



Emerging from the Shadows: Unconscious Bias in the Workplace

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The Human Brain & Bias

The human brain
takes in
11 million bits of
information every
second.





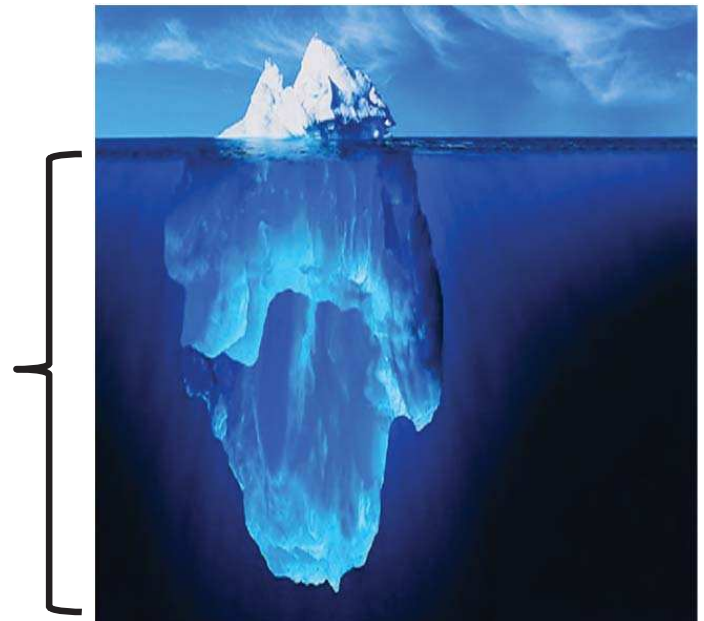
The Human Brain & Bias

- The brain can only process **40 bits** of information/second
- To process the remaining 10,999,660 bits of information, the **brain takes mental shortcuts**



What is Unconscious Bias?

Operates at the **subconscious level**. We are **NOT** aware that we have them





What is Unconscious Bias?

Runs contrary to our stated **conscious** beliefs and attitudes.

- ❖ We can say that we believe in equity (and truly believe it).
- ❖ But then we **unintentionally** behave in ways that are biased and discriminatory.



Our unconscious biases can differ from our **consciously** held beliefs



“There is nothing more painful to me at this stage in my life than to walk down the street and hear footsteps and start thinking about robbery. Then look around and see somebody white and feel relieved.”

Jesse Jackson

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First appeared as part of the conference materials for the
25th Annual Labor and Employment Law Conference session
"Emerging from the Shadows: Unconscious Bias in the Workplace"