



CEO **ACT!ON** FOR DIVERSITY & INCLUSION

THROUGH A DIFFERENT LENS Overview & FAQ's

Through A Different Lens allows employees to watch an interaction between co-workers setting up a work-related event where several unconscious or implicit biases are revealed. Designed to help employees counteract implicit bias, to challenge their assumptions and ask questions to get at the 'why' behind their decisions. This resource can be leveraged as a part of your organization's existing diversity and inclusion initiatives, or to help as a starting point.

EXPERIENCE:

Leveraging the [Employee Discussion Guide](#), employees will be asked to identify the moments when unconscious biases around race/ethnicity, gender and more are demonstrated, along with identifying assumptions made about their co-workers.

In this film, your employees will watch co-workers plan an after-work event. Ask your employees to listen for unconscious biases as team members decide where to go, who to invite and how to get there.

Bias Moments Uncovered: (answer key found on page 3)

- Brandon doesn't offer to help Kira clean up after the meeting even though they were the only two in the room, might be viewed by Kira as a **gender bias**, assuming as the female she should clean up the room.
- Brandon's concern about the neighborhood may stem from his **unconscious or implicit bias** about the race, ethnicity or socioeconomic status of the people who live near the restaurant.
- Brandon confusing the term "Nonna" for "Abuela" is not an example of implicit bias, however it may reflect a lack of **cultural awareness**.
- Kira's thoughts about who to invite to the dinner may or may not be driven by **unconscious or implicit bias**. Her beliefs do reflect stereotypical thinking about new parents and work life balance.
- Brandon's request for Kira to complete administrative tasks may indicate a **gender-based prototype bias**.

FAQs:

What are the key takeaways from this experience? Within the workplace, employees may find themselves in similar situations quite often. This activity is designed to help each employee uncover their potential unconscious biases so they can:

- Be more empathetic and mindful
- Listen more and speak with care
- Understand that inclusion is ongoing
- Understand that diversity brings us all opportunities to learn from others and grow
- Learn to challenge stereotypes
- Avoid assumptions and help encourage people to ask questions.
- Be aware of their privileges
- Be proactive in educating themselves
- Stay open and curious and
- Remember that we are more alike than we are different



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What forms of bias are employees shown or exposed to?

Unconscious or Implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner, i.e., Kira's thoughts about who to invite to the dinner.

Gender bias. Is an unjust distinction or unequal treatment (such as promotion, pay, benefits and privileges), and expectations due to attitudes based on the sex of an individual or group of employees.

Cultural awareness is an understanding of the differences between themselves and people from other countries or other backgrounds, especially differences in attitudes and values. It is being conscious of one's own culturally shaped values, beliefs, perceptions, and biases.

Prototype bias occurs when we use an unconscious image of the type of person we believe is good at a particular task. Studies show that we may show this type of bias based on the people we have seen succeed in roles in the past. Prototype bias is not limited to gender, race or age; it spans the many dimensions of diversity.

Is this a team or an individual activity? This is designed to be an individual experience where each employee is given the opportunity to identify unconscious biases.

How does this help our employees to reflect on their biases? By demonstrating how implicit biases can be shown in everyday work situations, employees are given the opportunity to identify their own unconscious biases and work to challenge those assumptions.

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ADDITIONAL RESOURCES:

Continue to engage your employees by exploring these additional Check Your Blind Spot resources.

- **FACE YOURSELF, FACE REALITY:** Through this experience, participants will be asked to reflect on their own potential unconscious biases as they listen to individuals with diverse backgrounds share the biases they experience on a regular basis. Included are eight different backgrounds touching on disability, religion, mental illness, veterans, ethnicity, gender and more.
- **PERSPECTIVE MATTERS:** Participants will be given the opportunity to see multiple points of views and ways unconscious biases are revealed in everyday life by viewing these three real-life scenarios. Offered in standard video, 360 view and virtual reality, ethnic biases are shown when two hispanic women try to purchase an expensive purse, two black men lock their keys in their car and several times throughout the day as a black man works to propose to his girlfriend.
- **WAKE UP CALL:** This purely audio experience reveals unintended biases in these pre recorded conversations between landlords, tenants and potential renters. These eight conversations focus on single parenthood, sexual orientation, appearance, gender, name assumption, religion and similarity bias.

For additional information and questions regarding access, please email Marcie.Murakami@pwc.com



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ANSWER KEY:

- 00:15** Brandon doesn't offer to help Kira clean up after the meeting even though they were the only two in the room. This might be viewed by Kira as a **gender bias**, assuming as the female she should clean up the room.
- 01:00** Brandon's concern about the neighborhood may stem from his **unconscious or implicit bias** about the race, ethnicity or socioeconomic status of the people who live near the restaurant.
- 01:20** Brandon confusing the term "Nonna" for "Abuela" is not an example of implicit bias, however it may reflect a lack of **cultural awareness**.
- 01:44 :** Kira's thoughts about who to invite to the dinner may or may not be driven by **unconscious or implicit bias**. Her beliefs do reflect stereotypical thinking about new parents and work life balance.
- 02:15 :** Brandon's request for Kira to complete administrative tasks may indicate a **gender-based prototype bias**.

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