

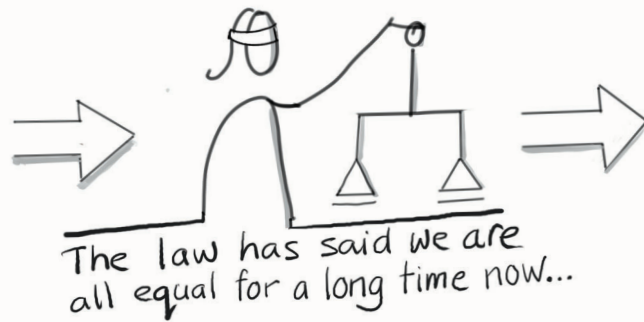
Can Neuro Coaching Change Unconscious Bias?

A Call-Out for Volunteer Research Participants

[Click here](#) to learn more about this project.

If you are interested to know the findings but you cannot volunteer as a participant, please [sign up here](#).

What is the Problem?



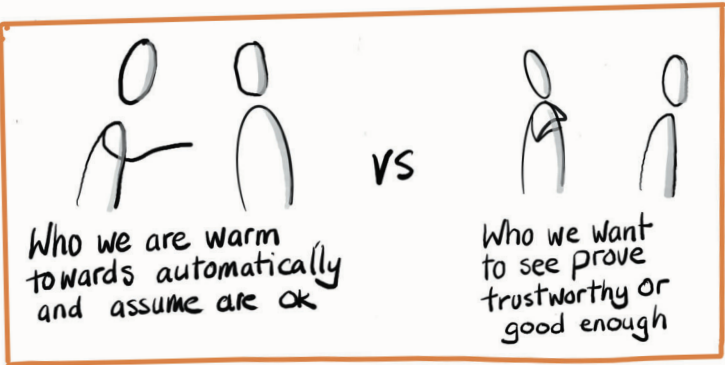
But in practice... inequality persists

- The Gender Pay Gap
- Deaths in Custody
- Micro aggressions
- Glass Ceilings
- Intergenerational poverty
- Different experiences of health care

Why is this so hard to change?

Systemic inequality looks like thousands of small behaviours that perpetuate privilege

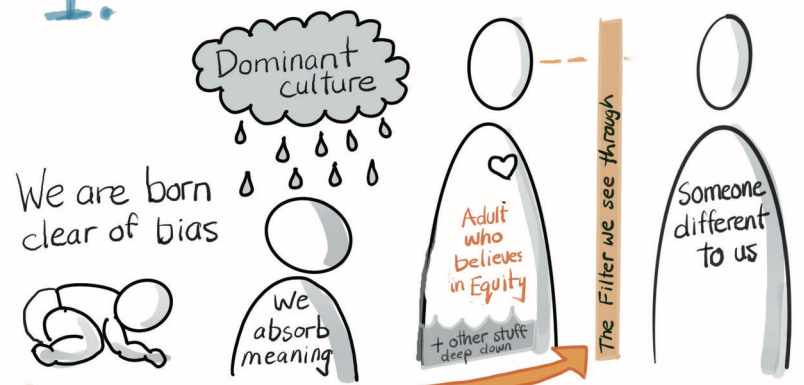
A THEORY...



Without consciously meaning harm

What is Unconscious Bias?

1. PROCESS



2. RESEARCH

There has been Mountains of Research on...

How horrible it is...

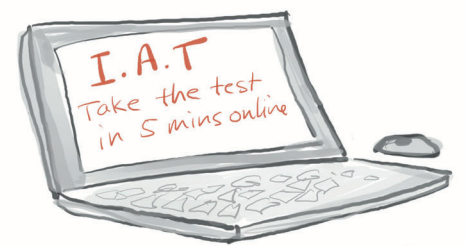
All the places you can find it...

a very, very small amount on how to change it



3. MEASUREMENT

For over 20yrs now it has been possible to measure it...



and...

The filter we see through depends on our 'frame of reference'

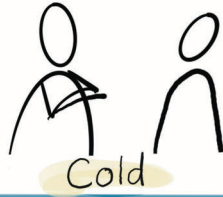
Our 'frames' are just neurons wired together that fire in a micro-second, but they generate meanings...

& meanings at a deep level reflect in our behaviours

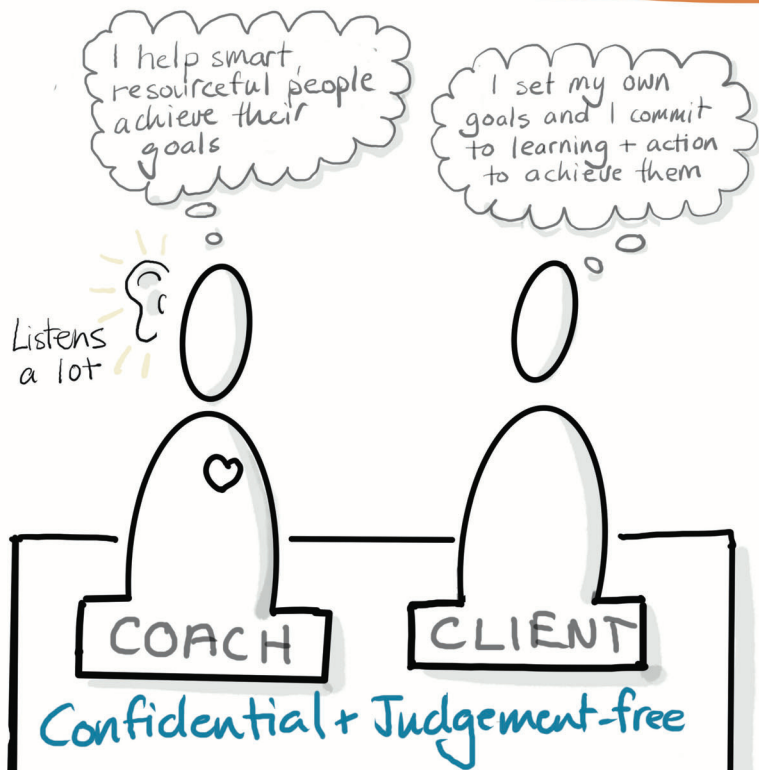
What we know from meaningful contact with others who are similar to this person



Based on what we picked up from cultural stereotypes



What is Neuro Coaching?



Elements that define Coaching



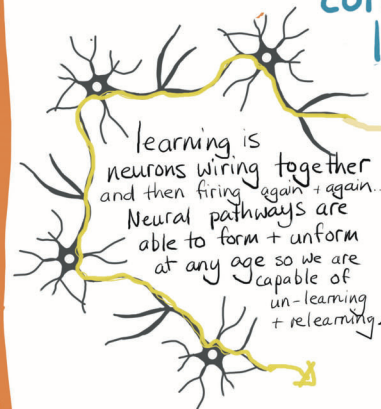
theories + tools that make deeper changes possible

What is below our conscious awareness is key to changing our behaviour

An understanding of the unconscious mind as the place where our beliefs, values + everything learnt comes together + drives our thinking + behaviour

The same understanding that is used in neuroscience.

Thanks to 'Neuroplasticity' we can continue to change + learn at any age



A Change Toolkit

Processes that help create changes in mindsets + behaviours without needing people to spend their time re-living the past

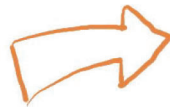
What is the Role of Participants?

Coachees's

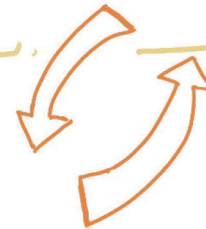
Choose your bias!



Who do I want to be an ally for most on this



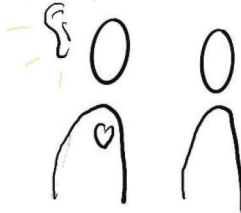
Take the online test of this bias before, during + after the coaching



Provide your own view on the process + outcomes



Recieve Coaching
4 x 1 hour



online
(in the Perth
AWST +0800
timezone)

≈ 4 hrs total

Control Group Members



Take the online test of a bias at the same pace + frequency as the Coachees

Weeks 1, 5 + 9
≈ 45 mins total

Interested?

1. Are you available for on-line coaching in the next 3 months? ✓
2. Are you open to the possibility that unconscious bias could change? ✓
3. Are you not a Coach, Psychologist or an NLP Practitioner? ✓

Please complete the form online & we will be in contact

Interested?

If one of the things stopped you & you would still like to know the outcome of the research, you can complete a different form for this.

Thank you!

Grace Minton