Diversity, Inclusion and Unconscious Bias

Hootsuite®

Diversity

is difference,
both demographic and cognitive

Inclusion

is valuing and engaging employees who are not only demographically diverse but also contribute different perspectives

The Argument for Diversity and Inclusion

Diverse organizations:

Make better decisions
Have greater customer satisfaction
Stronger bottom line

Being part of a diverse group makes us more **creative, diligent and harder working**

A diverse group makes **better decisions** and is more likely to **prevent mistakes**

A **diverse** and **inclusive Hootsuite** will make us a more **effective** organization,
one that **reflects our customers** and the **communities** we live and work in.

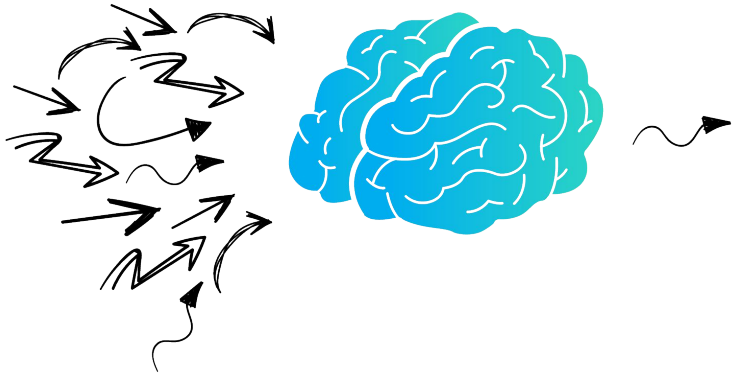
Our Purpose

Unconscious Bias

unconscious bias

A **bias** that happens automatically and is outside of our control. It is triggered by our brain making quick judgments and assessments of people and situations, influenced by our background, cultural environment and personal experiences.

11 MILLION



40

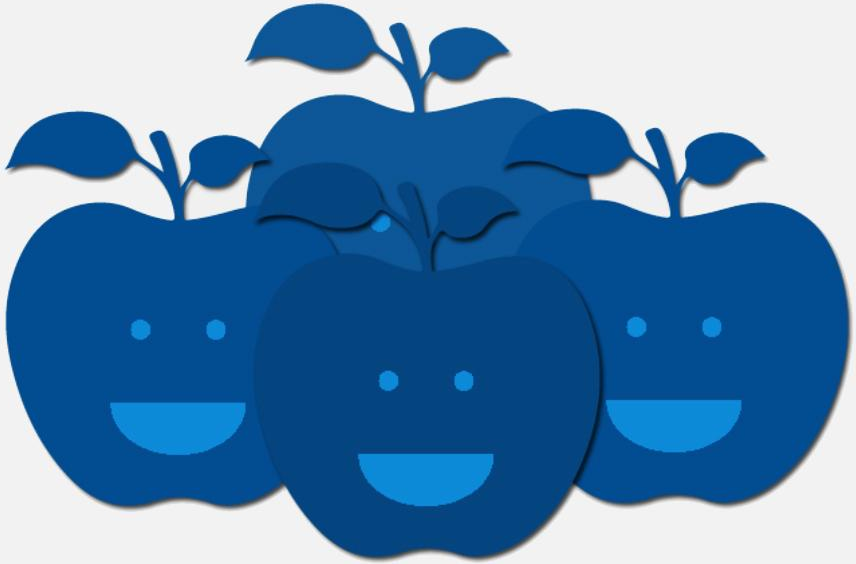
99.999996% UNCONSCIOUS

bias

An inclination, both positive and negative, which inhibits judgement.

stereotype

A bias may be based on a stereotype, which is a positive or negative trait ascribed to a particular group.



Activity: Trusted Ten

Make a list (first names only) of your most trusted people - not including your family.

Discussion:

What did you notice? What stands out?

We Discriminate in Favour of Ourselves

We are predisposed to prefer people who:

- Look like us
- Sound like us
- Share our social background
- Have similar interests and education

Dominant Group vs. Nondominant Group

A dominant group is *a group with power, privileges, and social status*.

Bias is Persistent

Stereotype Immersion

MENS
SHOP BLOG TEAM EVENTS
WOMENS
SHOP BLOG TEAM EVENTS

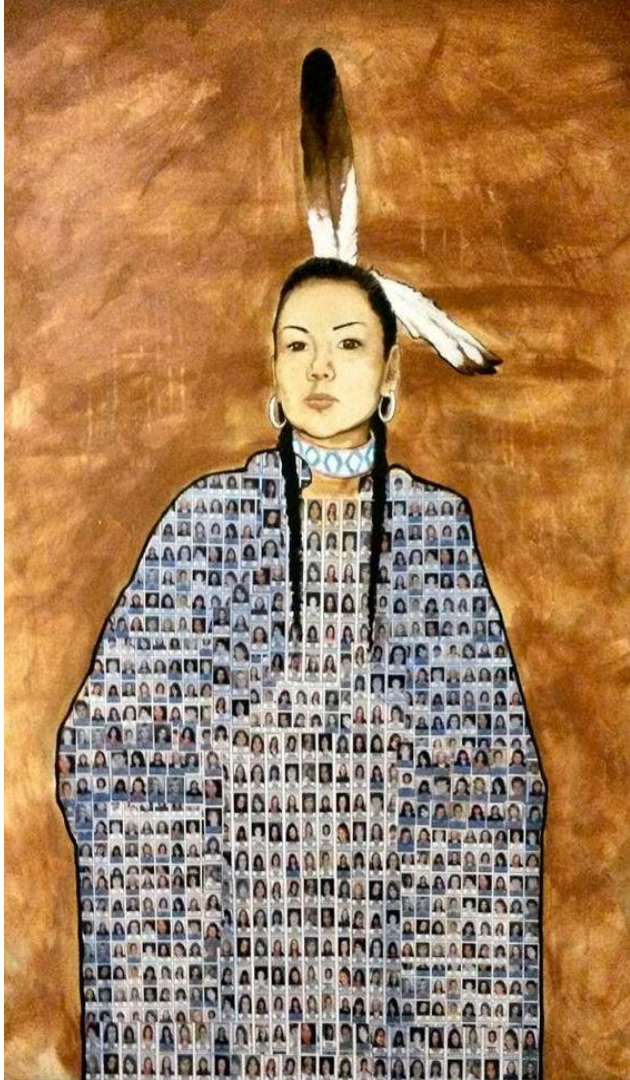
my Best
SUBJECTS
SHOPPING
MUSIC
DANCING
MATH
(Well, Nobody's Perfect)

BORN
TO
WEAR
Diamonds

Screen Time	Speaking Time	Box Office
• Male characters received two times the amount of screen time as female characters in 2015 **(28.5% compared to 16.0%)**. • In films with a male lead, male characters appearing on screen nearly three times more often than female characters **(34.5% compared to 12.9%).**	• Male characters spoke two times as often as female characters **(28.4% compared to 15.4%)**. • In films with male leads, male characters spoke three times more often than female characters **(33.1% compared to 9.8%)**.	• Films led by women grossed **15.8% more** on average than films led by men.

Only 5% of commercials include people of colour

Media Coverage of Missing and Murdered Indigenous Women



Artwork credit: J. LaBillois

Unconscious Bias is Consequential

If you are **LatinX or female**, you will get **less pain medication** than a White male patient

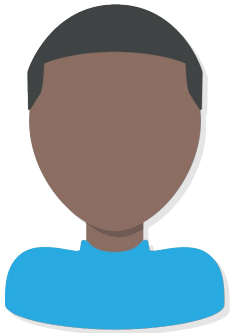
If you are a **woman** over the age of 50, you will receive **fewer life-saving** interventions than if you are a man over 50

If you are an **obese child**, your teacher is more likely to assume you are **less intelligent** than if you are slim

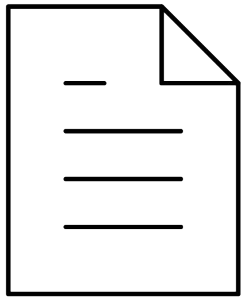
If you are an unarmed **racial minority** you are twice as likely to be **killed by police** than if you are White

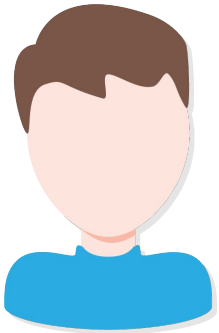
If you are **attractive**, you will **earn more** than if you are plain looking

Performance Assessment and Perceived Ethnicity



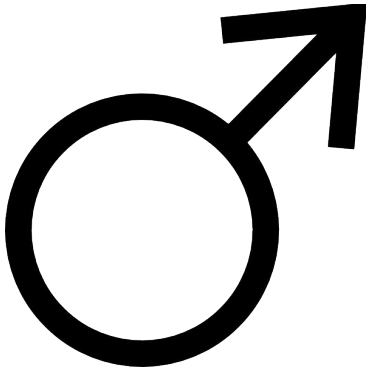
African American



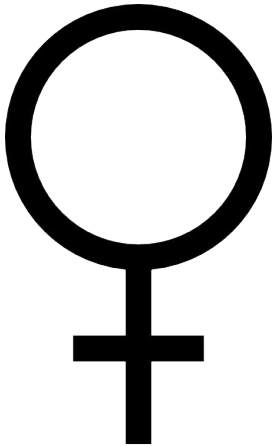


White

Hireability, Competency and Gender



John



Jennifer

Combating Bias

Knowing isn’t enough

What can you do?

Expand your network

Slow down decision making

Look for good role models/counter stereotypes

Individuation + Perspective Taking

Inclusion

Inclusion

valuing and engaging employees who are not only demographically diverse but also contribute different perspectives

Activity: Discussing Inclusion

How do we build a more inclusive and diverse organization? What changes would be necessary?

Extra slides/working slides

The most **racially diverse** companies bring in nearly **15 times more revenue** than the least racially diverse

For every **10% improvement** in gender diversity, organizations saw a **2-4% increase in profits**

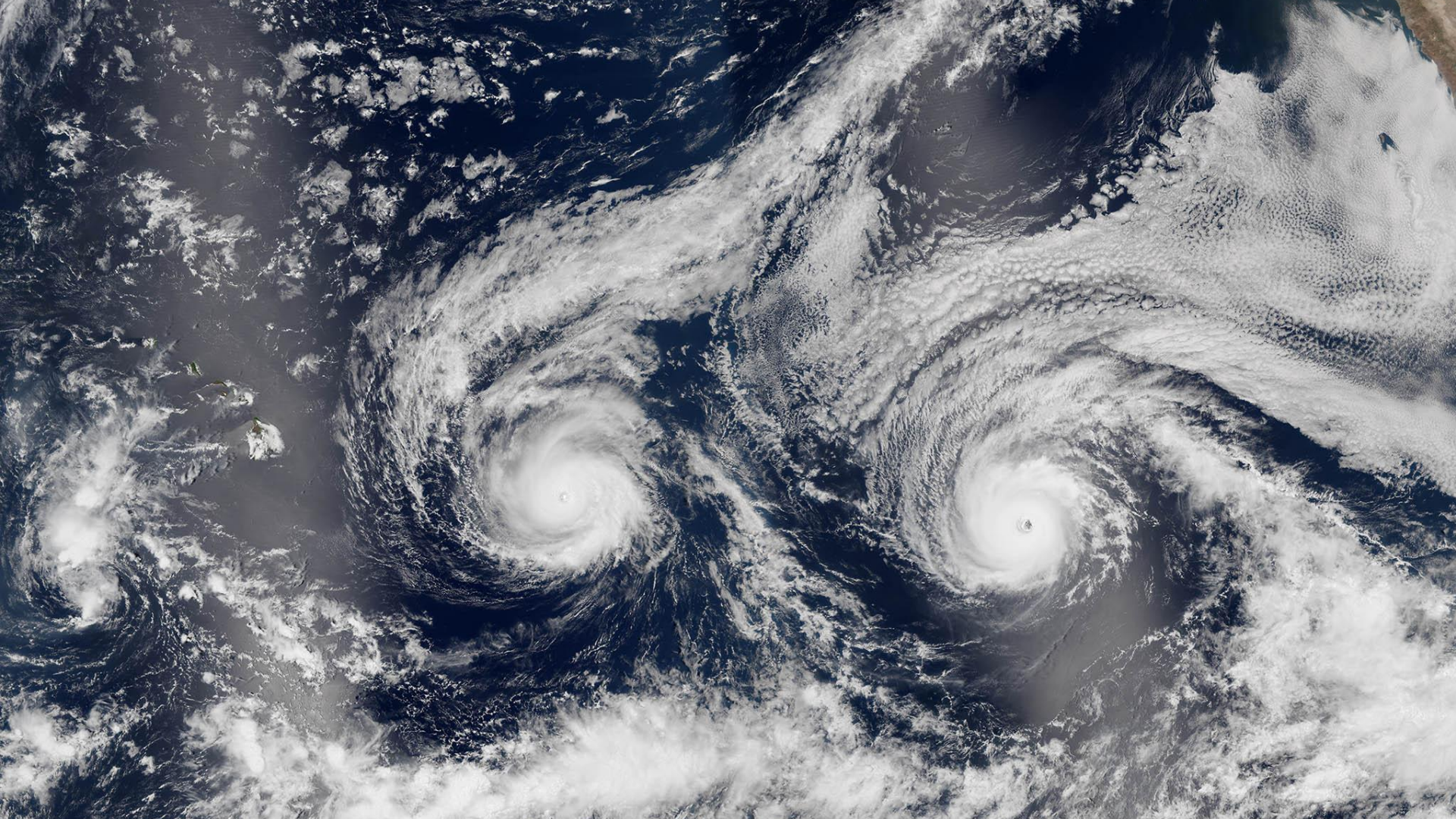
Are there certain people we want to exclude from the organization? Is this organization for everybody? If not, why?

60% of CEOs of Fortune 500 companies are **over 6 feet tall**

While only **15% of the population** is over 6 feet tall

Women represent slightly more than 50% of the population and 47% of the Workforce

Female CEOs:
Canada 6%
USA 8%
United Kingdom 6%
Germany 1%
France 2%



Hurricane Matthew

Activity: Discussion

Do you think your experience in this organization differs from the experience of somebody who identifies with a different demographic group?