

Busting Unconscious Bias and Mitigating Cultural Blind Spots

DIRF

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By Bobby Bovell partner & chief consultant living Institute



Build safe
and inclusive
working
cultures



D&I Champion
Certification



Inclusion
Gap Analysis



Breaking
Unconscious Bias



Inclusive
Leadership Programs
for 3000+ leaders worldwide

About Living Institute

EST. 2004

Diversity Intelligence

Creating Cultures of Inclusion by introducing:
Inclusive Leadership, Inclusion Surveys, Unconscious Bias,
Gender Balance, Allyship, Black Lives Matter & Cultural
Intelligence

Faculty of 22 Specialists

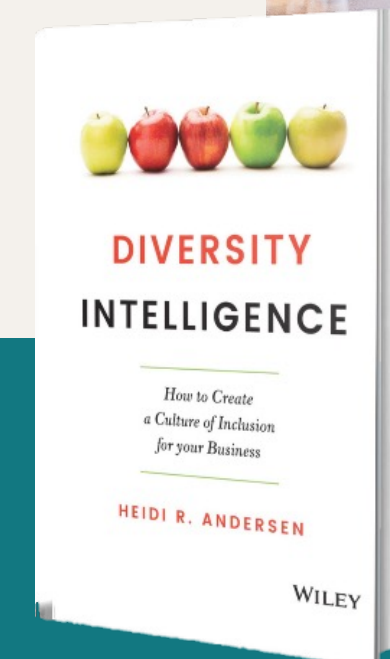
Anthropologists, psychologists, economists, social scientists &
business leaders

Global Task Force

Facilitated 5.500+ diversity initiatives for more than 50,000
people in Denmark, Japan, Germany, USA, UK, China, France,
Portugal, Belgium, Norway, Sweden, Estonia, Slovenia, Italy,
Romania, Switzerland, Poland, India, Finland, the Netherlands,
Pakistan & Zimbabwe

Our Mantra

Evidence and research-based knowledge
made practically applicable



Living Institute
Diversity Intelligence Consultancy



Bobby Bovell:

Partner, BA, MA. keynote speaker.

Bobby is passionate about the link between diversity, inclusion, creativity, innovation and growth.

He served as an ordained minister, metropolitan police constable, business coach and is an award-winning recording artist.

As a practitioner, with over 17 years of experience championing diversity and inclusion, Bobby Bovell brings insights from his experiences in diverse communities to companies, empowering them to overcome the limiting beliefs which often prevent them from reshaping themselves.

As a facilitator Bobby uses practical examples to shed light on how businesses can become more diverse and he specialises in providing a structured understanding of how to implement creativity in business models and products by enhancing inclusivity and diversity.

Bobby was born and raised in London, but is currently based in Denmark. He has done work with the HMS probation service on unconscious bias in the UK and worked with diversity projects and workshops in the technology industry. Other clients include Deloitte, Arla, DNV, Novozymes, Copenhagen University, ECON, Edwards Life Sciences and Mærsk.

WHAT IS DIVERSITY?



DIVERSE LEADERSHIP AND NEW MARKETS

EMPLOYEES IN TRADED COMPANIES WITH DIVERSE LEADERSHIP, WHO DISPLAY A MINIMUM OF 3 KINDS OF BOTH **INHERENT** AND **ACQUIRED DIVERSITY**, ARE 45% MORE LIKELY TO REPORT CAPTURING NEW MARKETS



Source: Coqual

MARKET MATCH AND INNOVATION

When teams have one or more members who represent **inherent diversity** of the team's target end user, the entire team is far more likely (as much as 158% more likely) to understand that target, **increasing their likelihood of innovating effectively.**



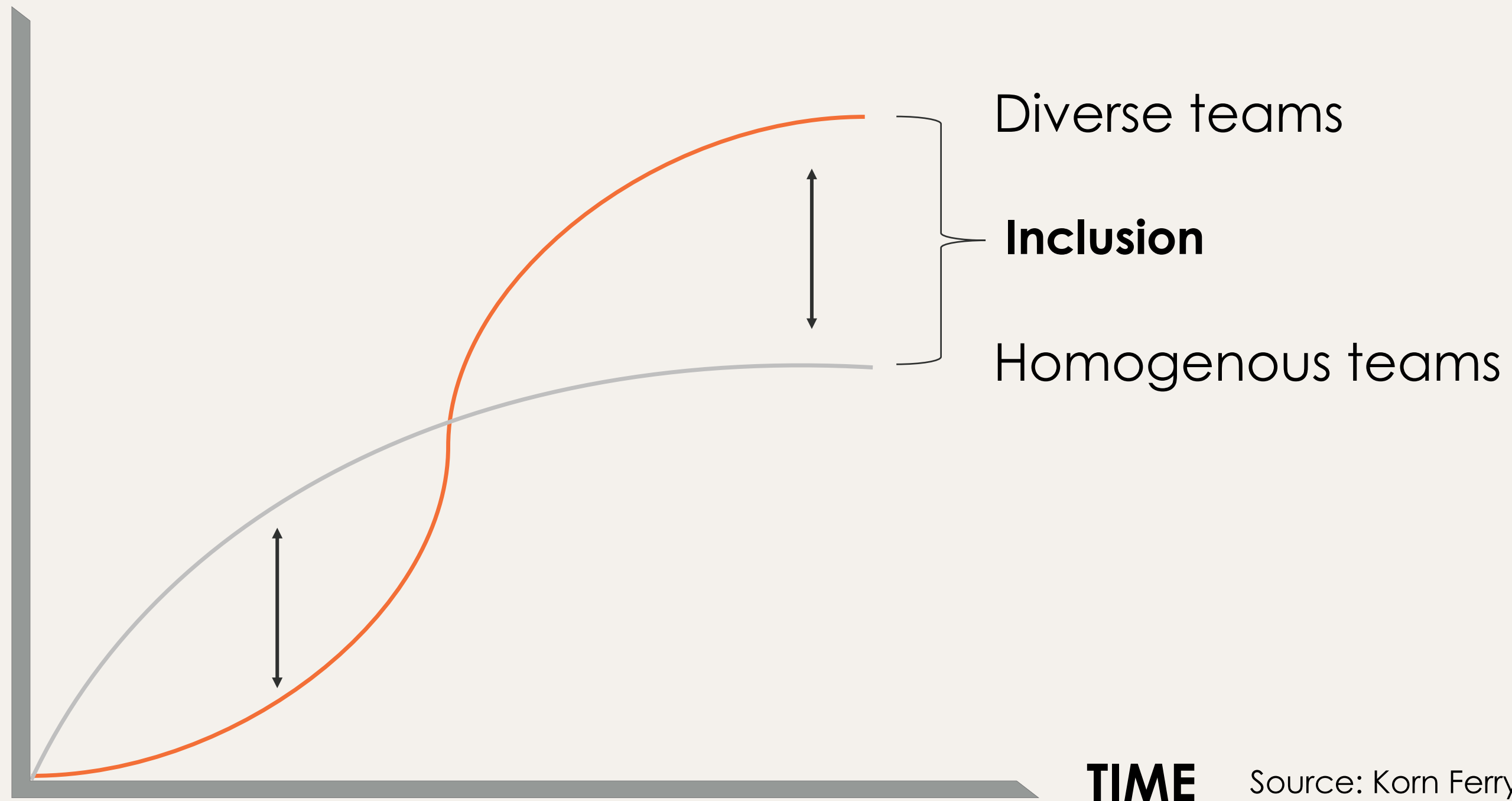
DIVERSE TEAMS MAKE BETTER/FASTER DECISIONS



Source: Cloverpop

DIVERSITY AND PERFORMANCE

PRODUCTIVITY

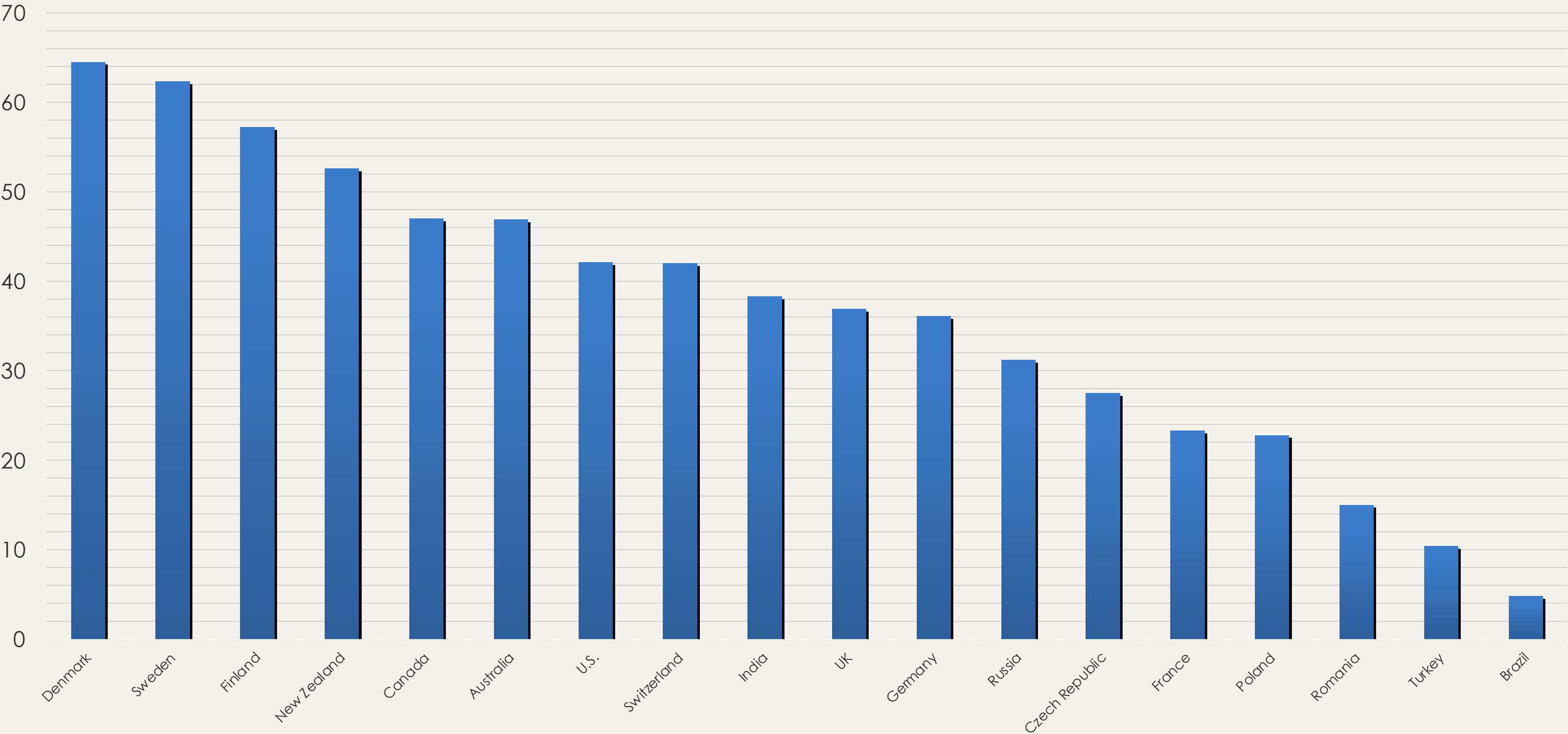


Source: Korn Ferry 2019: The Inclusive Leader

TRUST



CAN YOU TRUST STRANGERS?



TASK-ORIENTED OR RELATIONSHIP ORIENTED



COMMUNICATION

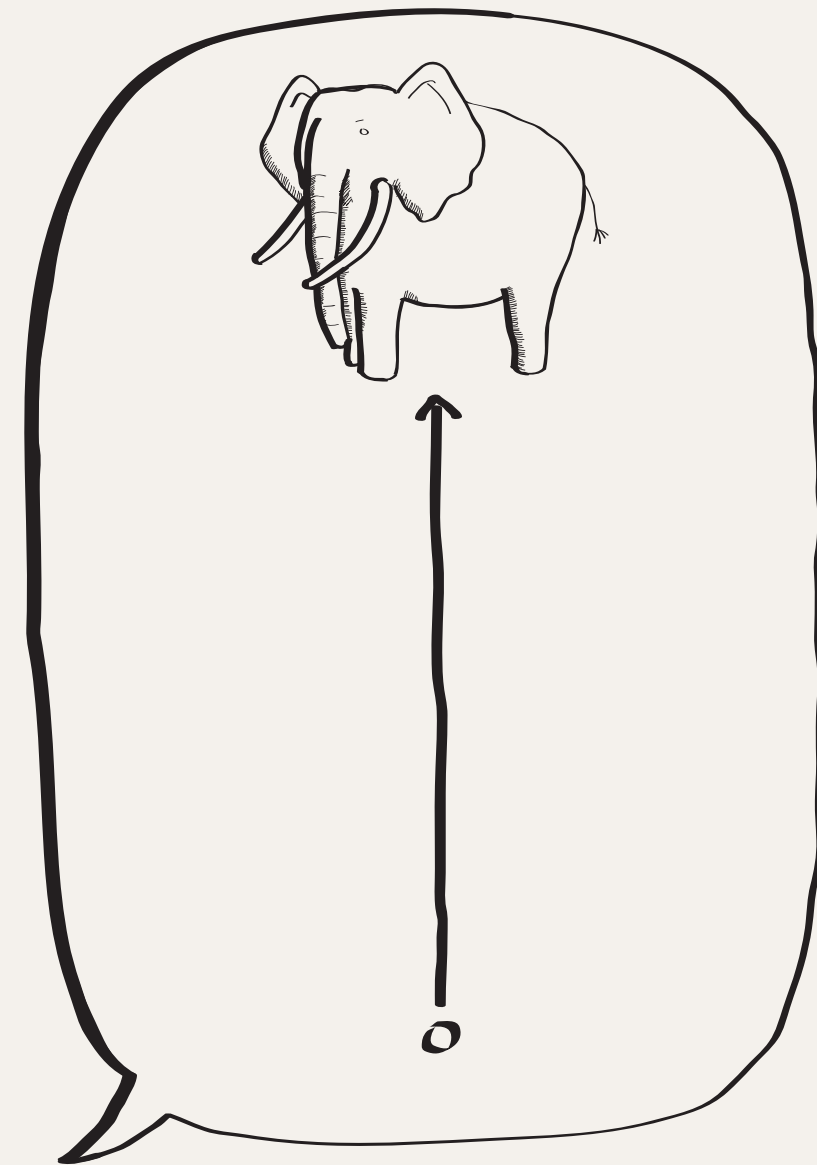


WHAT ARE THEY SAYING?

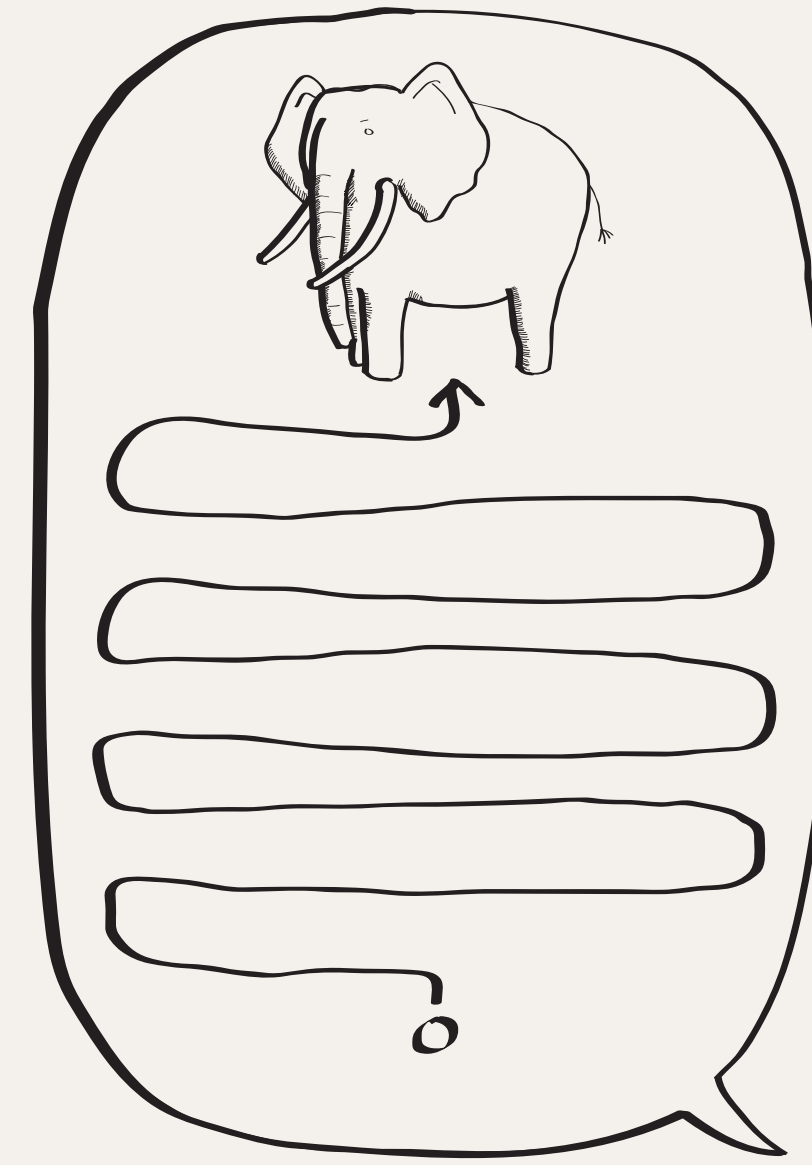
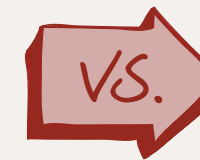
Dutch woman:
"How much
farther to the
airport?"

Thai taxi driver:
"Do you need to
wash your hands?"





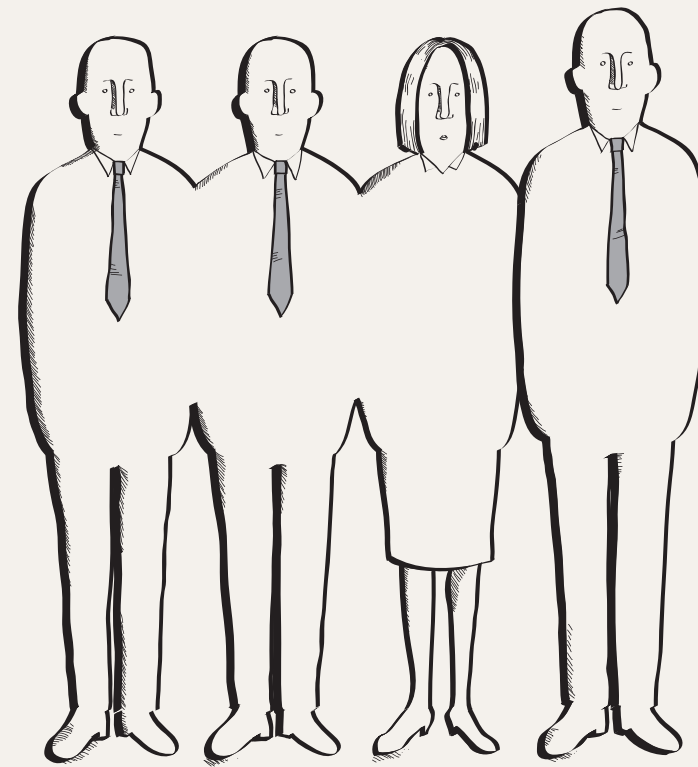
DIRECT



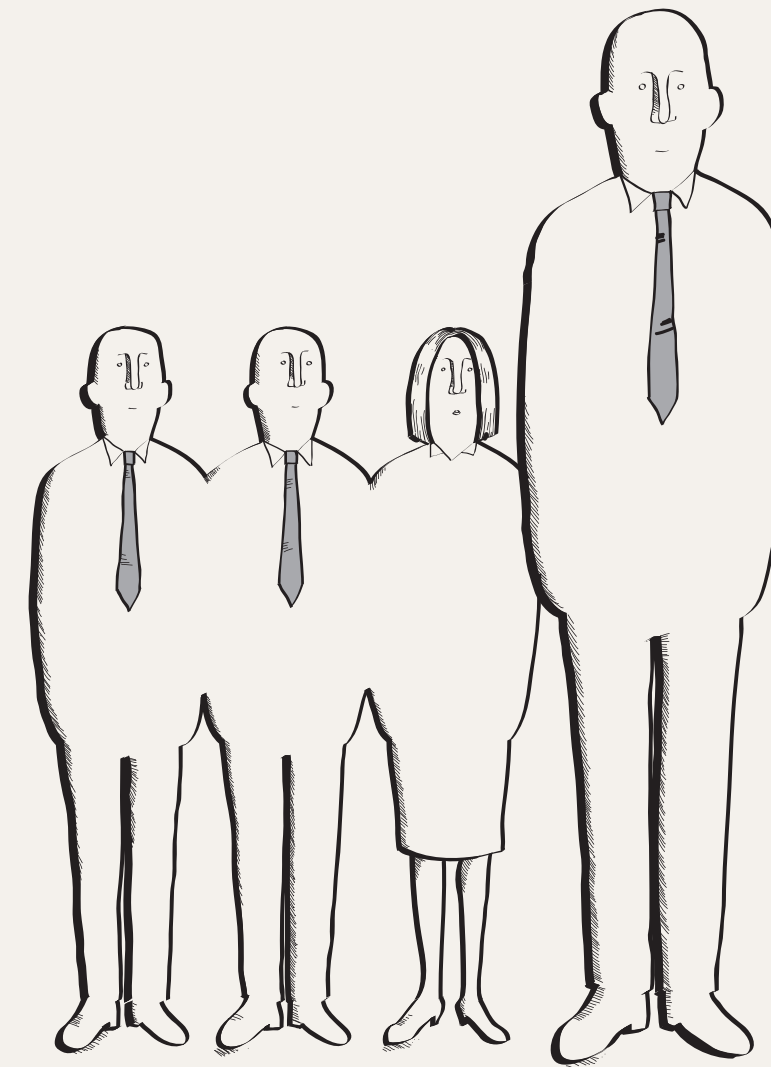
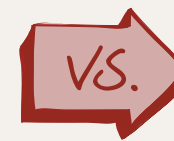
INDIRECT

HIERARCHIES



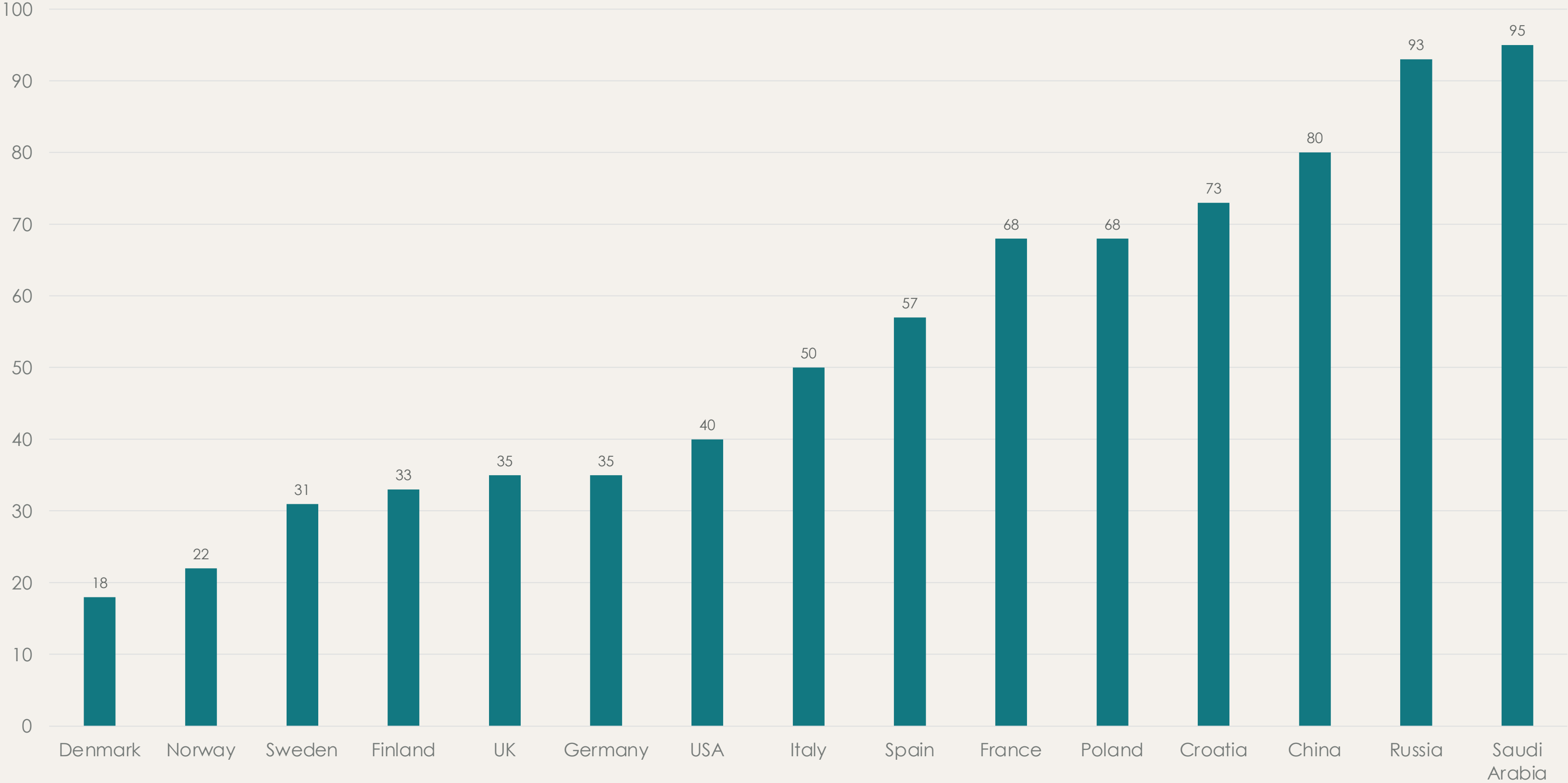


EQUALITY



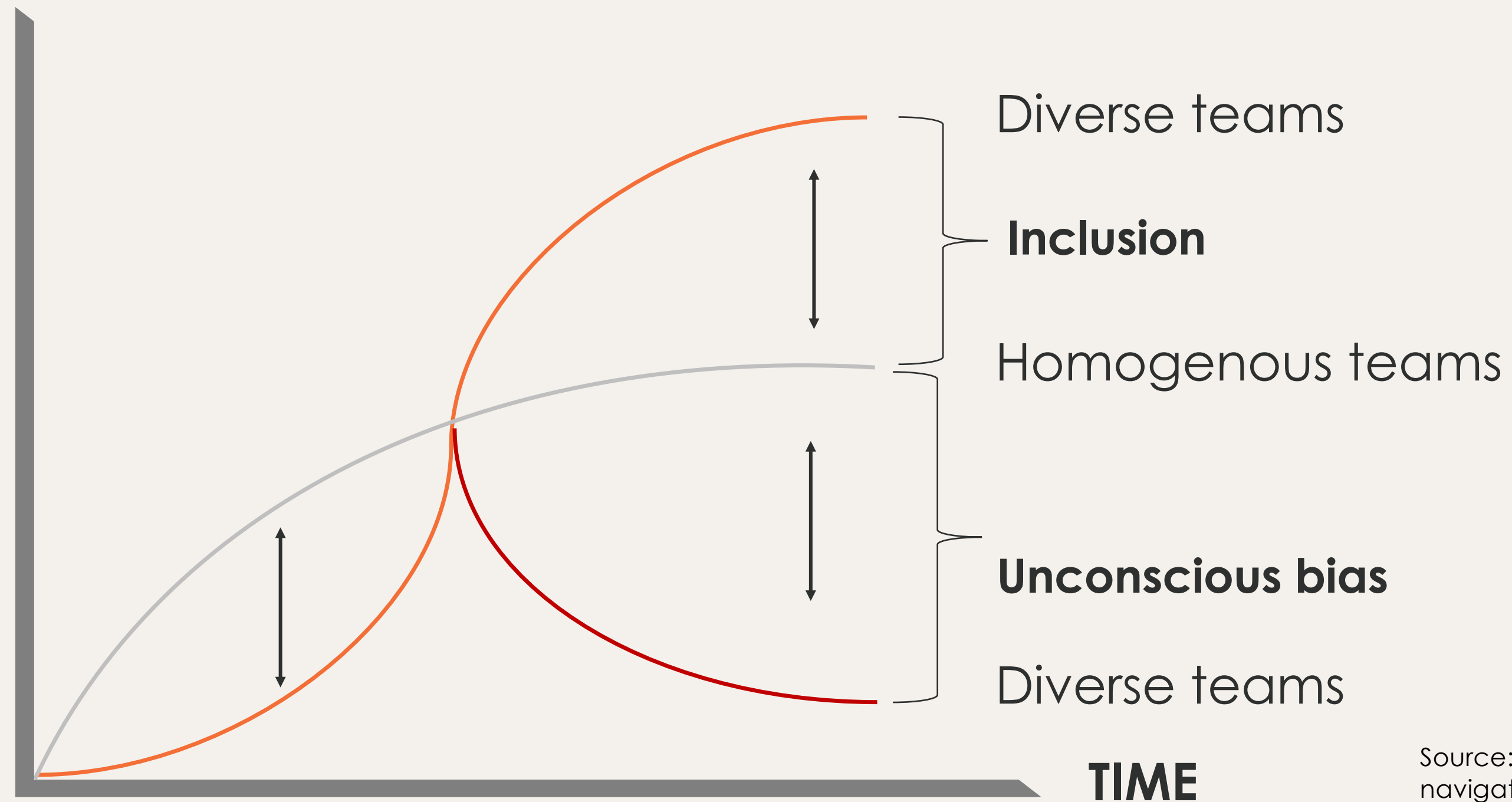
HIERARCHY

POWER DISTANCE



BUT...

PRODUCTIVITY



Source: Nadiv & Kuna 2020: "Diversity management as navigation through organizational paradoxes"

WHAT IS UNCONSCIOUS BIAS?

And how does it impact our decisions?



150+ UNCONCIOUS BIAS

“Others have it, not me. I’m rational, objective and treat everyone the same!”

ÜBER BIAS

CAN YOU SPOT A BIAS?




Darlene

I keep telling my grand daughters to Date the nerd in school, he may turn out to be a Mark Zuckerberg! Thanks for FB, I've reconnected with family and many old friends and classmates.

Like · Reply ·  4,970 · Yesterday at 5:14am

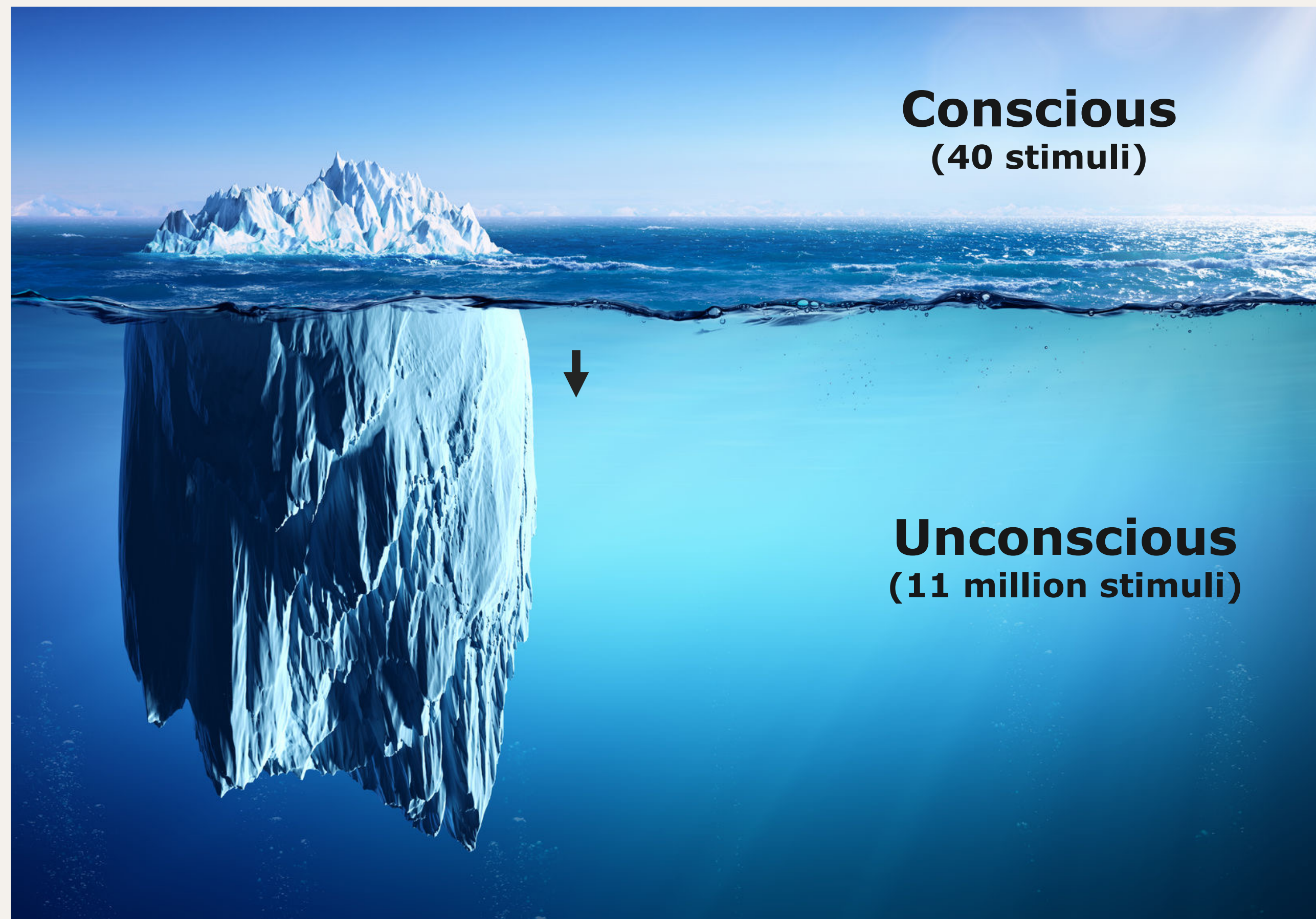


Mark Zuckerberg  Even better would be to encourage them to *be* the nerd in their school so they can be the next successful inventor!

Like · Reply ·  27,252 · Yesterday at 5:32am

 [View more replies](#)

WHY WE HAVE UNCONSCIOUS BIAS



Conscious
(40 stimuli)

Unconscious
(11 million stimuli)

LIKE PATHS IN A FOREST



IT'S A WHAT?



THREE PRACTICAL TOOLS



Devils Advocate



H.I.P.P.O Last



Empty chair



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Thank you for your attention



POST-WORK FOLLOWING THIS KEYNOTE

1. Take the IAT bias test
2. Share key learnings with your colleagues
2. Discuss the these questions with colleagues:
 - Where do you see processes / situations or actions affected by biases?
 - Which concrete actions will you implement on the way to a more inclusive way of working?
 - What has to be changed (and how) for my workplace to be more inclusive?

Don't hesitate to reach out to me if you have any questions:

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