



Construction Inclusion Week

Building the Foundation for Inclusion

DAY TWO: Unconscious Bias

DAILY SUMMARY



Day 2:
October
19

Day Two: Unconscious Bias

Education and understanding the implications of unconscious bias, is critical to cultivating a culture of inclusion and belonging. It is important to recognize not all unconscious bias is bad and unconscious bias is an inherent trait of being human. Unconscious bias is the brains way of efficiently filtering and organizing information. In its simplest form it can be benign, helping us to easily decide what to have for lunch. In its most complex form it can be insidious, manifesting in reinforcing or enabling negative stereotypes. In the first example we can quickly decide on the food we like. In the latter example, this can lead to exclusionary and harmful behavior. Defining unconscious bias, recognizing how it can manifest in the workplace and engaging steps to mitigate are the building blocks to creating and maintaining a diverse, equitable and inclusive environment.

CIW Daily Video	Toolbox Talks	Table Talks	At Home Activities
<ul style="list-style-type: none"> Day 2 Video - COMING SOON 	<ul style="list-style-type: none"> Microaggressions Building an Inclusive Culture 	<ul style="list-style-type: none"> Blind Spots Trusted 10 	<ul style="list-style-type: none"> Zootopia Draw & color scientist Read "And Tango Makes Three", "Just Like Me"

Please share what you've learned by posting using the hashtag **#ConstructionInclusionWeek** and tag us on Instagram, LinkedIn, Twitter, and Facebook!



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EXTERNAL RESOURCES



To Watch
[GIW YouTube Playlist]

- Making the Unconscious Conscious
- Who, Me Biased?
- TedTalks Bias Series



To Read
[Day 2 External Download]

- Blindspot: Hidden Biases of Good People
- The Person You Mean to Be

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Microaggressions



Toya Webb · TEDxRushU

Dismantling Microaggressions Through the Power of Connection

Discussion Questions

- What resonated with you most after watching this video? Participating in this exercise? Why?
- How comfortable are you discussing this topic with others to glean their perspectives?
- What did you learn from this video/exercise that you didn't already know?
- What are new messages or thoughts that you will share with others after this discussion?

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Microagresión



Toya Webb · TEDxRushU

Dismantling Microaggressions Through the Power of Connection

Preguntas de discusión

- ¿Qué fue lo que más te impactó después de ver este video? ¿Participando en este ejercicio? ¿Por qué?
- ¿Qué tan cómodo se siente al discutir este tema con otros para obtener sus puntos de vista?
- ¿Qué aprendiste de este video / ejercicio que aún no sabías?
- ¿Cuáles son los nuevos mensajes o pensamientos que compartirá con los demás después de esta discusión?

Comparta lo que ha aprendido publicando con el hashtag **#ConstructionInclusionWeek**



Blind spots

Video discussion guide



Introduction

What is a bias?

A bias is a preference or prejudice for or against something. Not all biases are bad: for example, it's natural to have a preference for your family, a favorite sports team, or your alma mater. The issue arises when a bias positively or negatively impacts someone else and creates an unfair advantage or disadvantage for others.

Unconscious bias - or implicit bias - happens without us even knowing it. Experts believe that approximately 90% of our decisions are made by our unconscious minds. Our brains are wired to make cognitive shortcuts to help us process the millions of pieces of information that we receive every second. We make snap judgments, which can sometimes be wrong and might not be aligned with our conscious values and beliefs. This can result in us acting in ways that have unintentional consequences for ourselves and others.

Why focus on unconscious bias?

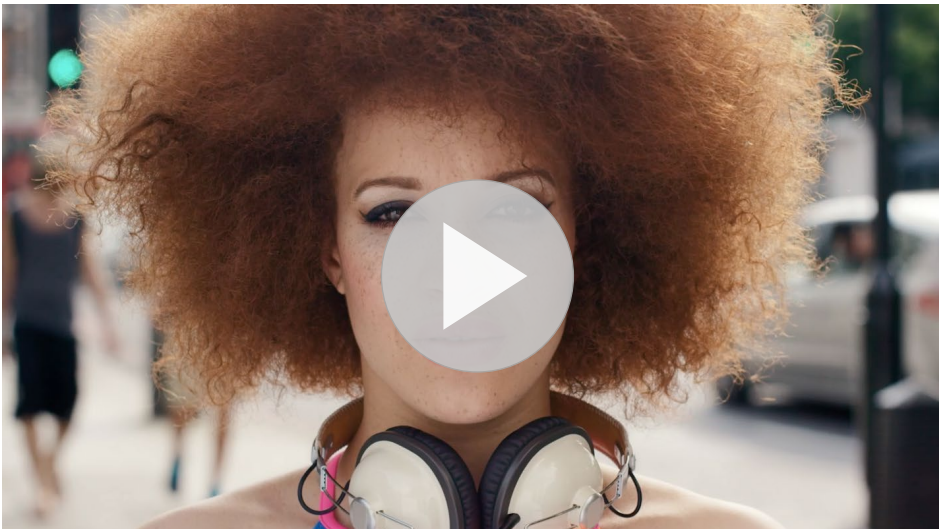
People want to be fair towards others, but our unconscious minds might sometimes get in the way. By bringing awareness to our unconscious minds, we can make decisions and take actions that are more aligned with our declared beliefs.

Challenge assumptions

Our brains are wired to make assumptions, which can sometimes be off base. We think it's an honest mistake; science calls it a blind spot.

Please note

In order to save the text being typed into the guides, save a copy of the pdf to your computer first and then add text to the file.



What messages, if any, in the video surprised you?

Experts say that we all have blind spots, which can lead to snap judgments. Have you ever found yourself “writing off” or rationalizing a snap judgment as an honest mistake? What lesson did you learn from this experience?



Challenge assumptions (cont'd)

In what types of situations do you find yourself allowing your brain to work on autopilot? How can you prevent this from happening?

How can you identify when your unconscious mind is not aligned with your conscious beliefs?



Enhance objectivity

First impressions can block objectivity, which can cause missed opportunities. Sometimes wanting to be “right” can take us in the wrong direction.



What concepts regarding halo/horns or confirmation bias were new to you?

Do you agree with the idea that not all biases are bad? Why or why not?



Enhance objectivity (cont'd)

How can you manage the impact of first impressions on future interactions?

How can having a “halo” bias set someone up for failure?

How can you overcome a “horns” bias?

In what types of situations might you be more likely to rely on confirmation bias? Why?

Studies say that people spend 36% more time looking for information that confirms their beliefs. Have you ever found yourself in a situation where you give more weight to information that supports your beliefs and discard information that does not? What was the outcome?



Enhance objectivity (cont'd)

Take action

The video includes potential actions to manage the impact of halo/horns and confirmation bias. Discuss these as a group. Then take a moment to draft your personal action commitments.

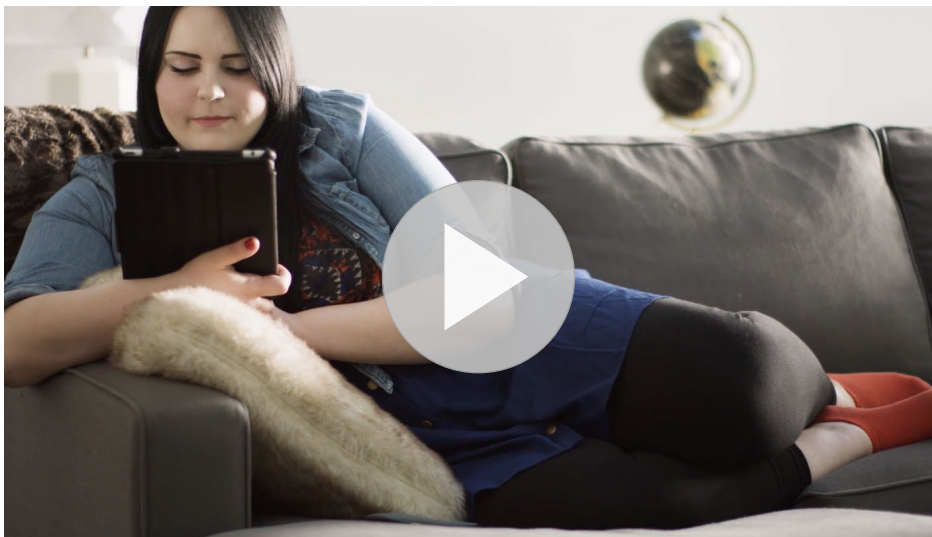
- **Be open.** Don't let one shining moment or one speed bump sway your opinion forever.
- **Look at all evidence objectively.** Play your own devil's advocate and seek out contradictory views.
- **Slow down your thinking.** Ask questions and bring in other perspectives to expand your point of view.

Actions I will commit to:



Overcome stereotypes

Stereotypes can influence our perception of who's the "right fit". They may create a road block towards our destination.



What studies or messages in the video surprised you the most? Why?

Have you experienced a time when your mental picture of someone did not match their appearance? How/why did you develop that mental picture? How did you handle the disconnect?

A photograph of three business professionals standing in a hallway with large columns. On the left is a man with a beard wearing a blue blazer and a purple tie. In the center is a woman with blonde hair wearing a brown blazer over an orange top. On the right is a man with glasses wearing a dark suit and a brown tie. The image is partially obscured by an orange horizontal bar at the bottom.

Overcome stereotypes (cont'd)

What challenges might “fit” present for our ideas of who is a leader?

How does the media influence prototypes?

How can you challenge or change potential societal stereotypes of who may be right for a particular role/profession/career?

A photograph of three business professionals standing in a hallway with large columns. On the left is a man with a beard wearing a blue blazer and a purple tie. In the center is a woman with blonde hair wearing a brown blazer over an orange top. On the right is a man with glasses wearing a dark suit and a brown tie. The text 'Overcome stereotypes (cont'd)' is overlaid in white on a dark orange background at the bottom of the image.

Overcome stereotypes (cont'd)

Take action

The video includes potential actions to manage the impact of prototype bias. Discuss these as a group. Then take a moment to draft your personal action commitments.

- **Set objective criteria.** This can help prevent you from being swayed by irrelevant factors.
- **Share the “why” behind your decisions.** This will help you double check your objectivity.
- **Don’t make assumptions based solely on fit.** Make decisions based on examining skills and supportable objective criteria.

Actions I will commit to:



Broaden perspectives

It's natural to gravitate towards people who are like us. But making decisions solely on who we're comfortable with can cause tunnel vision.



Have you ever experienced the similarity bias? If so, in what areas of your identity, outside of race and gender, have you encountered this? (Consider neighborhoods, hobbies, alma mater, employer, etc.)?

Consider a time when you felt an immediate connection with or had a strong preference for someone. How might similarity bias (your preference for someone you perceive is similar to you) have influenced your behavior towards them?



Broaden perspectives (cont'd)

Conversely, how might a belief that someone is different influence one's behavior towards them?

What techniques can you use to counteract the potential impact of similarity bias?

Take action

The video includes potential actions to manage the impact of similarity bias. Discuss these as a group. Then take a moment to draft your personal action commitments.

- **Examine your network.** Who's in it? Who's not? Don't unintentionally exclude people who aren't like you.
- **Open the door to your inner circle.** Invite others with different experience and perspectives in.
- **Encourage ideas.** It's one thing to give someone a seat at the table. It's another to give them a voice. Make sure to foster the sharing of ideas across all team members.

Actions I will commit to:



To learn more, visit:

<https://www.pwc.com/us/blindspots>

www.pwc.com

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Construction Inclusion Week: Trusted 10 Activity

We all like to think we are unprejudiced, inclusive, and objective; but unconsciously, we tend to gravitate towards the people who look and think like us (Similarity Bias). In business, biases can be costly and cause us to make decisions that are not objective, which in turn may result in missed opportunities.

Therefore, to attract and retain the best talent, organizations must create a climate of inclusion where everyone has the space to excel, a culture where employees are recruited and progressed purely because of their ability. The first step in unconscious bias reduction is being aware of what it is and how it can affect others. This awareness begins to 'tip' our unconscious into the conscious where we can begin to manage the bias and its effects.

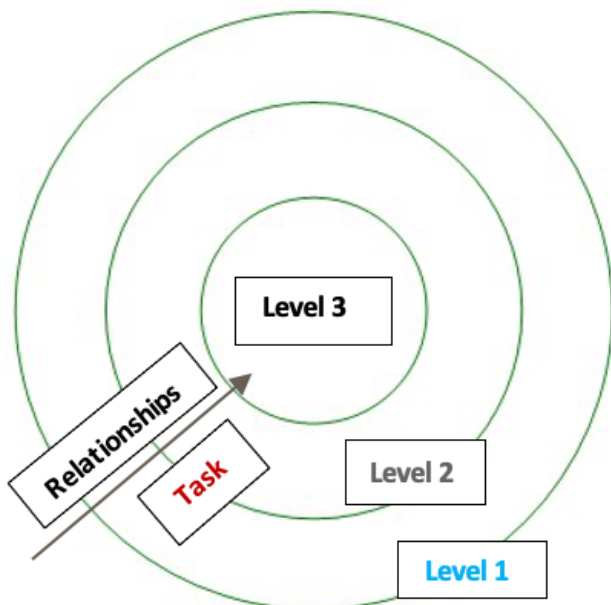
Instructions

Select a moderator to lead this activity and address the group

- Moderator should view Trusted 10 Exercise Video to become familiar with activity
- Express the importance of this time and environment being a 'safe' space to ask the questions you've been afraid to ask and offer the opinion that may have been unpopular to some.
- Read aloud objectives and guidelines to gain commitment from all parties

Before the event the moderator should do the following:

- Fold the Trusted 10 Worksheets so that the name column is the only visible section
- Draw the following diagram and legend on a flip chart page and keep hidden until discussion time



Level 1 = "Hi Ya"

Level 2 = "C.O.M.F.Y" (come over in my front yard)

Level 3 = Trust

Discussion Questions

- What are your reactions to this exercise?
- What do you think you are missing if everyone thinks and shares similar opinions to you
- What are some action steps you could take from this point to prevent this type of bias from reoccurring?
- Identify ways in which we could build a more inclusive workforce within the construction community

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TABLE TALK

Construction Inclusion Week: Trusted 10 Activity - Worksheet

Initials	Gender	Age	Marital Status	Race/Ethnicity	Sexual Orientation	Disability (Y/N)

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Semana de la inclusión de la construcción: actividad de Trusted 10

A todos nos gusta pensar que somos imparciales, inclusivos y objetivos; pero inconscientemente, tendemos a gravitar hacia las personas que se ven y piensan como nosotros (Sesgo de similitud). En los negocios, los sesgos pueden ser costosos y hacer que tomemos decisiones que no son objetivas, lo que a su vez puede resultar en oportunidades perdidas.

Por lo tanto, para atraer y retener al mejor talento, las organizaciones deben crear un clima de inclusión donde todos tengan el espacio para sobresalir, una cultura donde los empleados sean reclutados y progresados simplemente por su capacidad. El primer paso en la reducción del sesgo inconsciente es ser consciente de qué es y cómo puede afectar a los demás. Esta conciencia comienza a "inclinarse" nuestro inconsciente hacia el consciente, donde podemos comenzar a manejar el sesgo y sus efectos.

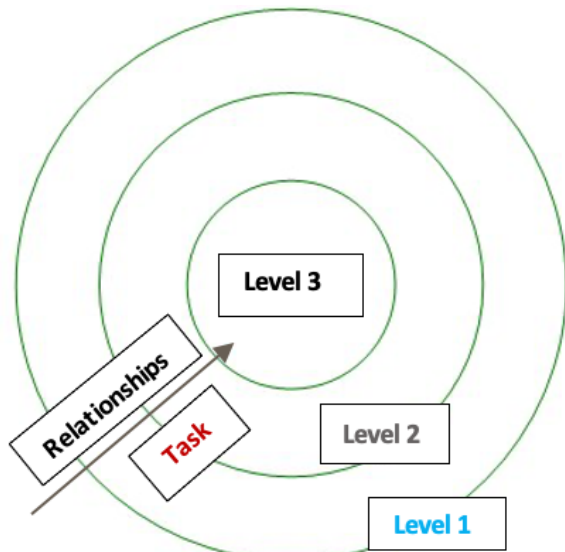
Instrucciones

Seleccione un moderador para dirigir esta actividad y dirigirse al grupo.

- El moderador debe ver el video de los 10 ejercicios de Trusted 10 para familiarizarse con la actividad
- Expresar la importancia de que este tiempo y este entorno sean un espacio "seguro" para hacer las preguntas que ha tenido miedo de hacer y ofrecer la opinión que puede haber sido impopular para algunos.
- Lea en voz alta los objetivos y las pautas para obtener el compromiso de todas las partes.

Antes del evento, el moderador debe hacer lo siguiente:

- Doble las 10 hojas de trabajo de confianza para que la columna del nombre sea la única sección visible
- Dibuje el siguiente diagrama y la leyenda en una hoja de rotafolio y manténgalos ocultos hasta el momento de la discusión.



Level 1 = "Hi Ya"

Level 2 = "C.O.M.F.Y" (come over in my front yard)

Level 3 = Trust

Preguntas de Discusión

- ¿Cuáles son sus reacciones a este ejercicio?
- ¿Qué crees que te estás perdiendo si todos piensan y comparten opiniones similares a ti?
- ¿Cuáles son algunas de las medidas que podría tomar a partir de este punto para evitar que este tipo de sesgo vuelva a ocurrir?
- Identificar formas en las que podríamos construir una fuerza laboral más inclusiva dentro de la comunidad de la construcción.

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TABLE TALK

Semana de la inclusión de la construcción: actividad de Trusted 10 hoja de cálculo

Iniciales	Género	La edad	Estado civil	Raza / etnia	Orientación sexual	Discapacidad (S / N)

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BUILDING AN INCLUSIVE CULTURE: *Unconscious Bias*

Please share what you've learned by posting using the hashtag **#ConstructionInclusionWeek**

BIAS

Please share what you've learned by posting using the hashtag **#ConstructionInclusionWeek**

Bias



- We're forced to make judgments everyday
- We use past experiences to guide judgment
- Unconscious Bias \neq Values or Beliefs

Bias



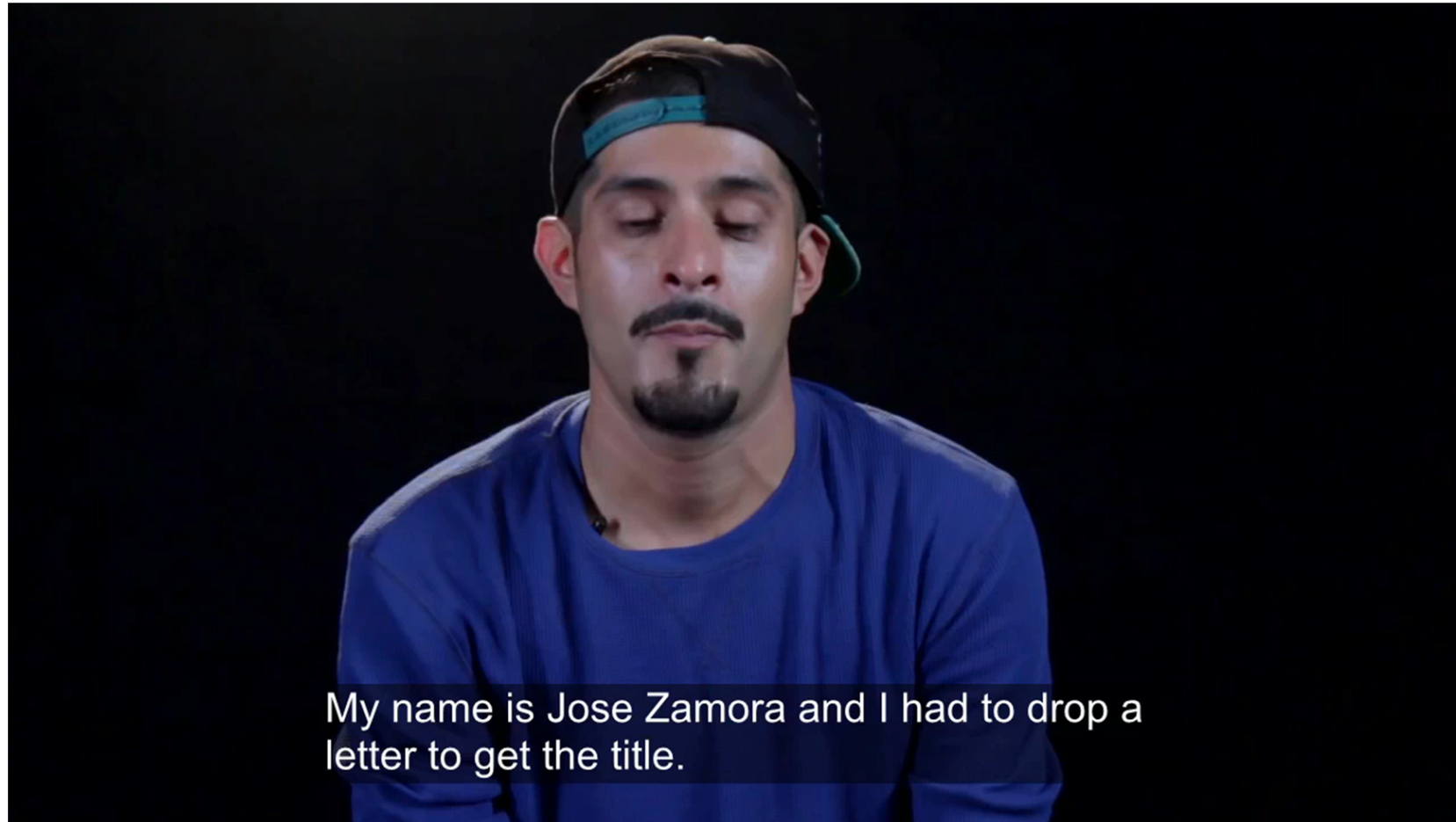
AN INTRODUCTION TO UNCONSCIOUS BIAS

Unconscious Bias is an Adaptation

- Lack of processing power
- Shortcuts to interpret the world
- Like me = safe
- **Inclusive behaviors take effort**

Video Link: <https://www.youtube.com/watch?v=KCgIRGKAbfc&t=1s>

Manifestation of Bias



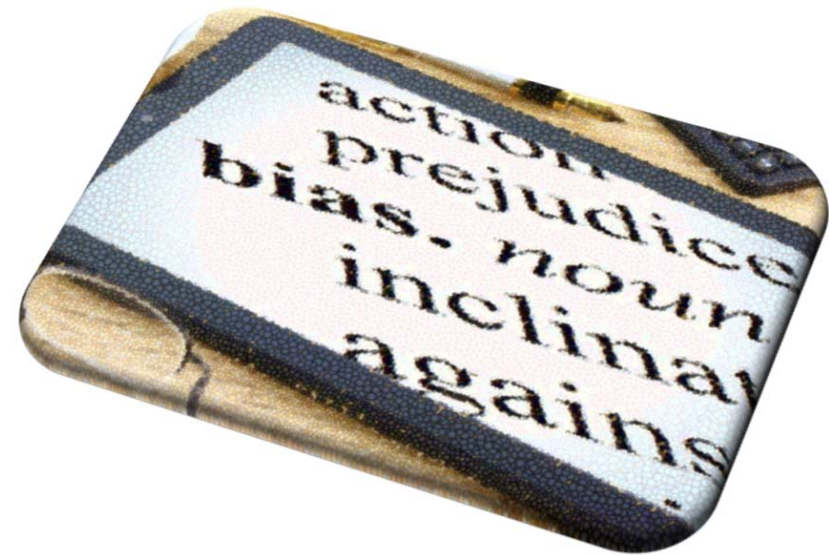
Video Link: <https://www.youtube.com/watch?v=PR7SG2C7IVU&t=1s>

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Mitigate Bias

4 Ways to Mitigate Bias

1. Recognize and accept bias
2. Explore causes
3. Get feedback
4. Engage with others



Mitigate Bias

Write down the last 5
people who walked in
the front door of your
home or sat in the
front seat of your car

*Not a family
member



DIVERSITY & INCLUSION

Please share what you've learned by posting using the hashtag **#ConstructionInclusionWeek**

Diversity

Visible Diversity

- Race
- Ethnicity
- Age
- Gender
- Accented language
- Physical disabilities



Diversity

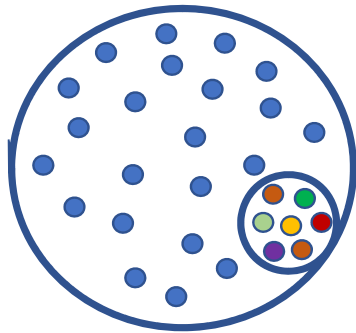
Non-Visible Diversity

- Physical abilities
- Educational background
- Sexual orientation
- Geographic location
- Income
- Marital status
- Parental status
- Leadership style
- Religious beliefs
- Work experience
- Personality type
- Personal belief systems
- Cultural perspectives
- Mental health
- Gender identity
- Past trauma
- Learning disabilities

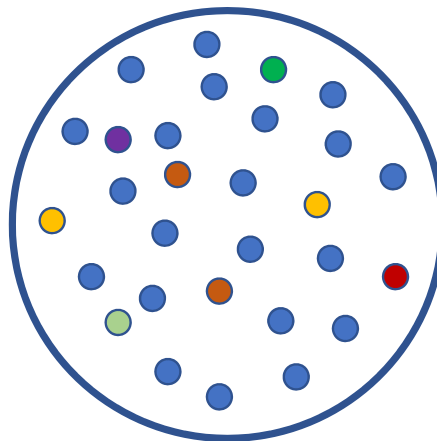


Inclusion

DIVERSITY & INCLUSION



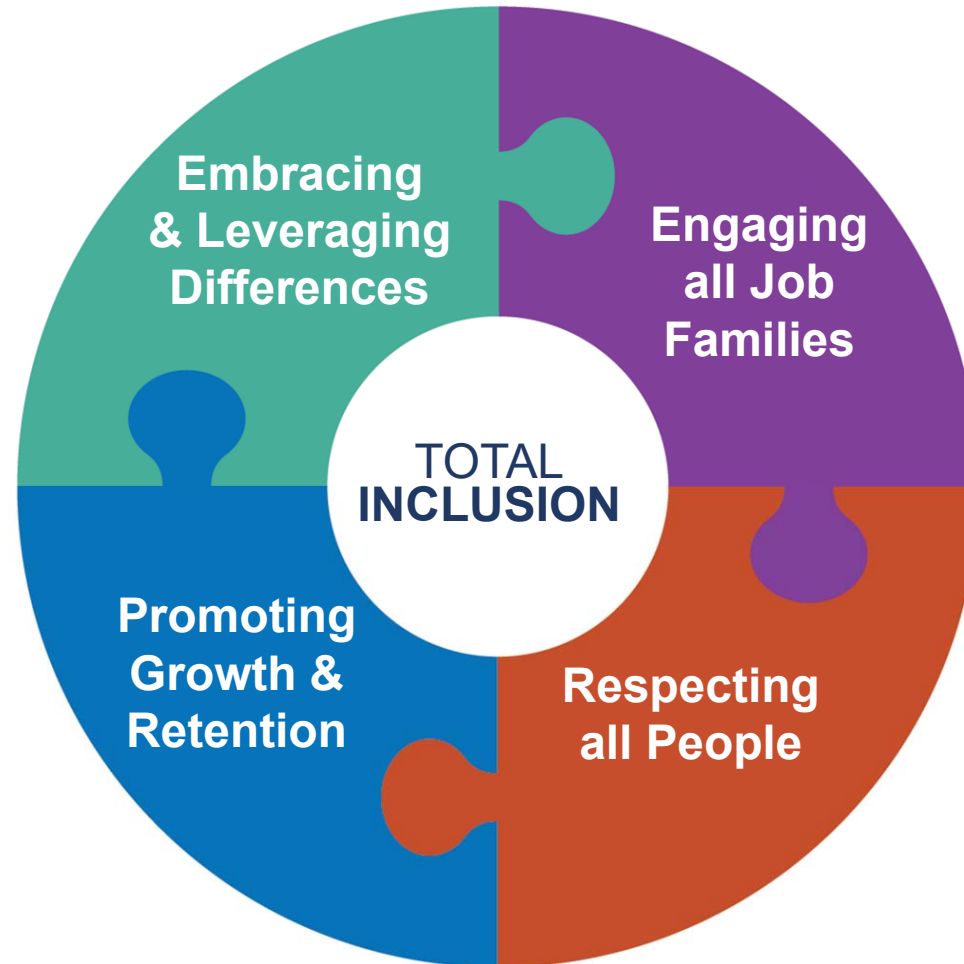
DIVERSITY



INCLUSION

Diversity is having different people at the dance, Inclusion is being invited onto the dance floor. – Verna Myers

Inclusion



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Inclusion



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Inclusion

VIDEO HIGHLIGHTS

- How many people found 1 of those boards resonated with them?
- What will YOU take away from this video, and this portion of the training?
- Every day you a choice on how you will influence that environment

Inclusion



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RIGHT Behaviors

Respect

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t



- Apply the golden rule
- Listen actively
- Ask questions
- Display courtesy and consideration
- Seek to understand and support

RIGHT Behaviors

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Inclusion
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- Empathize and connect
- Act as a role model
- Value diverse thoughts and ideas
- Provide and seek dissenting opinions
- Collaborate



RIGHT Behaviors

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Generosity
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t

- Show care for all
- Put others first
- Seek opportunities to develop and learn
- Give constructive feedback
- Build comradery



RIGHT Behaviors

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Humility
t

- Be vulnerable
- Possess self-awareness
- Offer and receive constructive feedback
- Recognize and admit weaknesses
- Acknowledge and mitigate biases and assumptions



RIGHT Behaviors

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Trust

- Engender a safe and transparent culture that allows for open communication
- Take reasonable risks
- Don't fear failure
- Hold yourself and others accountable
- Learn from mistakes



RIGHT Behaviors

Self-Reflection

- Think about a time when you interacted with someone and wish you had a do-over.
- Did you fail to demonstrate a RIGHT behavior? Which one(s)?
- What are you going to do to correct the situation?



ADVOCACY:

- ✘ Making demands
- ✘ Bulldozing a leader or coworker
- ✘ Boasting or bragging
- ✔ Expressing interest for next assignment/career move
- ✔ Having a voice on the project
- ✔ Respectfully addressing career or environment concerns
- ✔ Bringing your experience to the project or department