



INCREASING AWARENESS OF UNCONSCIOUS BIAS

Unconscious bias happens when people form impressions about other people that are either positive or negative based on stereotypes or preconceived notions about things like race, gender, ethnicity, age, disability, or other characteristics. Unconscious biases are usually ones that people aren't aware of; they result from the brain's tendency to group things together to make sense of the outside world. In addition to influencing interactions with coworkers, customers, vendors, and suppliers, unconscious bias can also have an impact on workplace choices involving hiring, recruitment, promotions, performance evaluations, and disciplinary actions.



BIAS IN THE WORKPLACE

According to a survey by the American Psychological Association (APA), over 70% of American adults have encountered prejudice at some point in their lives. Regrettably, discriminatory actions can arise from both explicit and unconscious bias. Whether it's a recruiting choice, a chance for professional growth, or simply a day-to-day management choice about an employee's duties, such decisions can have an influence on professional chances. Companies should be ready to respond to and investigate any reported instances of discrimination, but they should also take organizational-wide actions to lessen bias.

HOW TO ADDRESS BIAS

For business leaders and managers looking to foster environments that are both equitable and productive, actively addressing unconscious bias is essential for success.

The following are different approaches to addressing bias in the workplace:

ACKNOWLEDGE SOCIETAL ISSUES

Many workers think that admitting prejudice exists is the first step towards dealing with it. Companies can decide to take positions on more general societal concerns and recognize how things like prejudice can affect the workplace.

ESTABLISH OPEN DIALOGUE

Employers might want to think about how they can start productive conversations, both at the organizational level and on a case-by-case basis. Employees frequently like the chance to have their opinions heard, so employers can determine how open their workforce may be to learning more about prejudices, unconscious bias, and growing awareness.

PROMOTE ACCEPTANCE

Leaders may be able to utilize their power to change workplace culture to create and sustain an inclusive atmosphere. Employers should think about what steps might be necessary to encourage acceptance in their specific workplace.

EDUCATE LEADERS

Organizations should think about engaging management by providing educational chances to address pertinent issues. While some employers opt to provide stand-alone training, others incorporate current events into routine training and events that are currently happening at work. Employers should think about the kinds of initiatives that would be a good fit for their business.

EVALUATE CURRENT PRACTICES

Bias can occur during routine contacts, but it can also affect procedures like hiring, evaluating candidates for advancement, and recruitment. Most leaders have good intentions, but there is always a chance that policies and processes in your organization may be biased in ongoing activities.

Although addressing unconscious bias in the workplace is a difficult topic, employers can frequently increase employee retention, enhance their brand, and create an inclusive workplace by taking proactive measures.

For more information on how to support your employees, please reach out to us at info@kapnick.com or 888.263.4656.

