

HOW TO COMBAT UNCONSCIOUS BIAS

as a Leader in Your Organization

You will not be as successful as you could be if you cling to biases.
Ellen Moore
President & CEO, Chubb Insurance Company of Canada

START WITH YOU

Engage in critical self-reflection. Hold yourself accountable for recognizing and pushing back against your own biases before asking others to do the same. Share your own stories of vulnerability, learning, and growth. Be the first to uncover and role model these behaviors to others.

BE VOCAL

Say to others, "I am a diversity champion. I recognize that I have biases and I am working to identify, acknowledge, and address them." The effects of those small statements will amplify as they are repeated and enacted by others across the organization.

LEARN MORE

Ask questions to understand the root causes of biases. What forms of bias are occurring? What forms of covering are occurring? How do they affect you, your colleagues and teams, your workplace, and your business?

KNOW YOUR PEOPLE

Make personal connections and spend time learning how your coworkers experience your workplace. Don't assume you know what and where solutions can be most effective—ask!

EMPOWER YOUR PEOPLE

Help employees understand their role in making change. Engage stakeholders from a range of backgrounds to help make decisions more inclusive.

BREAK THE CYCLE

Everybody has unconscious biases. Hold your people accountable for relying on structure to modify their judgments and behaviors rather than their own willpower.

TAKE RISKS ON OTHERS

Give others—particularly those who are different from you—a chance. Be open to learning from them as much as they can expect to learn from you. Intentionally mentor and sponsor people who are not like you.

FIND ALLIES

Reach out to other champions with proven track records of success inside and outside your organization. Find others with shared passion and commitment and engage them as partners.

STAY COMMITTED

We all have biases that change and evolve even when we confront them. Remain committed to sustained action over time.