



**Spectrum
Health**

Affinity, Conformity, and Confirmation Bias in the Workplace

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Benefits of Diverse workplace – if diversity is leveraged

Companies with a more culturally and ethnically diverse executive teams are **33% more likely to see better-than-average profits.**

At the board of directors' level, more ethnically and culturally diverse companies are **43% more likely to see above-average profits**, showing a significant correlation between diversity and performance.

Before they reach our organization:

Personal Biases contribute to sourcing talent.



Affinity Bias

The tendency to warm up to or give preferences to people like us.

During the interview process:

Personal Biases contribute to talent selection.

A Yale University study found that male and female scientists (both trained to be objective) were more likely to hire men, and consider them more competent than women, and pay them \$4,000 more per year than women.

Affinity Bias

The tendency to warm up to or give preferences to people like us.

Conformity Bias

The tendency to behave like those around us rather than using personal judgement.

Within the Organization:

Personal Biases contributes to under-utilizing talent.



“ We can have the same degree, the same years of work, the same output. We just don't get all those opportunities. We are not tapped on our shoulders as often as other folks are tapped on their shoulders for progression. And not getting feedback on why.”

LeanIn Report 2017

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Confirmation Bias

The tendency to seek information that confirms pre-existing beliefs or assumptions

Bias and Culture:

How does each level of culture handle bias?



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Navigating Bias Needs to be front of Mind

Think Differently

Ask: *Who is not included?*

Culture

Shape for an inclusive culture



Where to Focus

Inside → Outside

Reaction and Responses

Inside ← Outside

Mitigating Bias Includes...

- Find out where bias occurs throughout your process - *What does your data say?*
- Raise awareness of the biases you have identified.
- Set goals that you can measure.

Stop making the business case for diversity.

- The data has been collected in many organizations
- To continue to use excuses for not addressing our personal and organizational biases is foolish.
- As leaders make a plan to address biases head-on:
 - Talent Sourcing and hiring
 - Selection and on-boarding
 - Development and promotion

Thank You

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