



# An Introduction to Unconscious Bias

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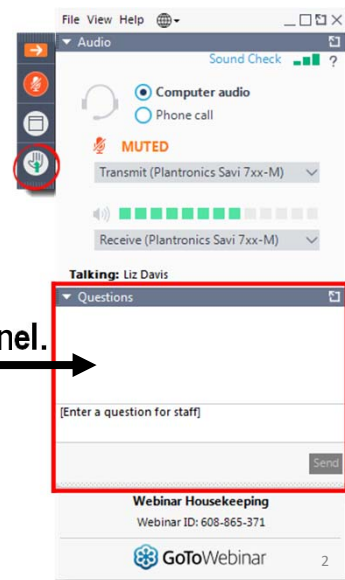
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## Housekeeping



Today's web seminar is being recorded.

All questions should be submitted via the Questions Panel.



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## ELFA Women's Council Chair



**Deborah Baker**

Chair, ELFA Women's Council

Member, ELFA Equality

Head of Worldwide Leasing and Financing

HP Inc.

## **ELFA** **EQUALITY** DIVERSITY & INCLUSION

ELFA Equality is committed to making sure that all people, regardless of their race, ethnicity, gender, sexual orientation, age, religion, physical characteristics or mental abilities, feel welcome and valued in the equipment finance industry, ELFA and member companies.

ELFA  
Equality  
Committee  
Vision  
Statement

## Speaker– ELFA Equality



**Michael Baez**  
Member, ELFA Equality  
Dir. Banking & Diversified Financials  
Capgemini America, Inc

## Guest Speaker



**Janet Pope**  
Corporate Social Responsibility Director  
Capgemini America, Inc.

# Objective of Today's Webinar

- Define unconscious bias and reveal typical “blind spots” that shape our views of self and others
- Identify practical techniques to mitigate bias
- Explore how to integrate inclusive leadership behaviors into our day to day

## Why is this important?

The collage includes the following headlines and images:

- STARBUCKS COFFEE**: A photo of a Starbucks storefront with a large crowd of people gathered outside.
- NPR Ends Williams' Contract After Muslim Remarks**: A headline about NPR's decision to end the contract of a host after controversial remarks.
- Yale cops warned white student for calling police on black student sleeping in common area**: A headline about a racial incident at Yale University.
- Texas Instruments CEO resigns for personal conduct violations**: A headline about a CEO's resignation.
- After Racist Tweet, Roseanne Barr's Show Is Canceled by ABC**: A headline about the cancellation of a TV show.
- Non-Brahmin priestesses conquer bias, a puja at a time**: A headline about a religious event.
- The Sectors in Which Foreign-Trained U.S. Executives Work**: A table showing the percentage of foreign-trained executives in various sectors by country/region.
- Newsweek**: A headline about a controversy involving a magazine.
- PAPA JOHN'S FOUNDER SAYS HE USED N-WORD BUT IT WASN'T A SLUR**: A headline about a controversial statement.
- #MeToo survivors' march**: A photo of a group of people participating in a march.
- THE FACE AND CHAIRMAN OF PAPA JOHN'S PIZZA, JOHN SCHNATTER, HAS RESIGNED AFTER A RACISM SCANDAL**: A headline about a resignation.
- Microaggression: The New Workplace Bigotry**: A headline about workplace bias.
- 'He talked to me like I was a rabid dog': CVS employees call 911 on black woman trying to use a coupon**: A headline about a racial incident at CVS.
- The Bank of England's anti-Brexit bias endangers its credibility**: A headline about a financial institution's bias.
- Nike's polarizing Kaepernick ad was 'good publicity' for the apparel company, Piper Jaffray says**: A headline about a controversial advertisement.
- Online petitions decry USTA's 'sexism,' 'racism' following Serena Williams controversy**: A headline about a controversy in tennis.

PERCENTAGE BY COUNTRY OR REGION	Caribbean	Europe	China	India	Middle East/North Africa
Banking and insurance	16.5%	5.3	10.3	10.1	10.8
Consumer products	10.4	34.2	17.9	10.4	34.9
Energy	2.8	2.9	2.7	2.3	5.2
Financial services	0.7	1.8	1.5	1.1	1.1
Health care	0.7	6.2	10.3	6.4	5.7
IT	10.4	25.9	10.3	10.3	10.7
Industrial products	11.1	10.9	10.3	10.3	10.3
Professional services	1.1	3.9	1.4	4.3	3.3
Real estate	0.6	1.4	0.8	1.2	1.2
Technology	1.5	3.8	3.1	3.3	3.3

# Introduction

## We are Architects of Positive Futures

using our expertise to build sustainable and social development through our 3 key pillars



As a leader in digital transformation, we are also a responsible company working to ensure that technology and innovation drive sustainable and social development for all.

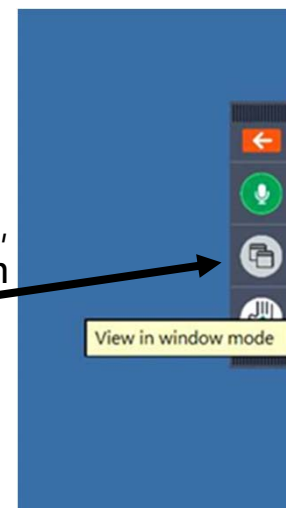
THIS COMMITMENT IS ENACTED EVERY DAY BY OUR **CLIENTS**, OUR **PARTNERS**, AND ALL OUR **EMPLOYEES**.

We are a signatory of the UN Global Compact and actively support the [Sustainable Development Goals](#).

# Polling

If viewing the webinar in FULL SCREEN MODE, you will need to convert your screen to VIEW IN WINDOW MODE for the polling.

On your attendee control panel, the 3<sup>rd</sup> button will convert your screen

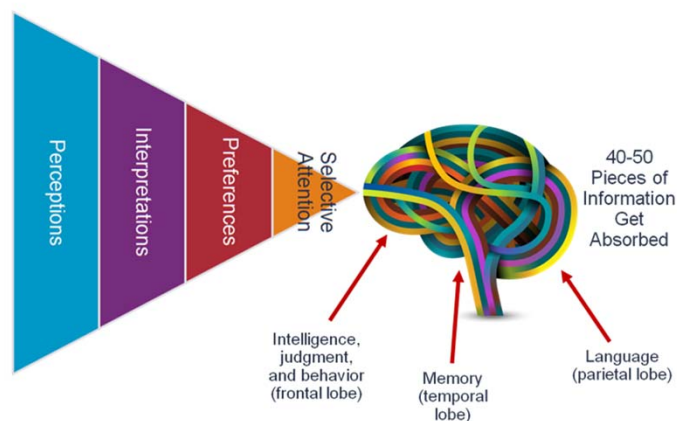


# What is Unconscious Bias?

AUDIENCE  
POLL #1

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## What is unconscious bias?



- When we meet another person, within **milliseconds** we recognize them as **friend or foe**.
- In the **next quarter second**, we categorize them as **same or different**.
- If they are categorized as same, **deep processing occurs** in the brain and we are attentive in the moment.
- However, if the category of different is activated, **shallower processing dominates** and we begin to operate on **stereotypes**.
- In about a **half a second**, we form a **basic emotional reaction** and unconsciously like or dislike people we meet.

Reference: Leading Global Teams by Jessica L. Wildman and Richard L. Griffith

As a result of these pre-established filters, we see things, hear things, and interpret them differently than other people might. Or... we might not even see them at all!

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## How does this show up in the workplace?



Unconscious patterns can play out in ways that are so subtle they are hard to spot.

- What's an example of a “micro-advantage?”
- What's an example of a “micro-inequity”?

**Micro-behaviors**, as these are known, can have an enormous impact on people and decision making. They are just symptoms of a deeper phenomenon: how the concealed mind runs our lives.

## Examples of unconscious bias

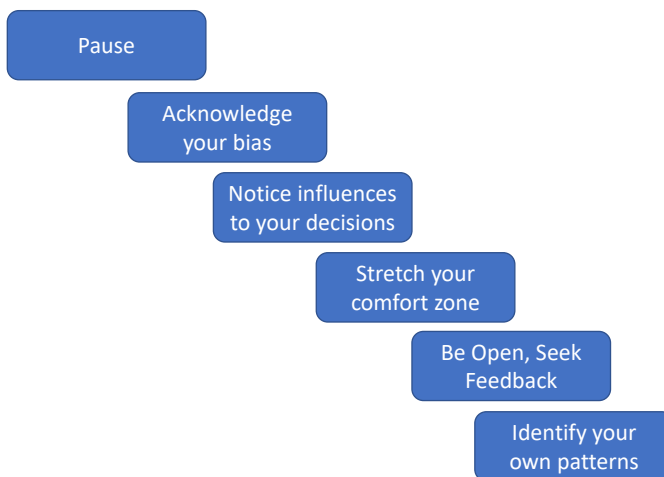
- **Primacy / Recency effect:** judging all interactions with an individual through the lens of your initial / most recent interaction with that individual
- **Fundamental attribution error:** an overemphasis on personality based explanations for behaviors observed in others while underemphasizing the role of situational influences
- **Confirmation bias:** looking for information to justify the decision you already plan to make
- **Familiarity / Similar to me bias:** partiality to those who are similar to you / people you know
- **Inter-group bias:** viewing people in our group differently than those in a different group
- **Projection bias:** a tendency to assume that others share similar thoughts, beliefs, or values
- **Hindsight bias:** an inclination, after the event has occurred, to see the event as having been predictable, despite having little or no objective basis for predicting it
- **Investment / Rationalization bias:** the more time you put into a system or process, the more likely you will use it / feeling that the more time on a project, it must be valuable

# What can we do to mitigate unconscious bias?

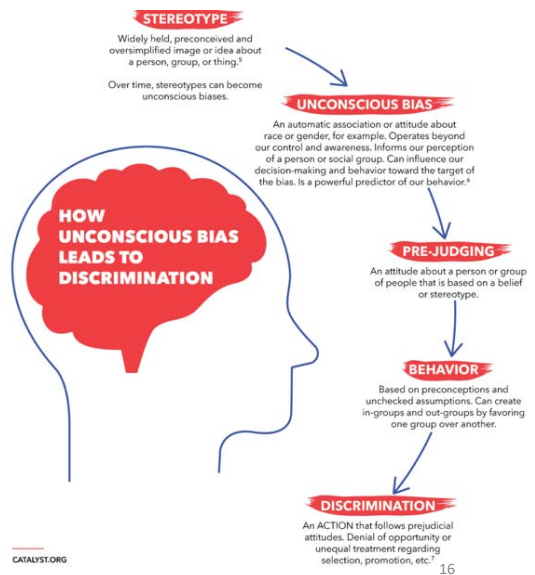
AUDIENCE  
POLL #2

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## What can we do to mitigate unconscious bias?



Reference: Unconscious Bias Workbook, Cook Ross



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## What can I do next?

- 01 Identify your sphere of influence and focus on change that you can lead.
- 02 Engage in education that builds inclusive leadership and cultural competency skills.
- 03 Listen and reflect. Be prepared to be unconformable as you learn from others' experiences, challenge your own behaviors, and identify your bias.
- 04 Understand your personal preferences and the impact these can have real time in how you interact with others.
- 05 Challenge first impressions, automatic reactions, and organizational culture patterns. Create a consistent interpersonal experience for team members.
- 06 Measure potential hires and employees against company hiring / performance management criteria not individually defined personal standards.
- 07 Seek diverse feedback.

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## Today's session...

AUDIENCE  
POLL #3

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## ELFA Equality Diversity & Inclusion Toolkit



Industry Topics	News	Directory
Federal COVID-19 Response		
Data, Benchmarking & Forecasting		
Lease Accounting		
Funding & Alternative Finance		
Risk Management		
Electronic Documents		
Equipment Management		
Human Capital		

### Relevant Resources:

#### Diversity & Inclusion Toolkit

This toolkit from the ELFA Equality Steering Committee is designed to support member companies in their journey toward fostering a diverse and inclusive culture within their organizations.

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This web seminar has been recorded and will be available, along with the slides, on the ELFA website.



To request a certificate for CPE, please contact Janet Fianko at [jfianko@elfaonline.org](mailto:jfianko@elfaonline.org).



Please complete the post-event survey – it will be sent to you shortly after today's web seminar.

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# CECL: A New Accounting Standard and a Challenging Credit Environment



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