UNCONSCIOUS BIAS

Understanding Bias to Unleash Potential™

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Unconscious Bias: Understanding Bias to Unleash Potential

Every day, your people are faced with countless bits of information while making decisions that range from the pragmatic to the strategic. And they do so while working with increasingly diverse teams and stakeholders. As they confront more and more information and have to act quickly while considering varying perspectives, your leaders and team members are primed to rely on biased thinking. Why? Because unconscious biases are how our brains compensate for overload. But bias can also inhibit performance and lead to poor decision-making. So how do we counteract the potentially harmful impacts of unconscious bias? How can we create a workplace in which everyone feels valued and able to offer their best?

Introducing *Unconscious Bias: Understanding Bias to Unleash Potential*

A bias is a preference for or against a person, place, or thing. But unconscious bias leaves us unaware of potential harm resulting from biased thinking. As we understand bias, we can address it to create a culture in which everyone thrives. To do so, we must:

- **Identify Bias** where it shows up in our own thinking and in our workplaces.
- **Cultivate Connection** with those around us to expand our understanding and improve our decision-making.
- **Choose Courage** as we engage with care and boldness in addressing biases that limit people and constrain performance.

THE CHALLENGE	THE SOLUTION
We don't recognize when biases shape our decisions in ways that limit ourselves or others.	Learning to see when we default to biases, especially when we're overwhelmed with information, we need to act quickly, or we're driven by emotion.
We are overloaded, so we don't expand our networks or proactively seek out alternate perspectives.	Building meaningful connections with empathy and curiosity to expand the perspectives that drive decisions.
We don't thoughtfully address bias when we see it because we worry doing so will be harmful or difficult.	Strengthening skills that let us act with courage and care to constructively counter bias and its potential harms.
Our inability or unwillingness to constructively counter bias limits performance—our own, others', and our organization's.	Building a company culture and training leaders around respecting, including, and valuing the perspectives and contributions of all team members.

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Addressing Bias Lets Your People Thrive

Bias is a natural part of the human condition—of how the brain works. But it affects how we make decisions, engage with others, and respond to various situations and circumstances, often limiting potential. *Unconscious Bias: Understanding Bias to Unleash Potential* helps participants:

- Identify and adjust for bias
- Cultivate meaningful connections
- Choose courage in order to make real change

There is nothing more fundamental to performance than how we see and treat each other as human beings. Helping your leaders and team members address bias will let them thrive, increasing performance across your organization.

What Participants Learn

TOPIC	OBJECTIVE
Identify Bias	Recognize the impact of bias on behaviors, decisions, and performance.
Cultivate Connection	Increase empathy and curiosity in personal interactions to surface and explore bias.
Choose Courage	Explore ways to face bias with courage and create the space where everyone is respected, included, and valued. Commit to actions to address the biases that limit individual performance and the performance of others.

Delivery Options

Unconscious Bias: Understanding Bias to Unleash Potential is available through multiple modalities, including:

- **Live, In-Person Work Sessions.** You can certify to deliver the one-day work session or FranklinCovey consultants can deliver it for you.
- **Live-Online Webinars.** You can certify to deliver the online webinars or FranklinCovey consultants can deliver them for you.
- **On Demand Web-Based Learning.** Three FranklinCovey Excelerators (20-25 minutes each) built around the Identify Bias, Cultivate Connection, and Choose Courage core content. Six FranklinCovey InSights (5-15 minutes each) offering single-point, video-based lessons.

Product Components

The solution includes:

- Participant Guide with Practice Cards
- Facilitator Kit and Virtual Certification tools
- For All Access Pass® clients, a 5-week Jhana performance support series

INCLUDED FranklinCovey ALL ACCESS PASS

The FranklinCovey All Access Pass allows you to expand your reach, achieve your business objectives, and sustainably impact performance. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available live, live-online, and On Demand. For more information, contact your FranklinCovey client partner or call 888-868-1776.

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