural Pre-Competence</p>	<p>The individual or organization recognizes and responds to cultural differences; There is an open acknowledgement of the need for cultural competence; Educators may seek out new information regarding diversity by attending training sessions or interacting with those individuals who have insider cultural information.</p> <p style="text-align: right;">See the difference, understand the difference that difference makes.</p>
<p>Cultural Competence</p>	<p>The individual and organization value and appreciate cultural differences; Exploration of issues related to equity, cultural history, knowledge, and social justice; Students' cultural experiences are valued and integrated into the learning process.</p> <p style="text-align: right;">See the difference and respond.</p>

Conduct Self-Assessment

Honestly explore values, beliefs, and **attitudes about others**.

Non-defensively **engage** the entire organization and the larger community **in the self-assessment**.

Investigate whether recruiting and hiring **practices** and **policies** ensure diverse **staffing** and representative leadership.

Get Started!

Strike a **balance** between limiting **defensiveness** about unconscious bias while **communicating** the **importance** of managing bias.

Organize content around specific workplace **situations**!

Define goals. **Movement is not progress and progress is not excellence!**

Identify the components in your system that are **functioning well** now!

Pair raising awareness with **action-oriented strategies**.

Have **conversations** about the issue, using the cultural proficiency continuum!

Identify and **examine** your **barriers**.

Managing Your Prejudice



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дзякуй hvala dhanyavadagalu tack
gracias djere dieuf mési xièxie tanemirt
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tau dankie शुक्रिया sulpáy tapadh leat
teşekkür ederim bayarlalaa obrigada chnorakaloutioun
sagolun murakoze taiku mahalo didi madloba chokrane rahmat
sukriya obrigado dakujem
terima kasih misaotra welalin mercé najis tuke
asante grazie nandri 謝謝 mercé kőszönöm اركش
mauruuru matondo cam on ban go raibh maith agat merci nanni vinaka
paldies ngiyabonga