

Unconscious Bias and Inclusivity

Leadership By Design - We design people solutions. That's it.



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Specialist Trainer
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About the Owner

- Prosci Certified Change Management Practitioner
- Specialist Trainer & Content Design
- Team and Business Performance coach
- NeuroLinguistic Coach
- Hypnotherapist
- Transformational Leadership Coach
- MIT Sloan Neuroscience for Business Assessor
- Leadership Program Facilitator
- Certified Comensa Coach
- Certified International Coaches Registrar

UNCONSCIOUS BIAS & INCLUSIVTY

CHANGE MANAGEMENT PROGRAM



www.leadershipbydesign.co

RECENT STUDY WITH HARVARD BUSINESS REVIEW

Unconscious Bias Training That Works

"more than 490 studies involving some 80,000 people UB training did not work because it it didn't teach attendees to manage their biases, change their behaviour, and track their progress."



Conventional UBT

This factors in things like :

- Most organisation worried about backlash & make it voluntary
- 91% respondents indication firms dont collect metrics such as race, gender of promotions or new hires
- Much of UC Bias training doesn't go past the science of UB or the cost of discrimination
- Most organisations don't realise they have a problem



UNCONSCIOUS BIAS & INCLUSIVTY

Biases can be influenced by our background, cultural environment, and personal experiences, and results in feelings and attitudes towards others based on race, ethnicity, age, appearance and accent.

This factors in things like :

- Culture defects within the organisation
- Influences on recruitment outcomes
- Reduces creativity and Innovation
- Impacts the financial bottom line
- Influences recognition & KPI's
- Employees can feel alienated
- Can create workplace stress
- Above average employee turnover



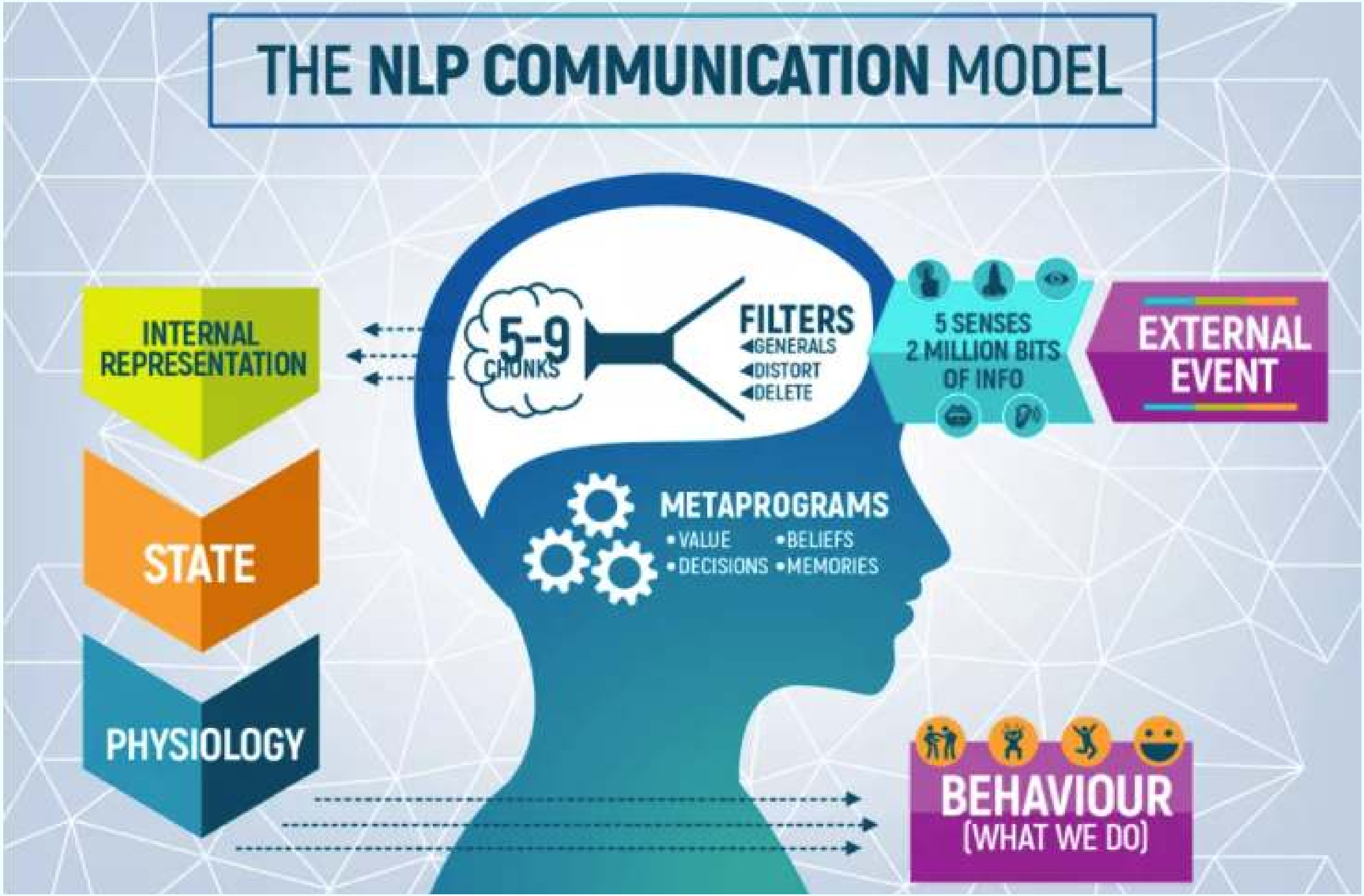
So where do we start?

Brain Language

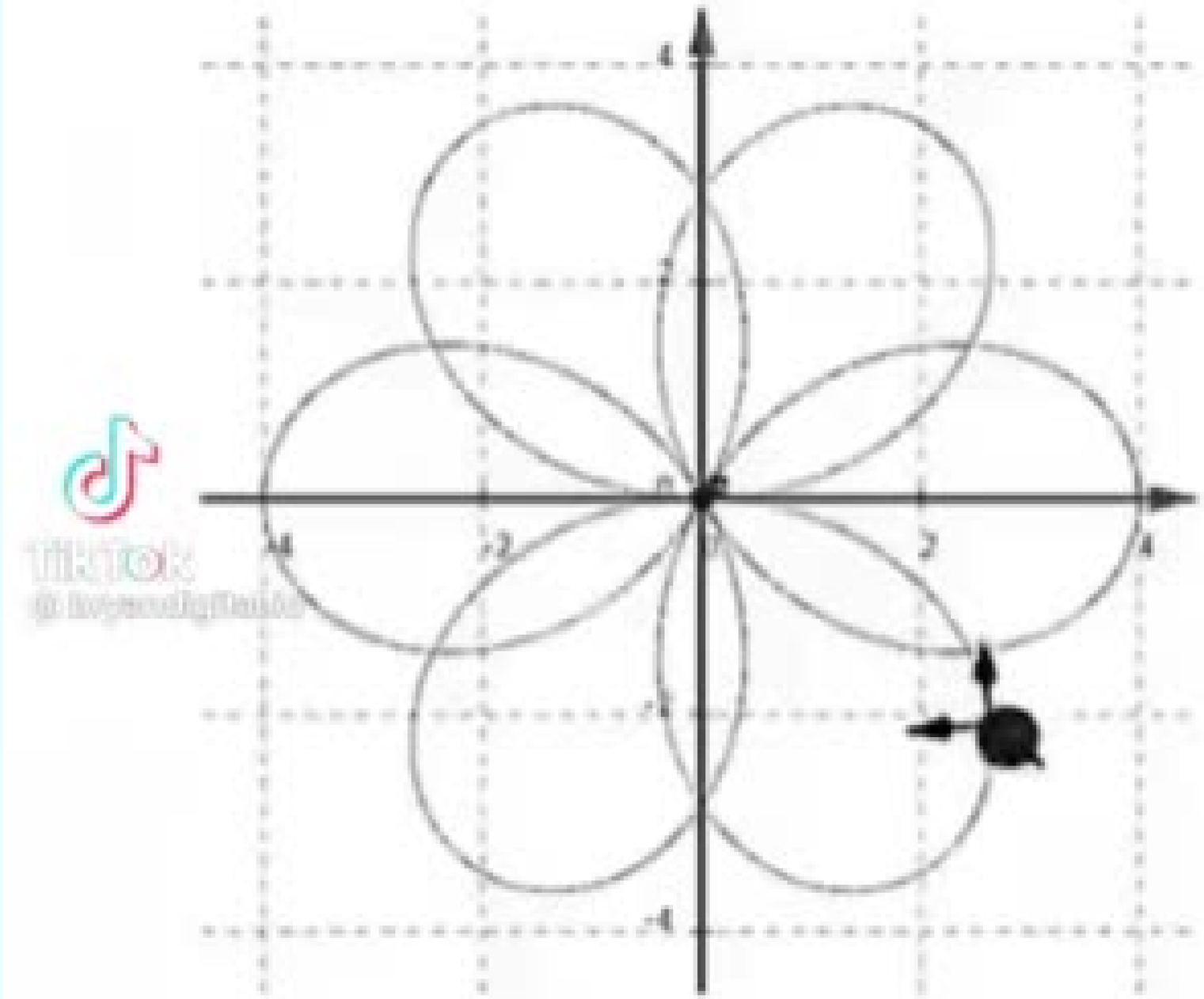


Rules of the brain

- Brain is designed to keep you safe Fight - Flight - Freeze - Fawn
- Design to focus on whatever **you want to** focus on - Takes instruction from you
- Designed to find supporting evidence of **WHATEVER** you focus on


THE NLP COMMUNICATION MODEL
INTERNAL REPRESENTATION
STATE
PHYSIOLOGY
5-9 CHUNKS
FILTERS
GENERALS
DISTORT
DELETE
5 SENSES
2 MILLION BITS OF INFO
EXTERNAL EVENT
METAPROGRAMS
• VALUE
• BELIEFS
• DECISIONS
• MEMORIES
BEHAVIOUR
(WHAT WE DO)

HOW WE MANUFACTURE OUR OWN MISERY

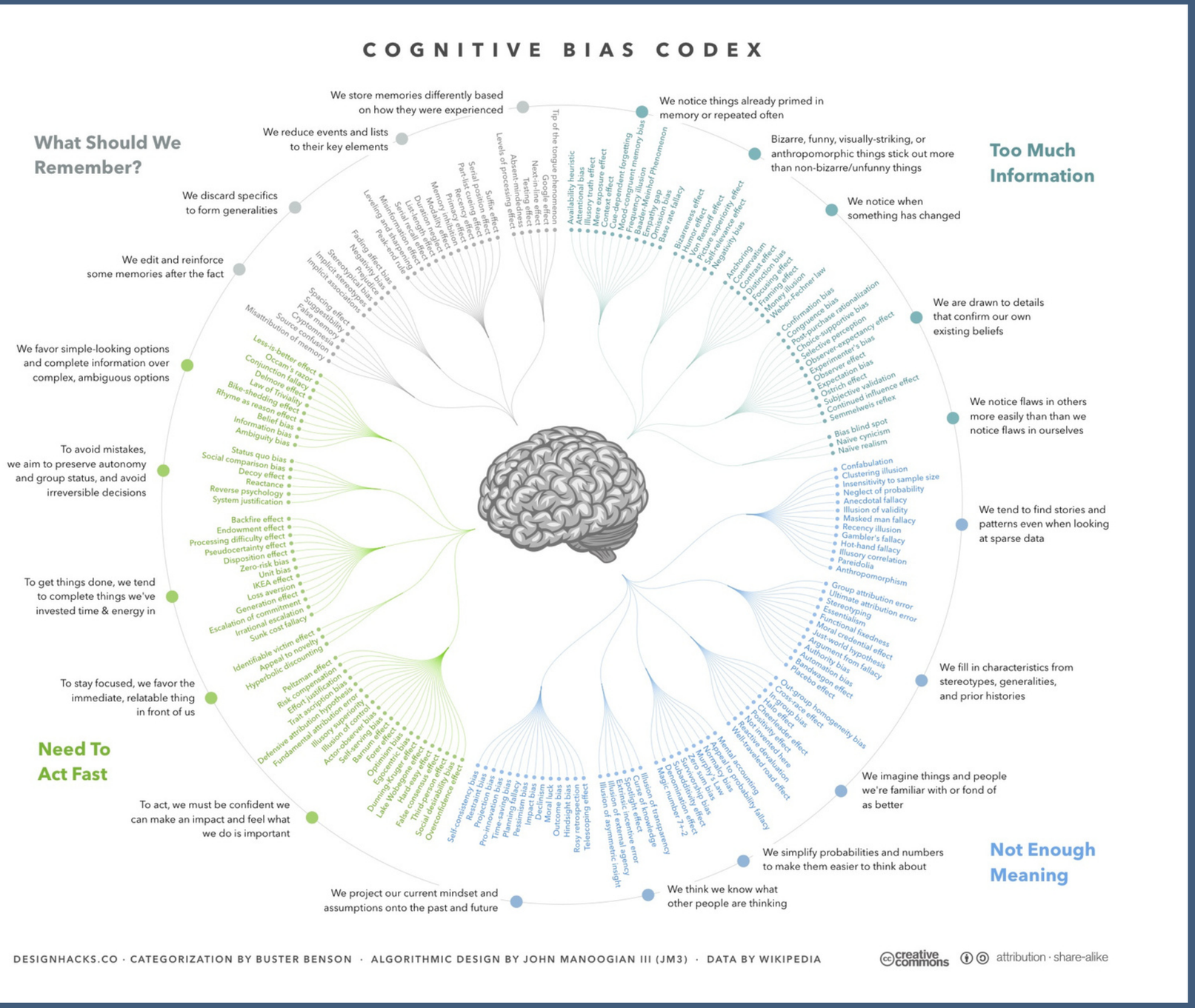


Reticular Activation System

R'ASS'

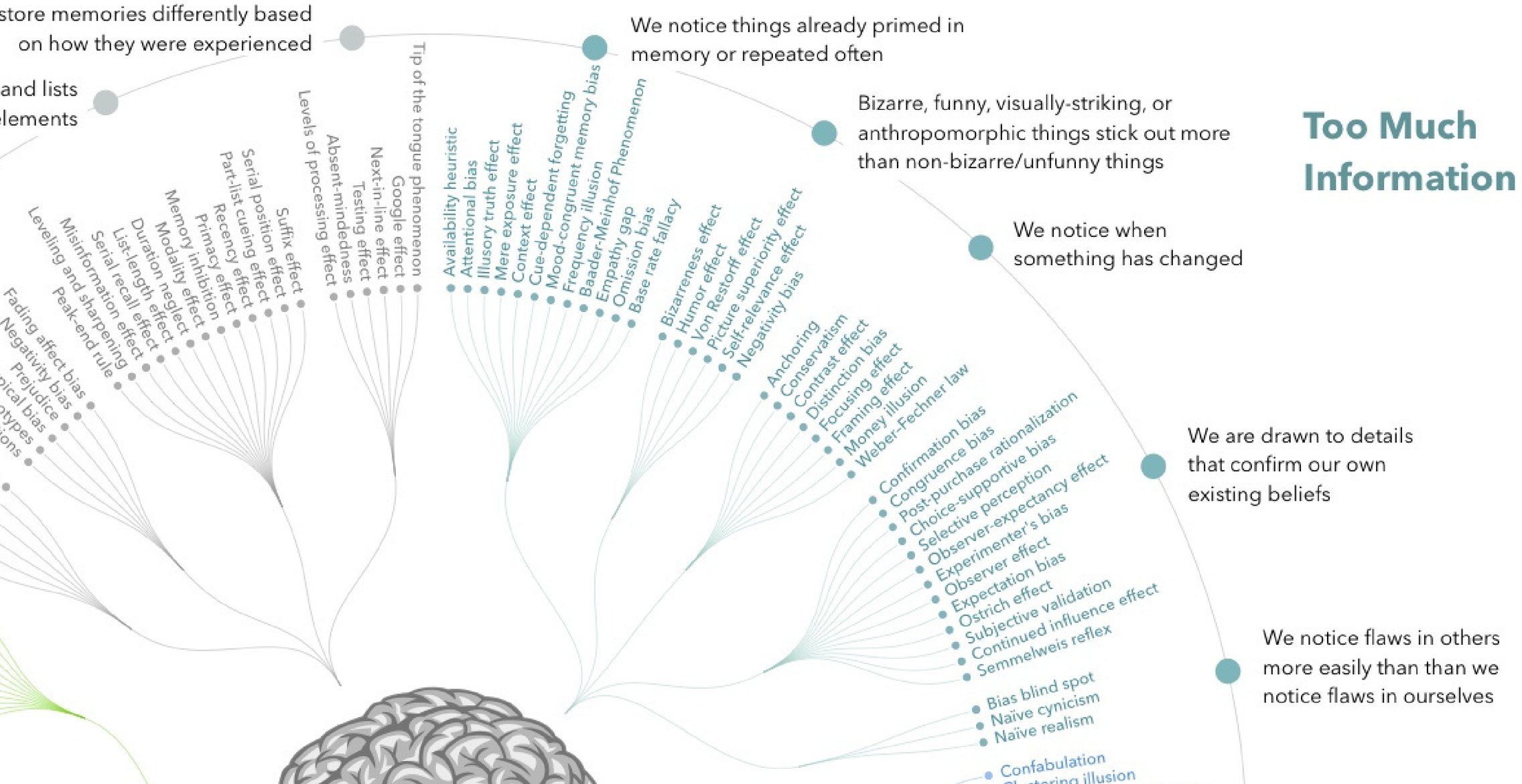
- My next car
- Next hairstyle
- My problem
- My Bias





Cognitive Bias Codex

COGNITIVE BIAS CODEX



Too Much Information

Too much information

Not enough meaning

What should we remember

Need to act Fast

NOT ENOUGH MEANING



- needing more information because our perception is skewed or altered in some way and that affect our judgement of people events or conditions
- we think we know what people are thinking
- we tend to find stories and patterns even
- Perception

WHAT SHOULD WE REMEMBER



- we faviour immediate things infront of us
- we must be confident to impact and feel what we do is important
- we project our current mindset & assumptions onto the past or future
- to get things done we tend to complete things we've invested time and energy into
- Behavioural Bias

TOO MUCH INFORMATION



- we discard specifics to form generalizations
- we edit and reinforce some memories after the fact
- we favour simple-looking options over complex/ambiguous information



NEED TO ACT FAST

- we notice things already primed in memory
- we are drawn to details to confirm existing beliefs
- we notice flaws in others before we notice them in ourselves.



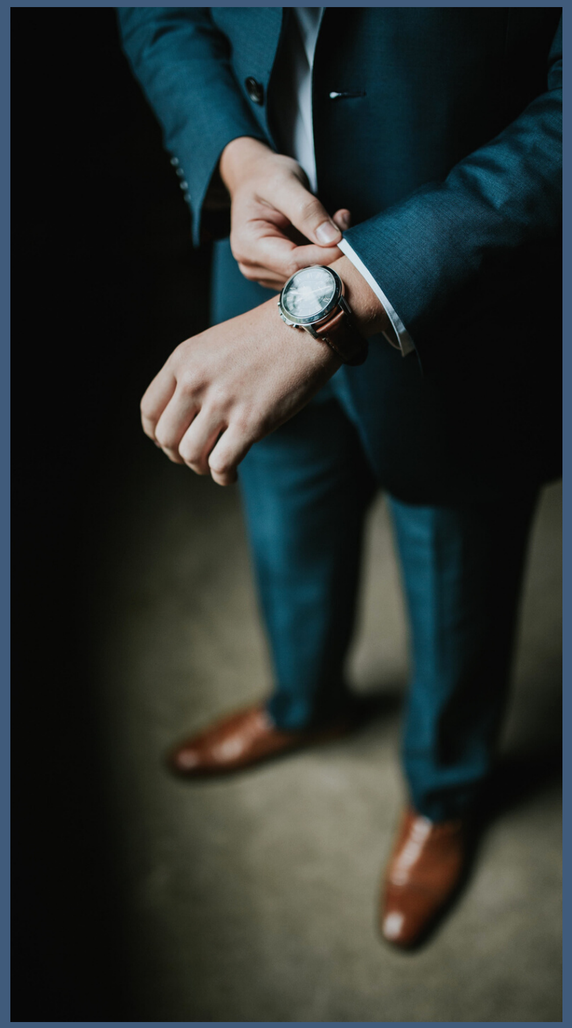
Benefits

Changing workplace attitudes and prejudices is possible. It begins with awareness and honest dialogue about how they present in our lives and in our offices.

Benefits of this program:

- Better recruitment approach and specifications
- Increased staff retention
- Equal opportunites in the workplace
- Psychological safety
- Improved Leadership approach and style
- Critical behaviour improvement overall
- Mindset shift, Attitude and Beliefs adjustment
- Upholding organisational values
- Lowers absenteeism overall
- Improved judgement for each employee
- Team Cohesion

Featured Program



UNCONSCIOUS BIAS AND INCLUSIVITY PROGRAM

LEARN. UNLEARN. RELEARN
Understand Biases and Cognitive Awareness of inclusivity in your organisation

Why we need this

- Culture defects within the organisation
- Influences on recruitment outcomes
- Reduces creativity and Innovation
- Impacts the financial bottom line
- Influences recognition & KPI's
- Employees can feel alienated
- Can create workplace stress
- Above average employee turnover

Business Benefits

- Better recruitment approach and specifications
- Increased staff retention
- Equal opportunites in the workplace
- Psychological safety
- Improved Leadership approach and style
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Unconscious Bias and Inclusivity Program

CULTURAL AWARENESS PROGRAM TO IMPACT OVERALL ORGANISATION

Overview process 3 to 4 months specifically designed to each organisation with a dedicated Prosci Change Management Process to support the project.

3 Phase Prosci Process:

1. Prepared Approach
   - Defined Success
   - Impact
   - Plan approach
2. Manage the change
   - Plan of action
   - Training
   - Track Performance
3. Sustain the outcomes
   a. Performance review
   b. Sustainment activation
   c. Ownership

Structured, adaptable & repeatable process to enable the people side of change to deliver results.

Unconscious Bias and Inclusivity Program

OVERVIEW OF TRAINING

Overview process 3 to 4 months specifically designed to each organisation

- Awareness: Internal marketing and education (2- 4 weeks)
- Desire: Prework, Assessments, Project Sponsorship involvement (2-4 weeks)
- Knowledge: (2-4 weeks depending best for business)
    - Brain language and communication model
    - Delete Distort and Generalise (shortcuts)
        - 185 Cognitive Biases showcased
        - Define and understand Bias and inclusivity
        - We will look at common biases we find in corporate today
        - Over Confidence Bias, Self Serving Bias, Herd Mentality, Confirmation Bias, Halo effect, Pessimism Bias, In group Bias
    - Values Exercise and the importance of Values Behaviour
- Ability: Group Coaching (2-4 weeks)
- Reinforcement: Sustainbility App for Micro Learning (4 weeks)



Questions Responses 91 Settings



Cognitive Bias - Pre Assessment

You are invited to participate in our Cognitive Bias Anonymous Questionnaire. In this survey, approximately 160 people will be asked to complete a survey that asks questions about MiWay Insurance. It will take approximately 7 minutes to complete the questionnaire.

Your participation in assessment will share valuable insight and knowledge. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate.

Thank you very much for your time and support.

Overall, I'm satisfied with Culture and Values. *

	1	2	3	4	5	
Not very	○	○	○	○	○	Very much

Overall, I feel supported & informed by important subjects like values, culture, diversity & inclusion. *



feedback - Cognitive Bias - Session 1

Thank you for participating in our event. We hope you had as much fun attending as we did organizing it.

We want to hear your feedback so we can keep improving our logistics and content. Please fill this quick survey and let us know your thoughts (your answers will be anonymous).

How satisfied were you with the event? *

1	2	3	4	5
○	○	○	○	○

How relevant and helpful do you think it was for your job? *

	1	2	3	4	5	
Not very	○	○	○	○	○	Very much

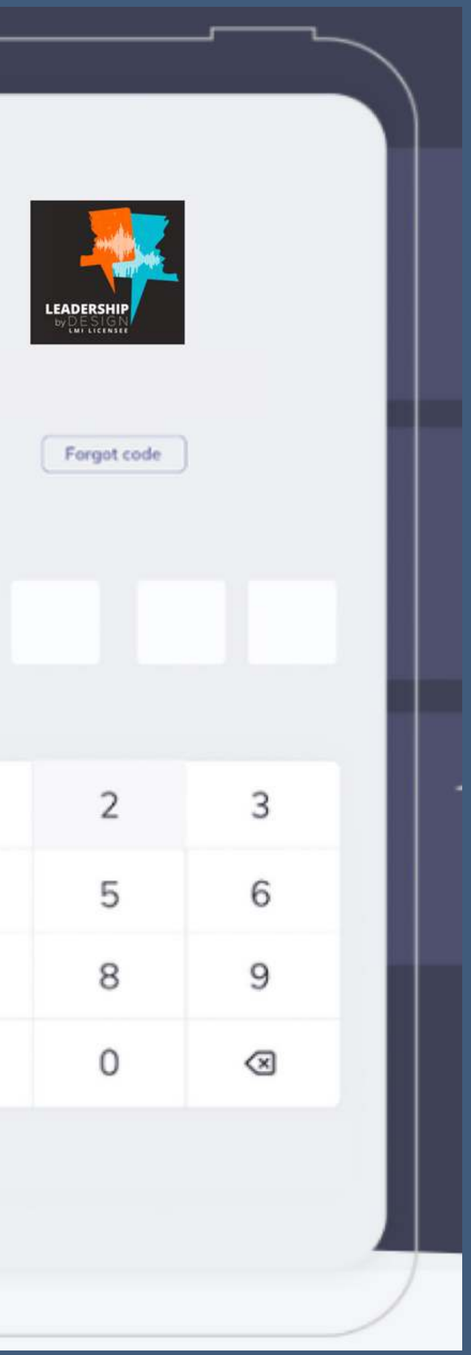
Sustainability App

SUSTAINBILITY FOR MICRO LEARNING

Features

- Coaching in take form
- Session evaluations
- Over 160 different exercises
- In App chat
- White label ability
- Create desired pathways
- Scheduled Group coaching sessions
- Scheduled 1on1 sessions
- Used as Coaching/Training sustainability tool
- Support your pain points and get your coach to design content





08:27

Activities

Search

4 Magic Questions

Monthly Review and Feedback

Human Needs Assessment

My Little Self

Strengths in Significant Moments

Your Strengths in Significant Moments

Benefit Finding

Finding the good that emerges from our struggles

DASHBOARD 1 | CLIENTS | CHAT | ACTIVITIES | MENU

08:27

Ivan Musuuo

Activities

Search

Human Needs Assessment

99% completed

Sent	Status	Last update
12 Apr 2021	IN PROGRESS	last input on 14 Apr 2021

The Top 5 Values

63% completed

Sent	Status	Last update
8 Apr 2021	IN PROGRESS	last input on 14 Apr 2021

The Session Rating Scale

Sent	Status	Last update
7 Apr 2021	DONE	complete 8 Apr 202

DASHBOARD 1 | CLIENTS | CHAT | ACTIVITIES | MENU

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Chat

VI Victoria Igulu

Hey Victoria - It was great to catch up with you and look forward to chatting with you in our next appointment. Let me know if you have any questions about anything.

Hey Victoria

Thx for finishing your Human Needs

What did u score ? What is ur highest need?

19 hours ago

Goo Day Kevin. I scored 168. My highest need is Growth.

18 hours ago

Write here

DASHBOARD | CLIENTS | CHAT | ACTIVITIES | MENU

Featured Program



COACHING THE LEADER ESSENTIALS PROGRAM

Build effective, empowered leaders as coaches, equipped to lead their teams and build better connections.

Objectives
Provide senior managers with a Developmental Coaching process and skills to use in coaching their managers to increase business results and create a culture of ongoing development

Increase the effectiveness of senior managers, managers and team leaders to role model exceptional leadership skills, reinforce the business strategy, and support their teams in meeting revenue goals and building long-term client relationships

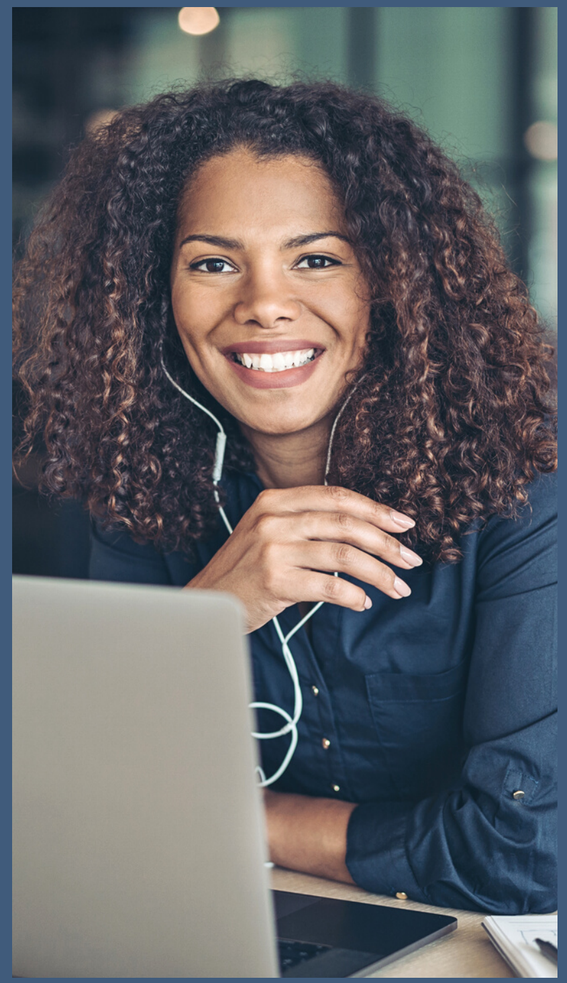
Increase awareness of their existing coaching approach, provide them with feedback, and support them in reaching the next level in leadership effectiveness

Business Benefits
Build an organisation-wide coaching culture that drives business performance

Enable all managers to serve as resources to the employees who report to them and provide more valued support, information, guidance, and reinforcement

Ensure that all managers continue to grow in their roles and make significant contribution to growing the business and developing client relationships

Featured Program



EXECUTIVE COACHING

93% of Executives need coaching, yet they never receive it.

Questions

- You struggle with letting go of the past?
- You're going through a big transition?
- You're a high achiever and don't feel it anymore?
- You want to take better care of yourself?
- You're unclear on how to positively motivate people so they can perform?
- You lack motivation and direction?
- It feels like there is never enough time in the day for you to finish anything at work or at home?
- You struggle with confidence or limiting self beliefs?
- You simply need more meaning in your life?
- Your life, career, relationship, is already good, but you want it to be much, much better?
- You simply need more meaning in your life
- Leadership approach on effectively being held accountable as a leader?






Bespoke Designed Intervention

- Accountability in the Workplace
- Assertiveness and Self-Confidence
- Attention Management
- Body Language Basics & Business Etiquette & Relationship building
- Change Mindset & Resilience
- Coaching and Mentoring
- Communication Strategies
- Conflict Resolution
- Enneagram Team Building
- Coaching the Leaders Essentials Program
- Improving Mindfulness
- Improving Self-Awareness
- Increasing Your Happiness
- Internet Marketing Fundamentals
- Life Coaching Essentials
- Presentation Skills
- Resilience and Motivation Program
- Unconscious Bias and Inclusivity Program
- Middle Management Leadership Program

OUR CLIENTS

kla

momentum

aspen HOLDINGS

momentum multiply

salt essentialit

Regenesys Business School
Awakening Potential

WIMPY

PURPLEROOM CONSULTANCY

MULTICHOICE ENRICHING LIVES

RAND WATER

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Sun International

Discovery

MIT MANAGEMENT SLOAN SCHOOL

PLEASE TAKE OUT YOUR PHONES

THE LUNCHTIME SERIES

ADDING VALUE TO PEOPLE'S LIVES

The "Lunchtime Series" a product of LBD, was created in the Covid Pandemic as a useful source of information ranging from, Leadership, Marketing, Coaching and experts in their field conversations from all around the world. You can also catch the series on eBizradio.com every Monday, Wednesday and Thursday and all major podcast channels worldwide.



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LET'S CONNECT




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