

How do you see the world?



Amy Francis - DigitasLBi

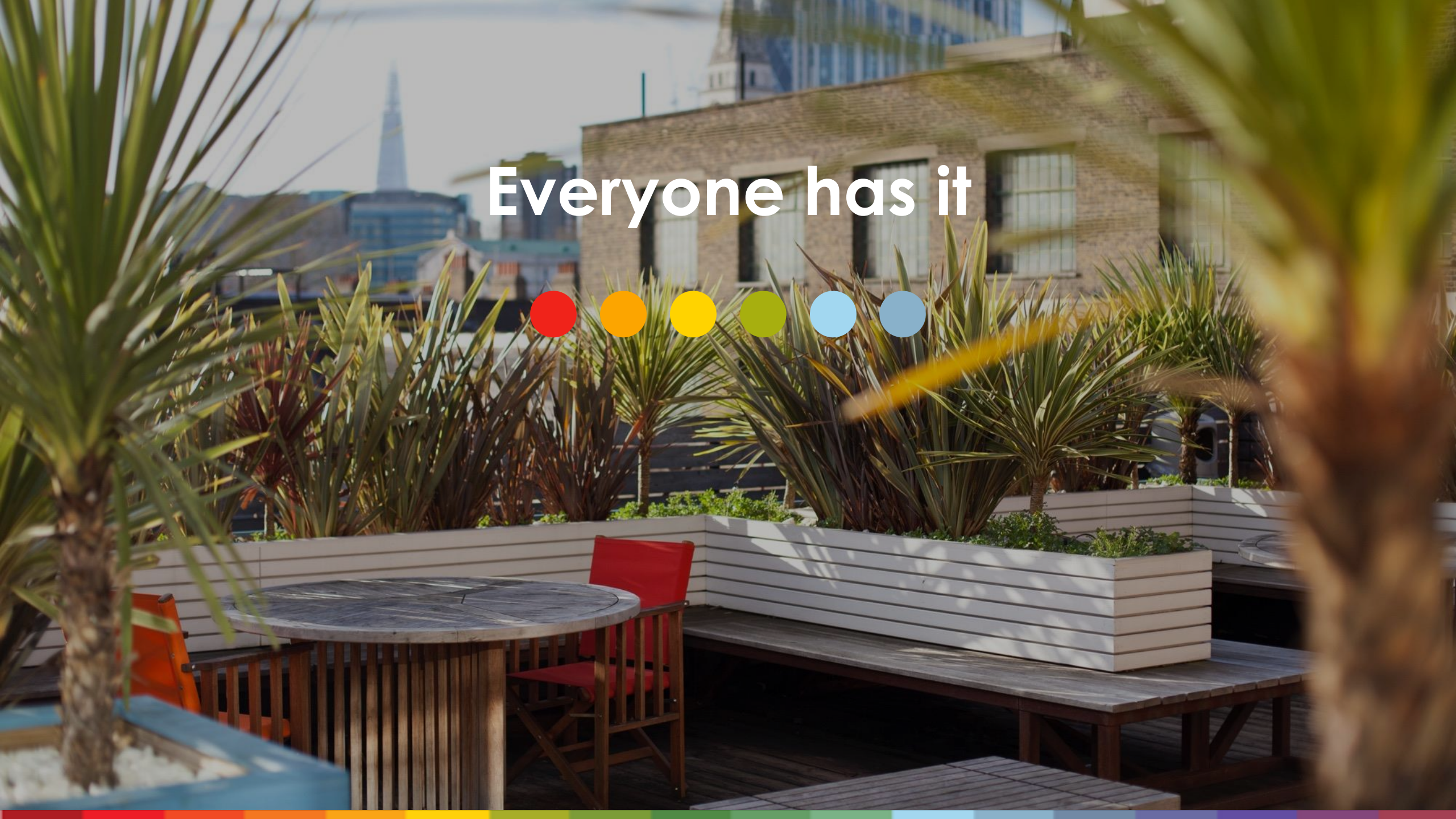
DigitasLBI

We bring together experts in:

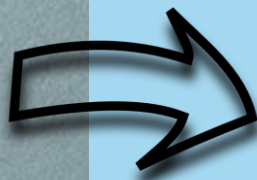
brands,
design,
entertainment,
technology,
content,
commerce,
crm,
service,
data
and media.



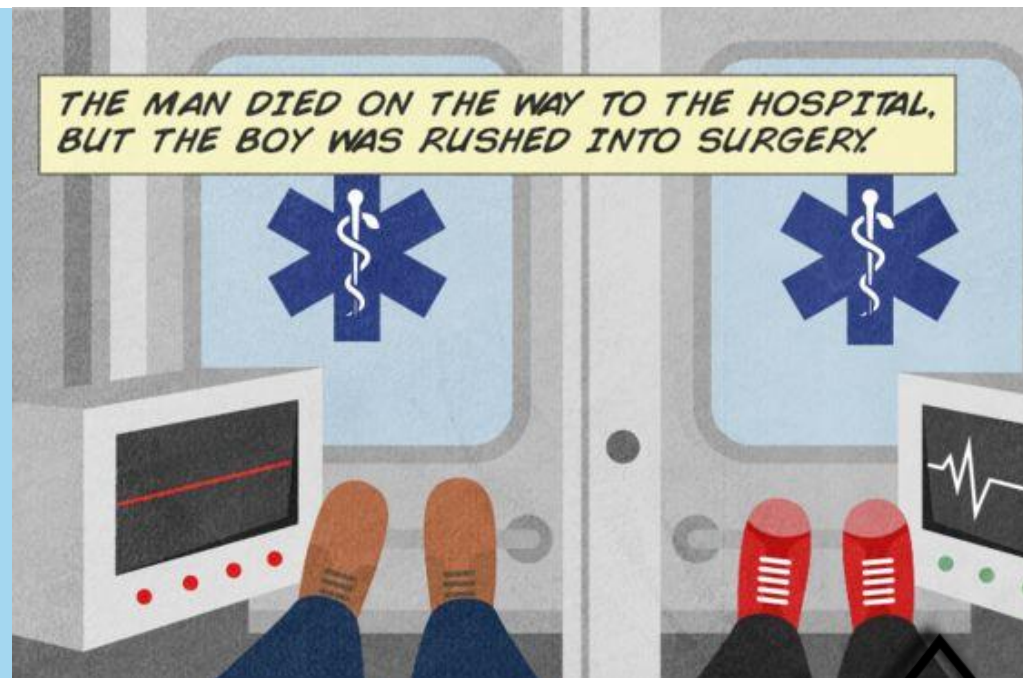
Everyone has it



A MAN AND HIS SON WERE IN A CAR ACCIDENT



THE MAN DIED ON THE WAY TO THE HOSPITAL, BUT THE BOY WAS RUSHED INTO SURGERY.

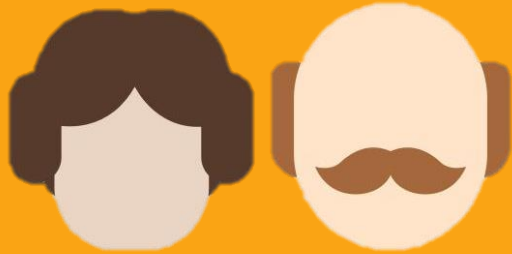


THE SURGEON SAID:

I CAN'T OPERATE, FOR THAT'S MY SON!



Take a Test – Project Implicit



Gender

76%

More readily
associate males with
careers and females
with family



Ethnicity

75%

Have an implicit
preference for white
people over black
people



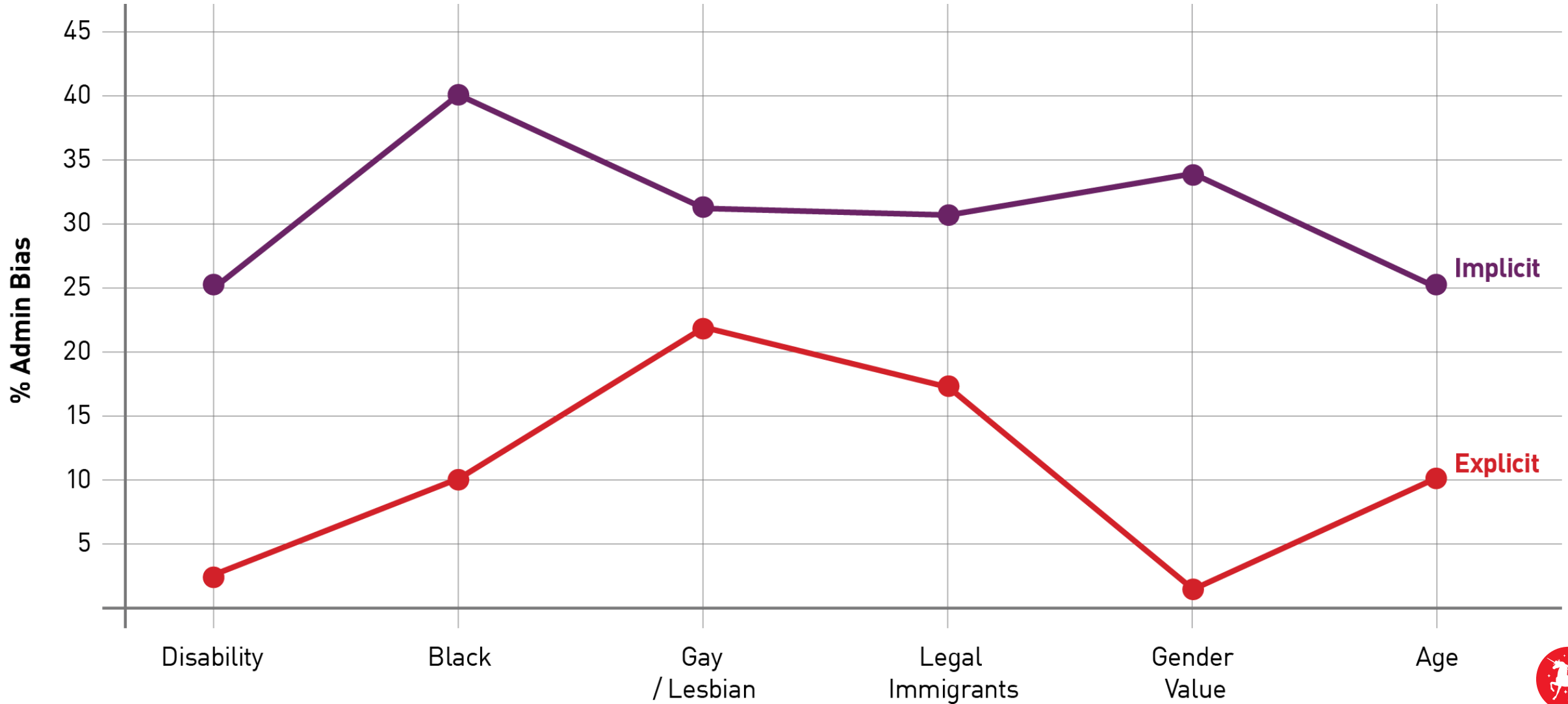
Disability

76%

Have a preference
for able bodied
people



Implicit and Explicit Bias



Quoted in *Chicago Sun Times*, Nov 29, 1993

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



Reverend Jesse Jackson



American civil rights leader,
Baptist minister and politician
who twice ran for U.S. president.



#notthenanny

Why did so many people assume that the woman in the clip is the nanny and not the wife?





Why do we have it?



So what?



HOW TO MINIMIZE
RISK OF VARIANT
METHODS
ENGINE SIZE VARIATION

REAL
POLICY

...to find information and
Clipboard open by
but all other sections are closed.

+
accessory
previous

...
...

...

In the workplace

Selection

Promotion

Employee
Development

Recruitment

This creates homogenous organisations
with less resilience to change
or inclination to innovate.

Too much of one skill or personality type can lead to 'group think'



In Interview

Imagine you are interviewing Candidate A and Candidate B

Unconsciously you sort **Candidate A** into your In-Group and **Candidate B** into your Out-Group

How might this affect the interview?



Call to Action



Stroop Test

BLUE GREEN YELLOW

PINK RED ORANGE

GREY BLACK PURPLE

YELLOW WHITE BROWN



Inspire don't prescribe



DigitasLBi

Our Progress

Training

- Training for everyone in the company
- Two decks – emphasis on interviewing in one version

Data

- Utilise data to tell the diversity story within each department
- Make data accessible to everyone: gender, ethnicity, age, nationality.

Feedback

- Varied interview panels
- Multiple interviewers
- Interviewers record their feedback separately before discussing together

Blind CVs

- Piloting how to roll this out across the company with one department
- Roadblocks: admin time
- We believe it is the right thing to do



Call to Action

Awareness

When we are aware of our biases we can begin to self regulate them so they are less likely to dictate our behavior and decisions

Mindfulness

Give yourself a moment and resist the urge to go with your gut when it comes to people decisions

Accountability

Be accountable for your decisions
Justify your decisions against pre-planned criteria and ask for feedback

Championing

Create a culture of calling out bias
Ask others to justify decisions
When possible, make collective decisions with a diverse group



Culture Fit



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Any questions?

