



NEW YORK  
**ALLIANCE FOR  
INCLUSION & INNOVATION**



**A VIEW FROM HERE**

***Implicit Bias: Your Unconscious View***

**April 28, 2022**



**CCSI**

Coordinated Care Services, Inc.  
Innovative Solutions in Human Service Delivery

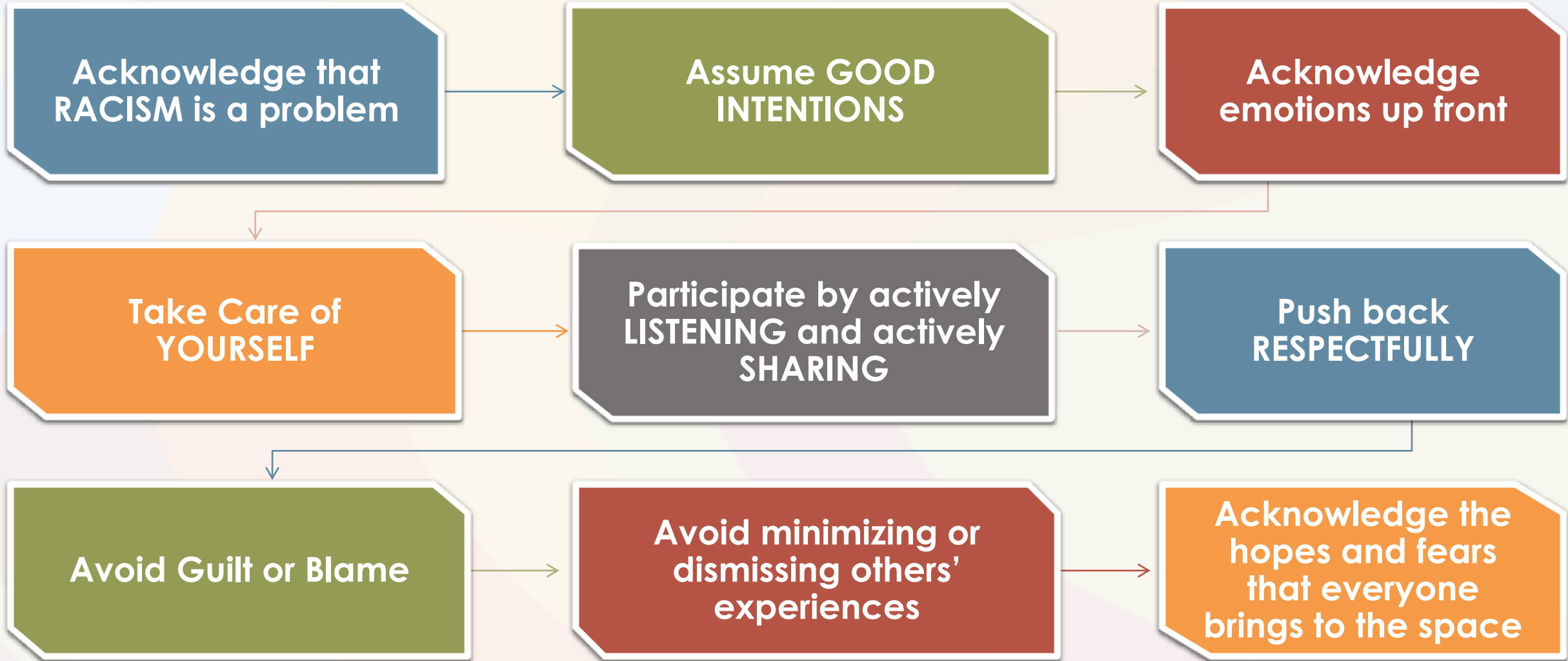


## **Kesha Carter, CDP, PHR**

Chief Diversity Office

Coordinated Care Services, Inc.

# WORKING AGREEMENTS







# BIAS THAT WE ARE NOT AWARE OF...



- Happens outside of our control
- It happens automatically
- Triggered by our brain making quick decisions and associations
- Usually conflicts with conscious attitude
- Can change with repeated exposure to different people and experiences



# IMPLICIT BIAS



Also known as, “Unconscious Bias”, is the unconscious attribution of particular qualities to a member of a certain social group.

## IMPLICIT BIAS is based on our:

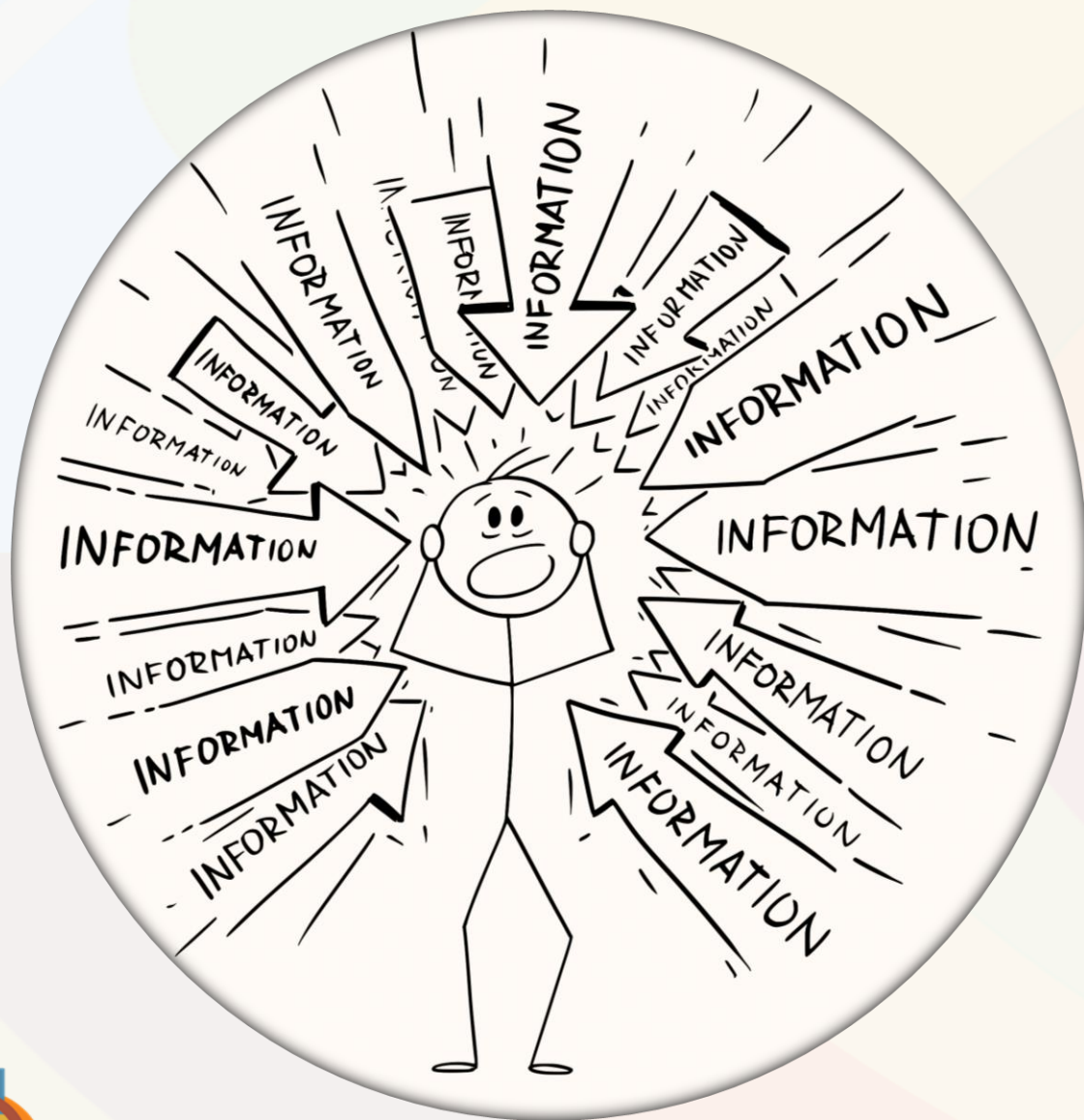
- Personal Experiences
- Cultural Environment
  - ⇒ Media
  - ⇒ Educational Systems

Mental  
Association  
without...

Awareness  
Intention  
Control



**WHAT COLOR IS THE WRITING?**



**OVER 10,000,000 PIECES OF  
INFORMATION PER SECOND**



**USES ONLY A VERY SMALL PORTION  
OF THAT INFORMATION**



**THE REMAINDER IS USED BY  
SUB PROCESSORS**





The human brain is hard-wired to make decisions rapidly, drawing upon our assumptions and experiences without our awareness.

Completely unbeknownst to our conscious brain, we are constantly making lightning-fast generalizations about the people, places, and things we encounter.

Additional influential factors:

**Personal or Traumatic Experience**

**Upbringing**

**Association or Awareness**

**Media**

# Our Biased Brains

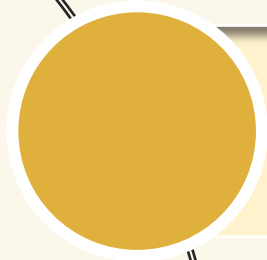


# MARKETING BIAS...

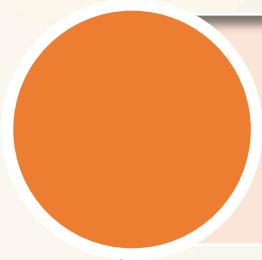




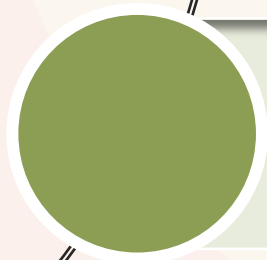
# COMBATING UNCONSCIOUS BIAS



**It's universal and does not make us bad people**



**Recognize harmful (albeit unintended) effects and accept the challenge to work on counteracting the biases that we all have.**



**Start with deliberate, conscious efforts to incorporate inclusiveness in our business decisions and in our everyday workplace interactions.**



Your story creates your biases.

**Your**  
Background + **Your**  
Life Experiences = **Your**  
Story





# IMPLICIT BIAS... Strategies



**RECOGNIZE AND BECOME AWARE THAT WE EACH HAVE OUR OWN UNCONSCIOUS BIASES**

**Use the POWER OF LOGIC**

**Hit the PAUSE BUTTON; DO SOME SELF-REFLECTION**

**Create COMMON GROUND**

**STRIVE TO BE FAIR WHEN YOU RECOGNIZE YOUR BIASES**

**BE AWARE OF YOUR MOTIVATION TO CHANGE!**



Here are some questions to ask yourself, that can help increase understanding:



What am I thinking?



Why am I thinking it?



Is there a past experience that is impacting my current decision?



Is the past experience applicable now or is it based on a preference or bias?



# Interaction Tips

When interacting  
with coworkers,  
patients,  
customers, and  
community  
members:



Be aware of triggers in yourself and others.



Remember that you are likely to favor people who are like you.



Do not make assumptions about individuals.



Be aware of your body language as well as your verbal language.



Base decisions on facts and information rather than “gut instinct.”



# IMPLICIT BIAS



## KEEPING OURSELVES IN CHECK

### HOW MIGHT MY PREFERENCES BE SHOWING UP?

- How might *ethnocentrism* be showing up in my thoughts and behaviors?
- How might *anti-blackness* be showing up in my thoughts and behaviors?
- How might *classism* be showing up in my thoughts and behaviors?
- How might *gender norms* be showing up in my thoughts and behaviors?
- How might *dissonance* be showing up in my thoughts and behaviors?
- ...

"WE HAVE TO TALK ABOUT LIBERATING MINDS AS WELL AS LIBERATING SOCIETY."

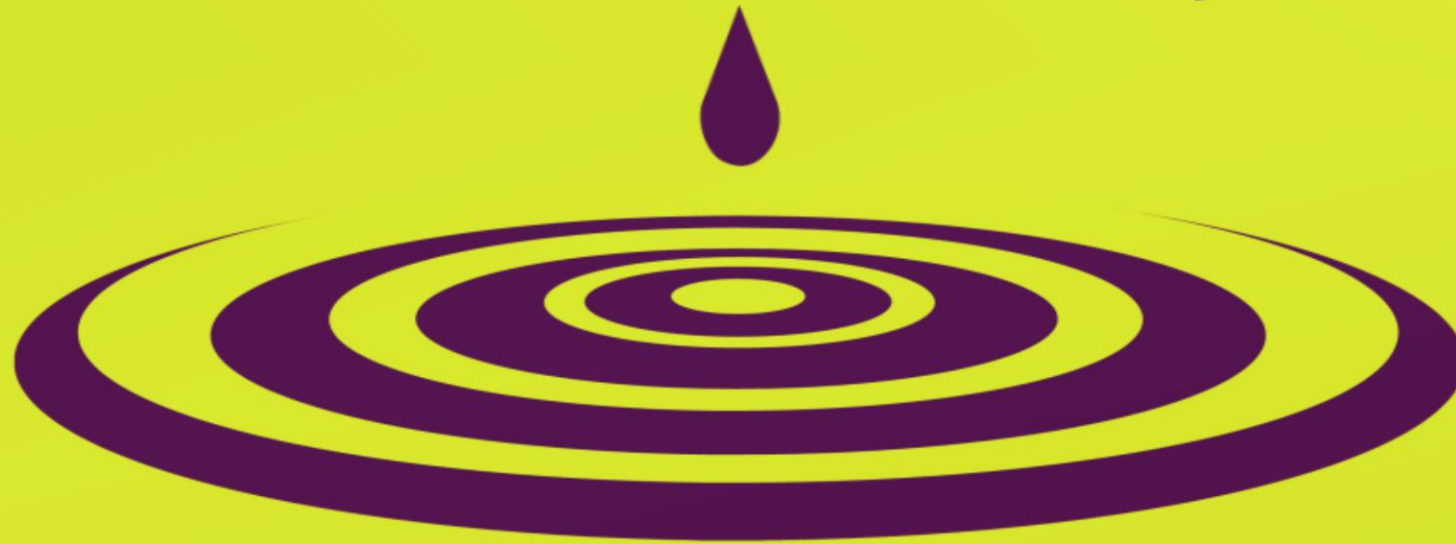
Angela Davis

FRANCIS



Whether unconscious bias is obvious or subtle, it can create a ripple effect. Small decisions which are influenced by unconscious biases can have a big impact.

## **Unconscious Biases Add Up**



# ANY QUESTIONS OR FINAL THOUGHTS?



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**THANK  
YOU!**