

## **PROGRAM: Unlocking Potential: Overcoming Unconscious Bias in the Workplace**

### **Discover the hidden forces shaping your decisions**

Are you ready to transform your workplace and elevate your professional impact? Our course, 'Unlocking Potential: Overcoming Unconscious Bias in the Workplace', offers you the tools and insights to identify and mitigate the unconscious biases that may be holding you and your organisation back.

### **What is unconscious bias?**

Unconscious bias refers to the automatic attitudes or stereotypes that affect our understanding, actions and decisions without our conscious awareness. These biases are deeply rooted and often stem from societal and cultural influences. They can subtly shape our behaviours and decisions in ways we might not realise, impacting our professional and personal lives.

### **Understanding unconscious bias**

#### **What it is:**

- **Involuntary:** These biases occur without deliberate intention.
- **Universal:** Everyone has unconscious biases, regardless of their good intentions or background.
- **Influential:** They can subtly shape our actions and decisions.

#### **What it isn't:**

- **Intentional Discrimination:** Unlike deliberate prejudice, unconscious biases are not intentional.
- **Unchangeable:** With awareness and effort, these biases can be mitigated.

#### **Common confusions:**

- **Implicit bias:** Often used interchangeably, this term specifically refers to subconscious attitudes influencing our actions.
- **Microaggressions:** These are everyday slights that may perpetuate stereotypes, whether intentional or not.

### **The impact on your career and organisation**

Unconscious biases can significantly affect business decision-making processes, from hiring and performance evaluations to everyday interactions. In recruitment, biases may lead to a less diverse workforce, depriving the organisation of varied perspectives and innovative ideas. Performance evaluations may unfairly favour certain groups, affecting career advancement and growth opportunities.

### **Human resources and beyond**

In the realm of human resources, unchecked biases can influence recruitment, training and retention practices. Biased hiring processes can lead to a homogenous workforce, stifling creativity and innovation. Biases in training opportunities can result in unequal growth prospects, impacting overall team performance.

### **The cost of unconscious bias**

For organisations, the cost of unconscious bias is substantial. Lack of diversity can lead to groupthink, reducing problem-solving capabilities and innovation. High turnover rates, driven by a non-inclusive workplace, incur significant costs in recruitment and training. Moreover, public perception can be negatively affected, leading to a loss of consumer trust and loyalty.

### **Creating a diverse and inclusive workplace**

Our course focuses on practical strategies to address and overcome unconscious bias, fostering a truly inclusive environment. You'll learn to:

- **Recognise and understand:** Identify unconscious biases and understand their impact.
- **Implement change:** Apply strategies to mitigate biases in decision-making and HR practices.
- **Foster inclusion:** Create a workplace where diversity is valued and everyone has the opportunity to succeed.

### **Course benefits**

By enrolling in 'Unlocking Potential: Overcoming Unconscious Bias in the Workplace', you'll gain:

- **Enhanced decision-making:** Make fairer, more informed decisions.
- **Improved diversity and inclusion:** Foster a more diverse and inclusive workplace.
- **Boosted innovation:** Benefit from a variety of perspectives and ideas.
- **Stronger team performance:** Create a more equitable and supportive environment for all team members.

### **Interested in Next Level Peak Performance??**

Are you ready to unlock the full potential of your professional career and your organisation? Join us on this transformative journey to achieving your full potential and skyrocketing your professional path.

**Transformational Travel – Empowering Leaders, Enriching Careers.**