



**Diversity, Equity, and Inclusion:  
From Unconscious Bias to Conscious Inclusion**

# go2HR - WHO WE ARE

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go2HR exists to drive **strong workforces** and **safe workplaces** to deliver world-class tourism and hospitality experiences in BC

go2HR is BC's tourism and hospitality human resource and health & safety association



Health & Safety



Human Resources



Industry Training



Research and Strategy

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Vancouver, Coast &  
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# **Some Suggestions...**

Keep an open mind  
Suspend judgement  
Be curious

# Today's Target

- Define unconscious bias
- Explore why we have it, how it serves us, and how it doesn't
- Learn about three common types of unconscious bias
- Explore tools and tips to reduce the impact of bias



# Here's What Won't Happen Today

- X** Nobody will become an expert
- X** We won't eliminate unconscious bias





## **Here's What Will Happen Today**

- You will build understanding and awareness
- You will have tools
- You will be better able to challenge and reduce the impact of UB



## **How Beliefs and Biases are Shaped**

- your background
- your personal experiences
- societal stereotypes and cultural context





# What is Culture?

The customary beliefs, social forms, and material traits of a racial, religious, or social group.

Source: Merriam-Webster Dictionary

# The Cultural Iceberg

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About 10% of what we see of others is what is above the water: Surface Culture.

The other 90% is Deep Culture: most of it is below the surface



# WHEEL OF POWER/PRIVILEGE



Adapted from ccrweb.ca

@sylvriaduckworth



**The Lenses We Wear**

**“We do not see things as they are.  
We see things as we are.”**

**- Anais Nin**

**“If you have a brain,  
you have bias.”**

**David Rock, Neuroleadership Institute**





**The brain receives 11 million bits of information every moment.**

**Our brains can only process  
about 40 of those 11  
million bits of information.**



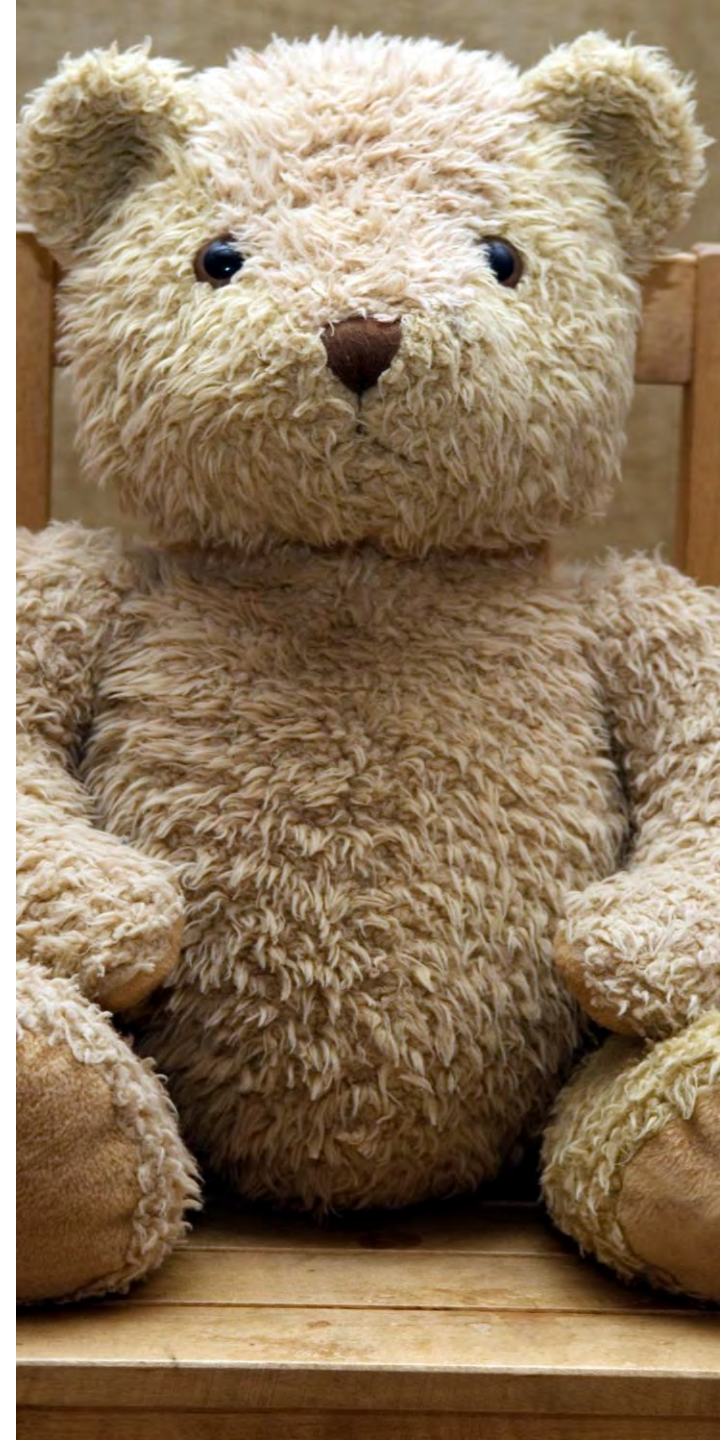
**Unconscious bias  
is an automatic  
mental shortcut.**







**Unconscious bias  
tells us what to  
pay attention to  
and what to  
ignore.**





## **Unconscious Bias Helps Solve Two Problems:**

- Our need to turn chaos into order.
- To help us find where and to whom we belong (our ingroup).

# When Bias Gets in the Way





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# The Impact on Decision Making

- Our Perception
- Our Attitude
- Our Behaviours
- Our Attention
- Our Listening Skills
- Our Micro-Affirmations

# AIM Model

Intuitive to Deliberate  
Thinking:

Accept  
Identify  
Mitigate





# **3 Common Types of Unconscious Bias**

Similarity Bias  
Conformity Affect  
Confirmation Bias



## Similarity Bias

We tend to favour people who are most like us.



**Similarity Bias at Play**





## **Conformity Affect (Group Think)**

**We tend to believe things more when  
other people believe them too.**

# Group Think

Group think causes us to avoid raising issues, new ideas or alternative solutions. It can stop creativity and innovation.





## **Confirmation Bias**

The tendency to search for information that confirms your pre-existing beliefs.

# Confirmation Bias: Attributed to Two Main Cognitive Mechanisms

## 1. Challenge Avoidance:

The desire to avoid finding out that you are wrong.

## 2. Reinforcement Seeking:

The desire to find out that you are right.





# Confirmation Bias at Play

**"Your assumptions are  
your windows on the  
world.**

**Scrub them off every once  
in awhile, or the light  
won't come in."**

**Isaac Asimov**





# Customer Service Bias Busters



1. Be aware of the ways you behave and respond to different types or people.





**2. Try to take  
your breaks.**



**3. Challenge  
yourself to better  
understand  
certain groups**



# Curiosity + Empathy

**“Curiosity can help foster understanding – both in ourselves and in others – and empathy can lead to a deeper acceptance of differences, especially when dealing with out-group members.”**

**Shakil Choudhury**



# The “M” in AIM: Mitigate

- Recognize your own biases
- Slow down your thinking
- Challenge yourself and others on decisions
- Build practices into your decision-making processes
- Increase exposure to biases



# Let's Review!

- If you have a brain, you have bias.
- Make the unconscious conscious.
- Move from intuitive to deliberate thinking.
- Mitigate your bias by using tools.
- Choose curiosity and empathy over judgement.



# Your Call to Action!

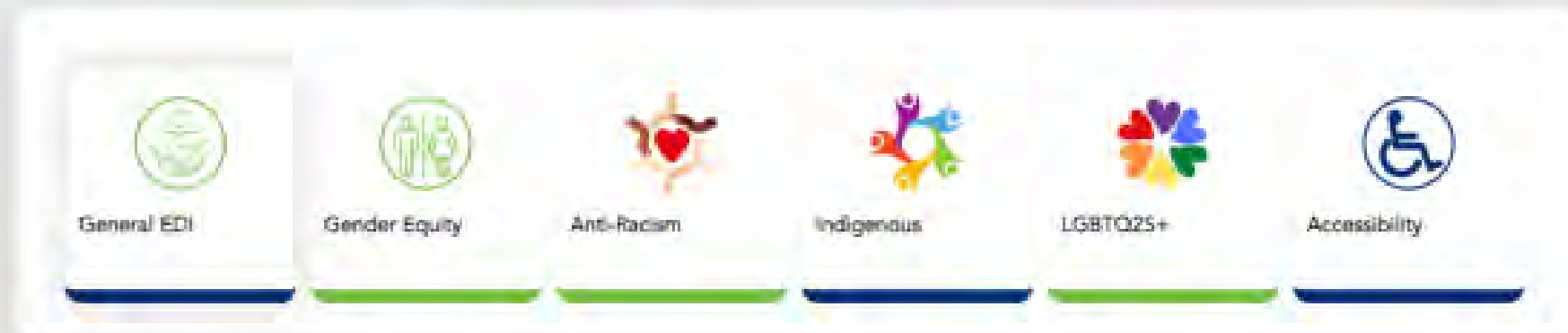
- How will YOU mitigate unconscious bias in yourself and in how you work?
- What commitments will YOU make?



# EQUITY, DIVERSITY, AND INCLUSION (EDI)

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- **EDI Resource HUB**



- **EDI Training**

- [Introduction to Equity, Diversity, and Inclusion \(EDI\) for Tourism & Hospitality](#) - now available
- Ongoing EDI training development





**Any Questions**

obrigado

Dank U

Merci

mahalo

Köszí

спасибо

Grazie

Thank  
you

mawuuru

Takk

Gracias

Dziękuję

Děkuju

danke

Kiitos