

# Creating Conscious Inclusion



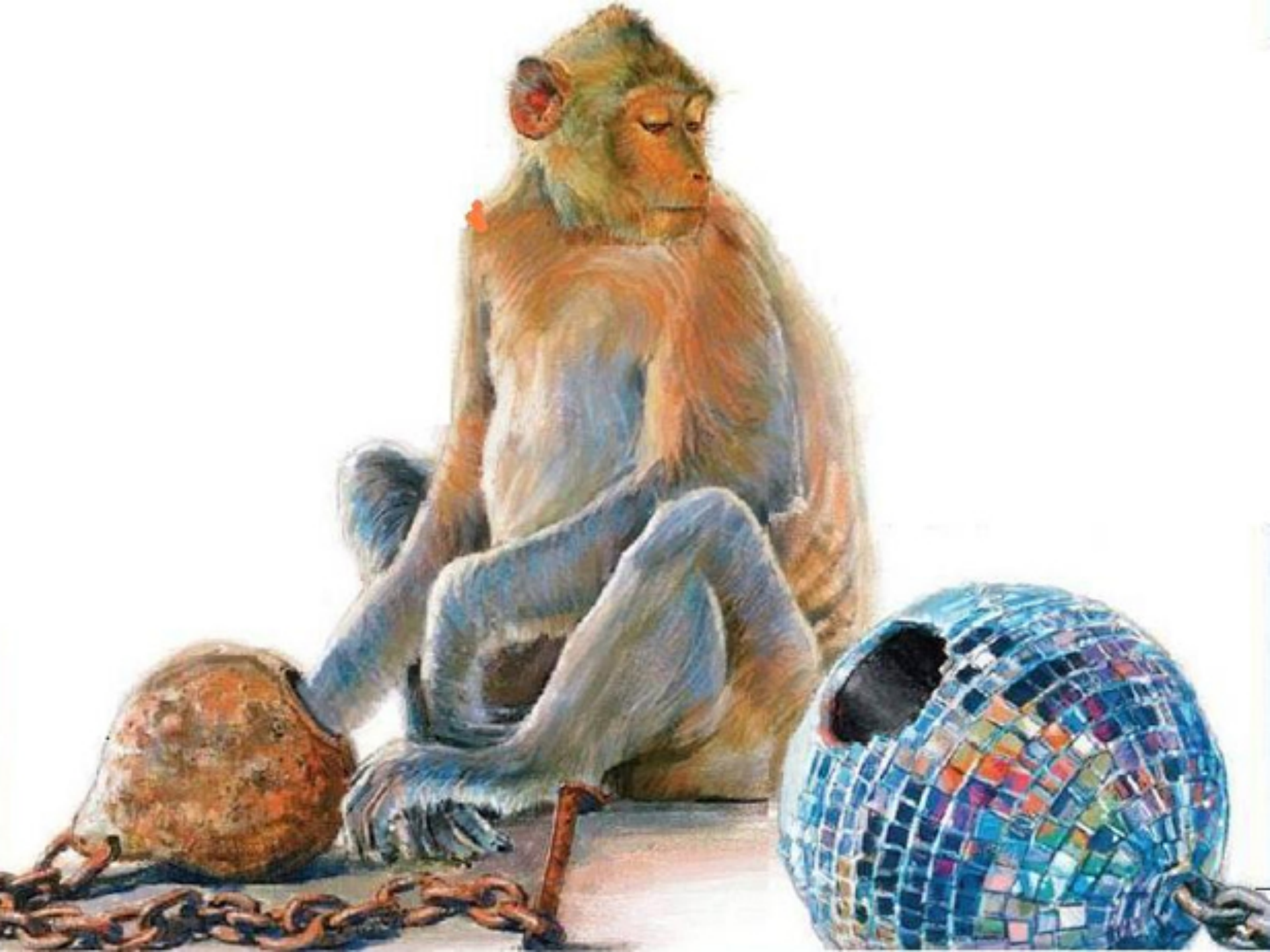


**TRIBALISM**





Tribalism is  
Fed by *Fear*



A hand holding a lit match is the central focus of the image. The match is lit, with a bright yellow flame and a white trail of smoke. The hand is rendered in a dark, textured style. Four starburst callouts, each with a black center and a yellow outline, are positioned around the hand. Each callout contains white text. The background is a light brown, textured surface.

**Being Right**

**Ends Justify  
the Means**

**Being  
Righteous**

**Demonization,  
Stereotyping,  
and Bias**



***Fear  
intensifies  
Bias***



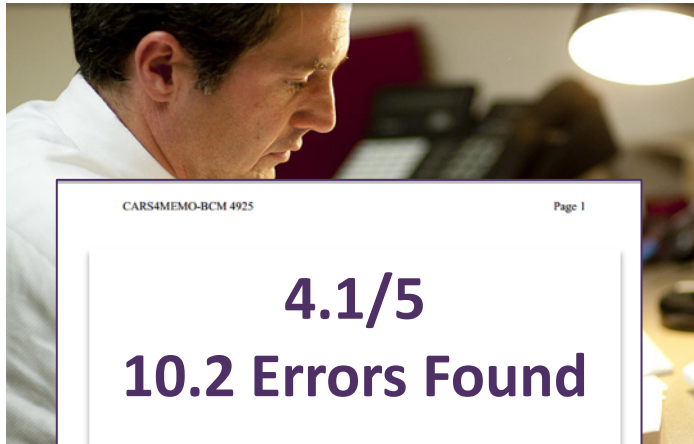
# Unconscious Bias in Action



**Ian Ayres, Yale University**



# Law firm partners were sent a memo from “Thomas Meyer” with 22 spelling, grammar, technical analytic errors...

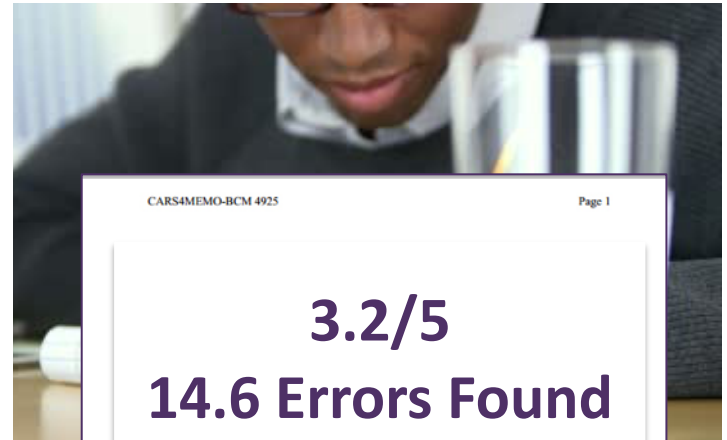


CARS4MEMO-BCM 4925

Page 1

**4.1/5**  
**10.2 Errors Found**

**“HAS POTENTIAL”**  
**“GOOD ANALYTICAL SKILLS”**  
**“GENERALLY GOOD WRITER BUT NEEDS TO WORK ON...”**



CARS4MEMO-BCM 4925

Page 1

**3.2/5**  
**14.6 Errors Found**

**“NEEDS A LOT OF WORK”**  
**“AVERAGE AT BEST”**  
**“CAN’T BELIEVE HE WENT TO NYU...”**

# FBI Supplementary Homicide Report

## Police kill a disproportionate number of black people

US population

BLACK

HISPANIC

WHITE

13%

17%

63%

All people killed by police

31%

12%

52%

People killed by policing while not attacking

39%

12%

46%

If you have a  
brain, you  
are biased!

**Bias**

Ideality,

Perfection,

Refinement,

Exquisiteness,

Prudence,

Cautiousness,

Secretiveness,

Reserve,

Politeness,

Evolution,

Constructiveness,

Calculation,

Figures,

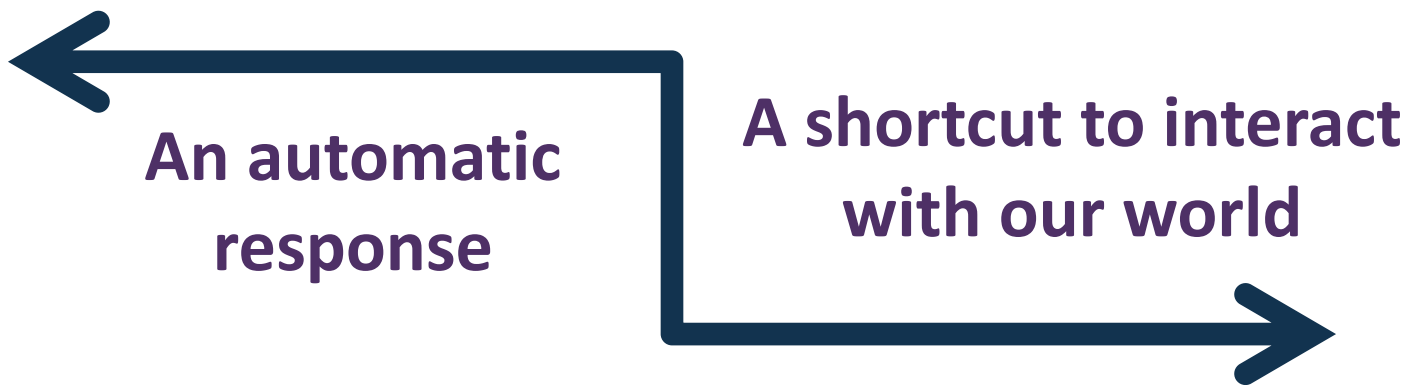
Estimates,

Desire for  
Liquids,

Alimentiveness,

# What is bias?

A tendency or inclination that results in judgment without question.



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**We don't think  
the way we  
think we think!**



**How much do  
we really know?**

# THE ATTENTION TEST

# The McGurk Effect









#ABCWorldNews

cook ross 

**“Our brains seem to have evolved to be good enough, most of the time.”**

**Sukhvinder Singh Obhi, PhD  
Director, Brain, Body and Action  
Laboratory, McMaster University,  
Hamilton, Ontario, Canada**



# Projection



***John Fetterman***

- Mayor of Braddock, PA (a suburb of Pittsburgh) – the tattoo on his arm is the zip code!
- Has a Master's degree in Public Policy from Harvard
- Served in the Americorps
- Received international media attention for the economic revitalization programming he started in his community
- Candidate for Lieutenant Governor in Pennsylvania



***Ted Bundy***

- American serial killer and rapist.
- Confessed to killing 30 women





**U.S. Astronauts**



# ~~A Militia initiation?~~



**56-year old Larry Duncan and 48-year old Randy Shepherd receiving their marriage license on the first day of marriage equality in Washington State, December 6, 2012**



# The Neurobiology of Fear and Bias



**We don't  
think the  
way we  
think we  
think!**

# Fast Brain



Background

Catalyzing  
person or  
circumstance

**Our “fast brain” can  
lead us to make  
questionable  
decisions...**

# SUBSCRIPTIONS

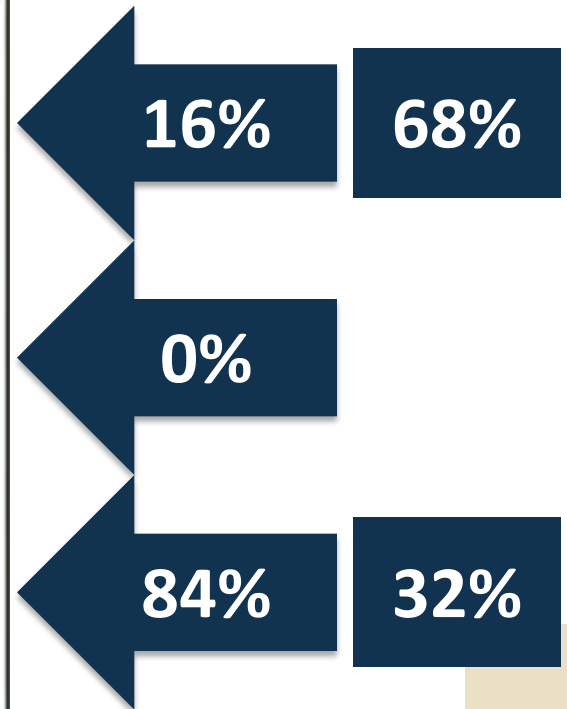
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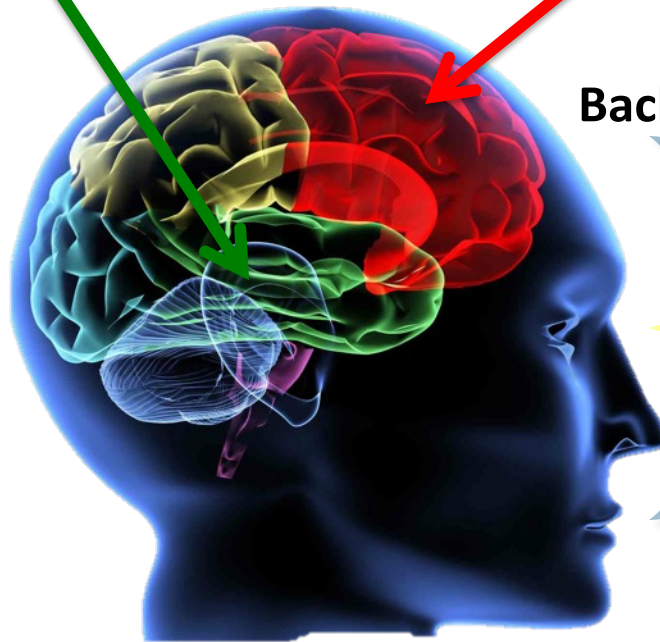
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**Fast  
Brain**

**Slow Brain**



**Background**

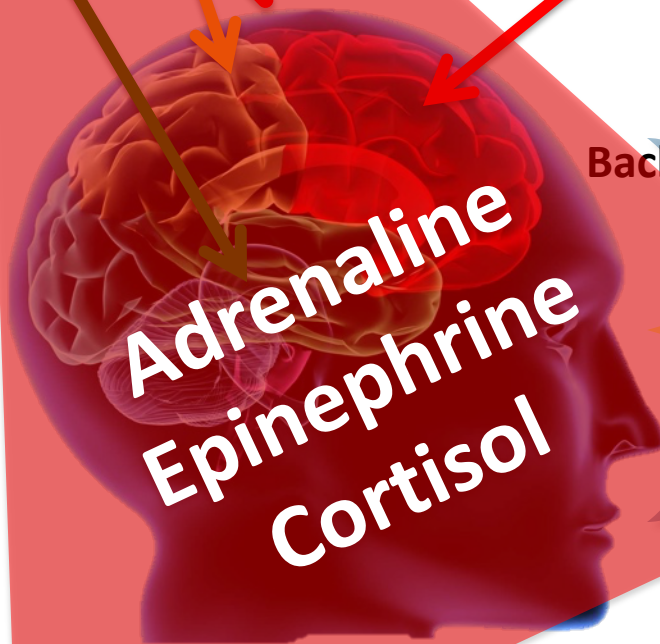
**Catalyzing  
person or  
circumstance**





# AMYGDALA HIJACKING

Slow (Thinking)  
Brain



Background

Catalyzing  
person or  
circumstance

## Amygdala Hijacking



Causes...

### Reactive Responses

- Fight
- Flight
- Freeze

### Protective Responses

- Desire for control
- Authoritarianism

### Narrowed Thinking and Interpretations

- Permanence
- Pervasiveness
- Personalization (internally and externally)



# perceived Threat

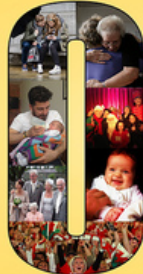
Real  
Threat

# Fear intensifies “Us vs. Them” Thinking!





BELONGING



# Diversity

# Inclusion

HAPPY Holidays

YOU'RE INVITED TO A

*New Year's Eve Benefit Dance*

FEATURING LIVE MUSIC FROM DJ SCOTT

Monday, December 31<sup>st</sup>

12:00AM

Tickets are \$20.00pp

*\*All proceeds go to the Hurricane Relief Fund\**

First Presbyterian Church In Jamaica  
Magill (Auditorium)  
89-60 164<sup>th</sup> Street \* Jamaica, NY 11432  
(718) 526-4775  
Refreshments will be served

Join Us For Our  
Watch Night  
Services  
10:00PM-12:00AM  
(Open to All)



# Belonging





# What Characterizes Belonging?



# Why is “Belonging” Important to organizational Life?

## Employees who feel a sense of belonging...

- ...perform at a higher level
- ...are more creative and innovative
- ...are more inclusive
- ...are less likely to leave
- ...are more likely to represent the organization positively
- ...are more likely to treat customers and other stakeholders well

...all of which leads to greater organizational success and profitability

# Maslow's Hierarchy

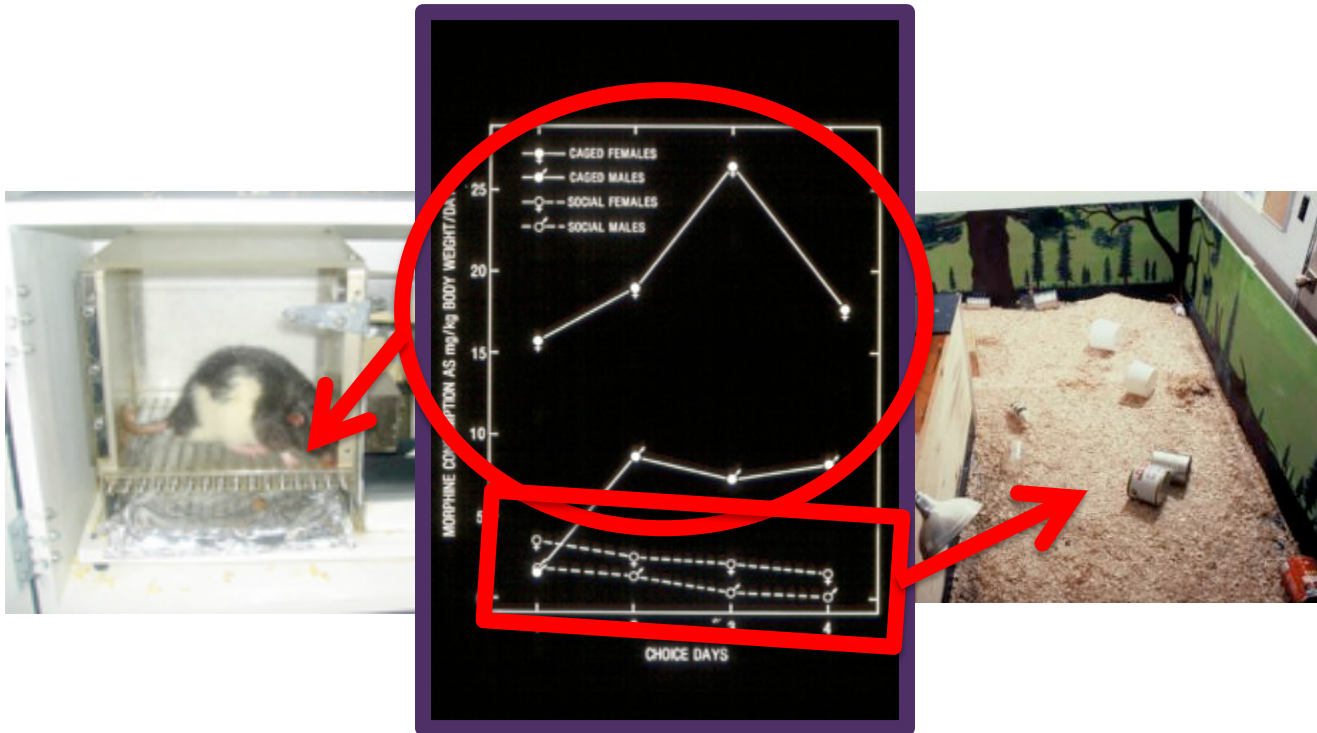




***“...being excluded from a group triggers activity in the same regions of the brain associated with physical pain.”***

**Kipling D. Williams, *Purdue University, 2007***

# Belonging and Addiction



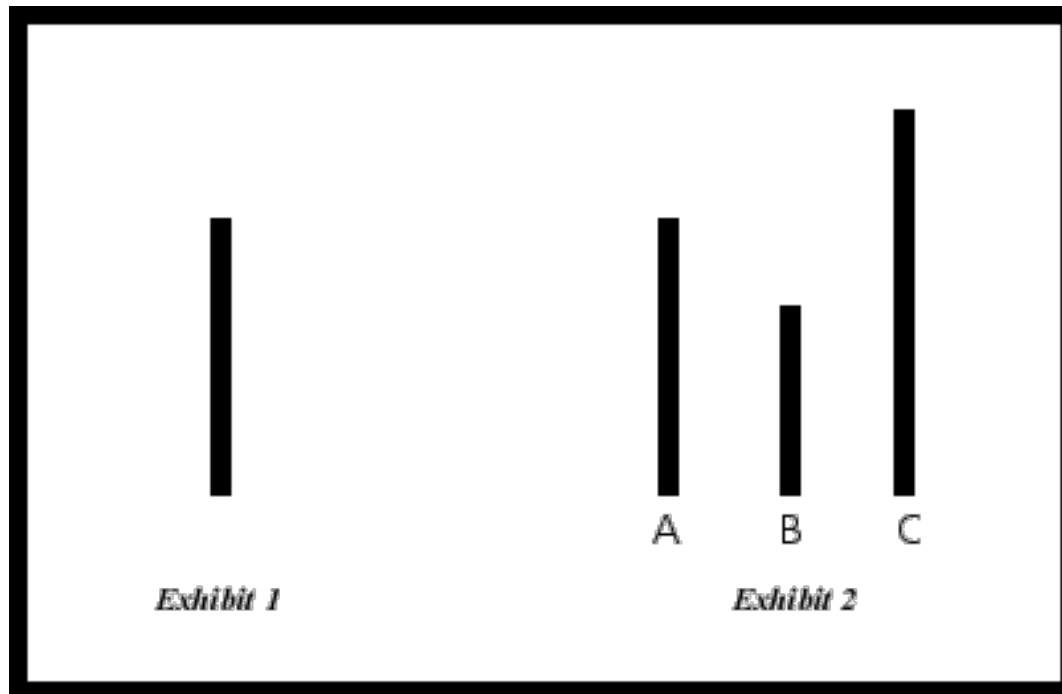
# The Power of Social Conformity



# Questions

- Have you ever found yourself agreeing with something that you don't really agree with, in order to go along with a group of people?
- Have you ever done anything that you wouldn't normally do because you were with a group of people who were doing it?
- Have you ever questioned your point of view about something because everybody else around you felt differently?
- Have you ever assumed that something was "so" just because a lot of other people said it was so?

# Asch Conformity Experiment



Solomon Asch, 1953





## COFFEE CLUB

### Prices:

Coffee (with or without milk): 50p

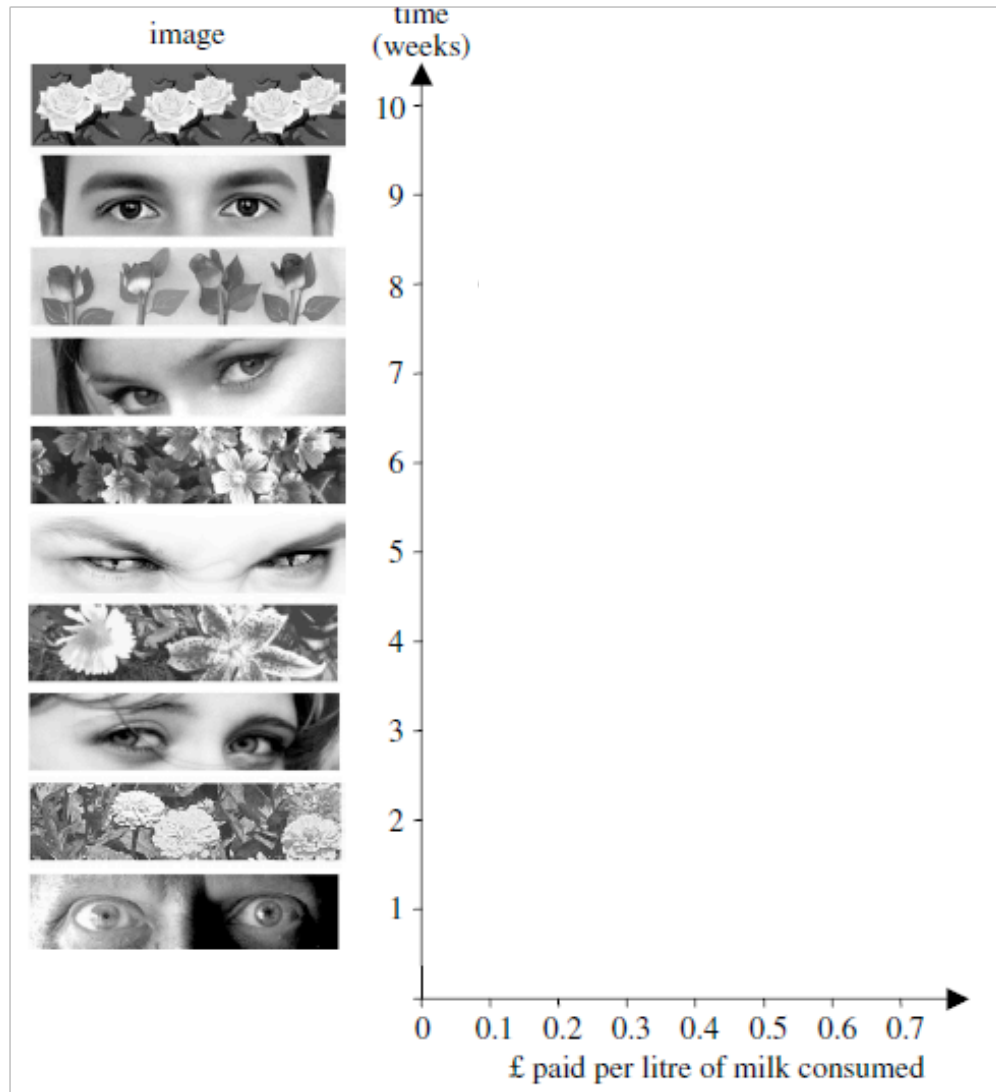
Tea (with or without milk): 30p

Milk only (in your own coffee or tea): 10p

Full cup of milk: 30p

Please put your money in the blue tin.

Thanks, Melissa.







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# The State of Dis-Union

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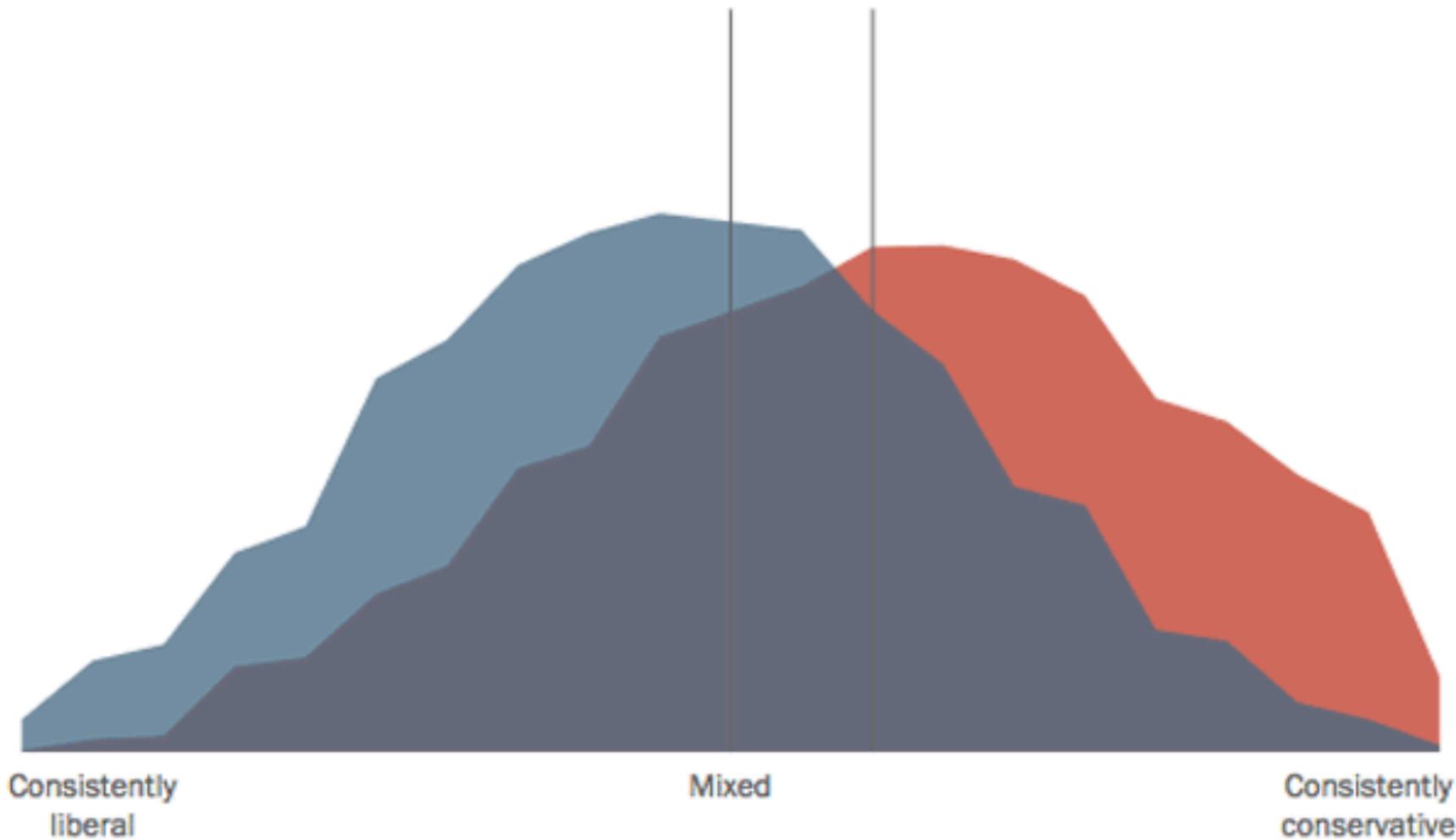
## The Political Divide

PAUL FELT

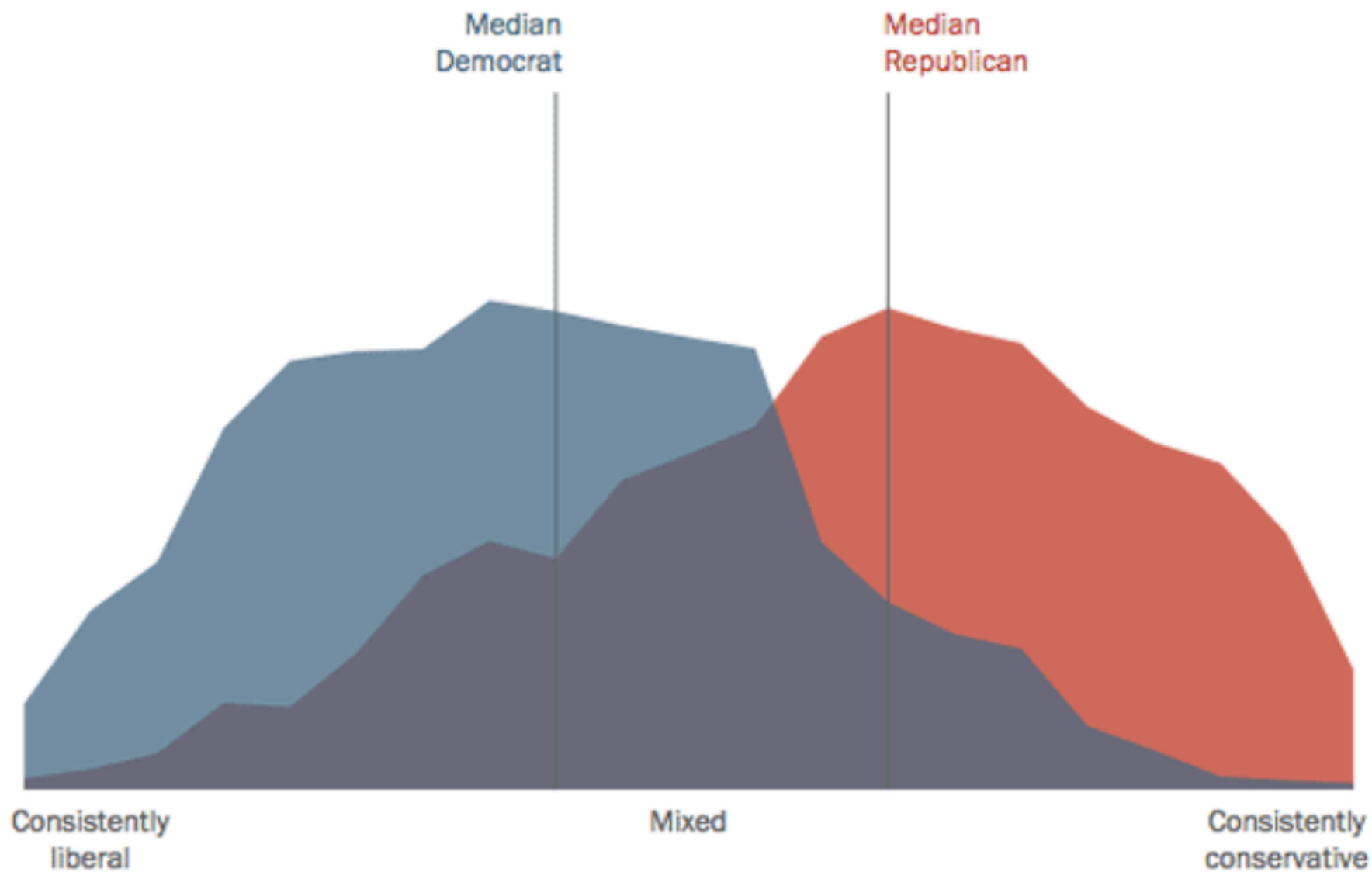
# 1994

Median Democrat

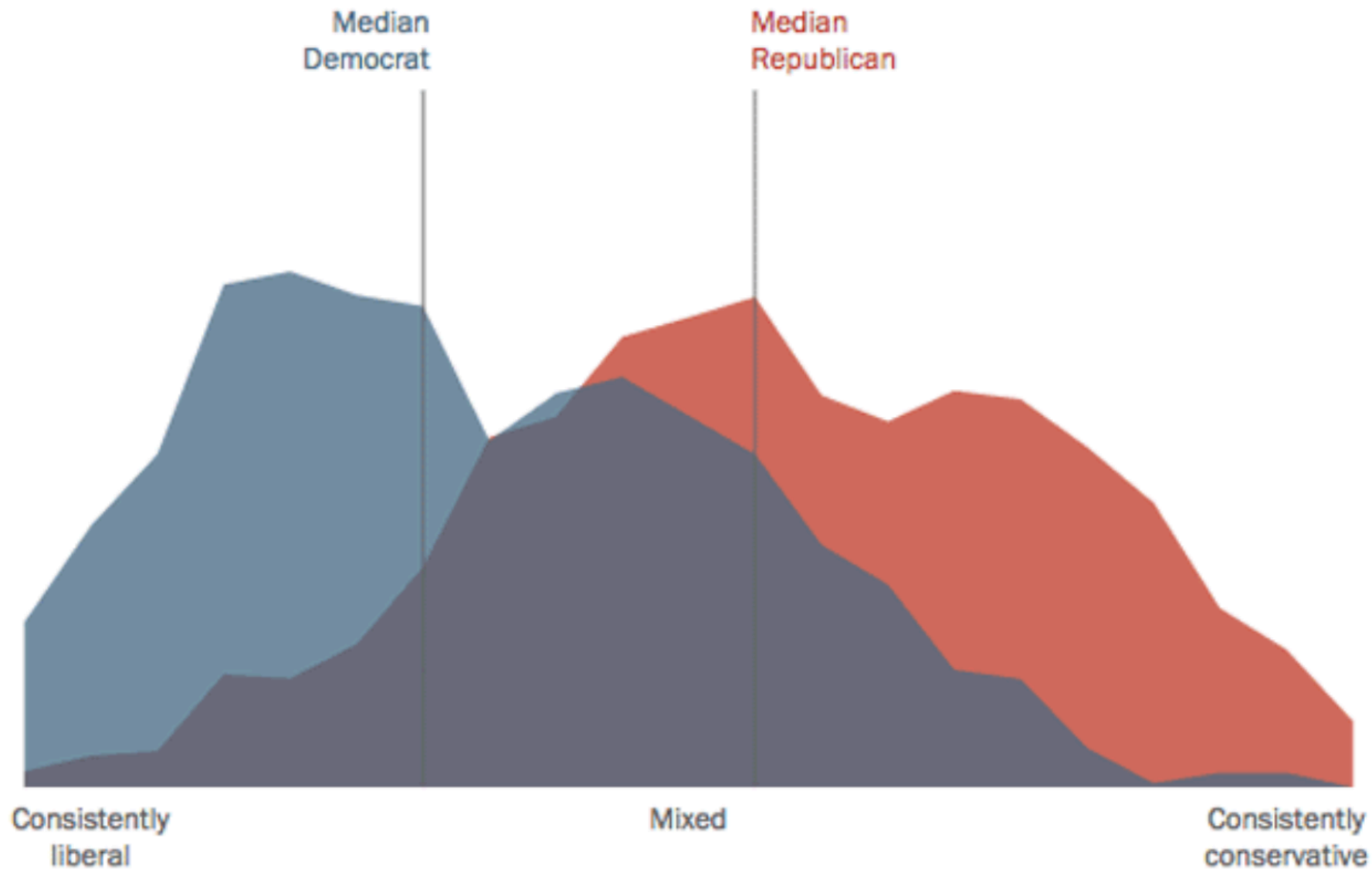
Median Republican



# 1999

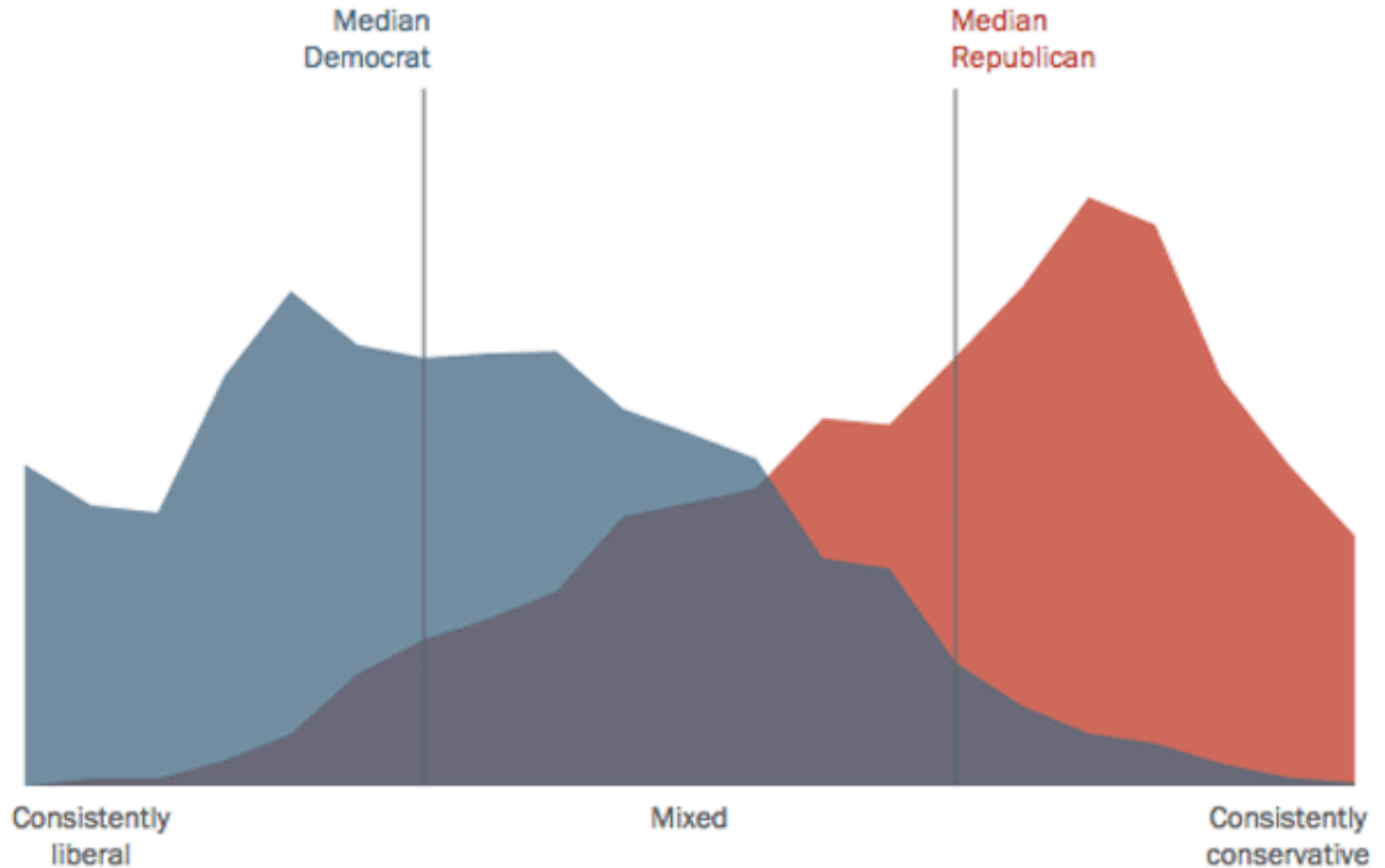


# 2004

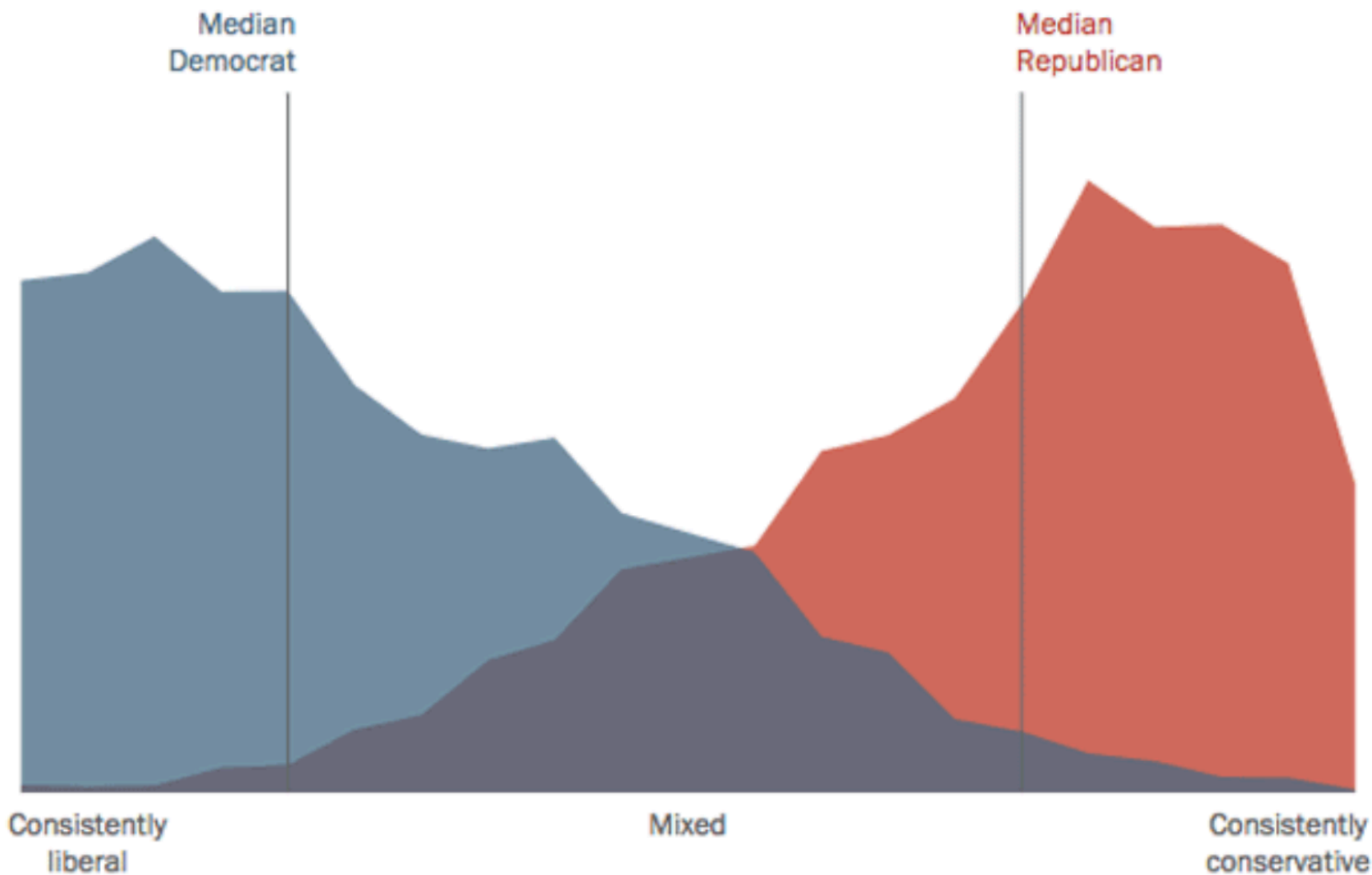




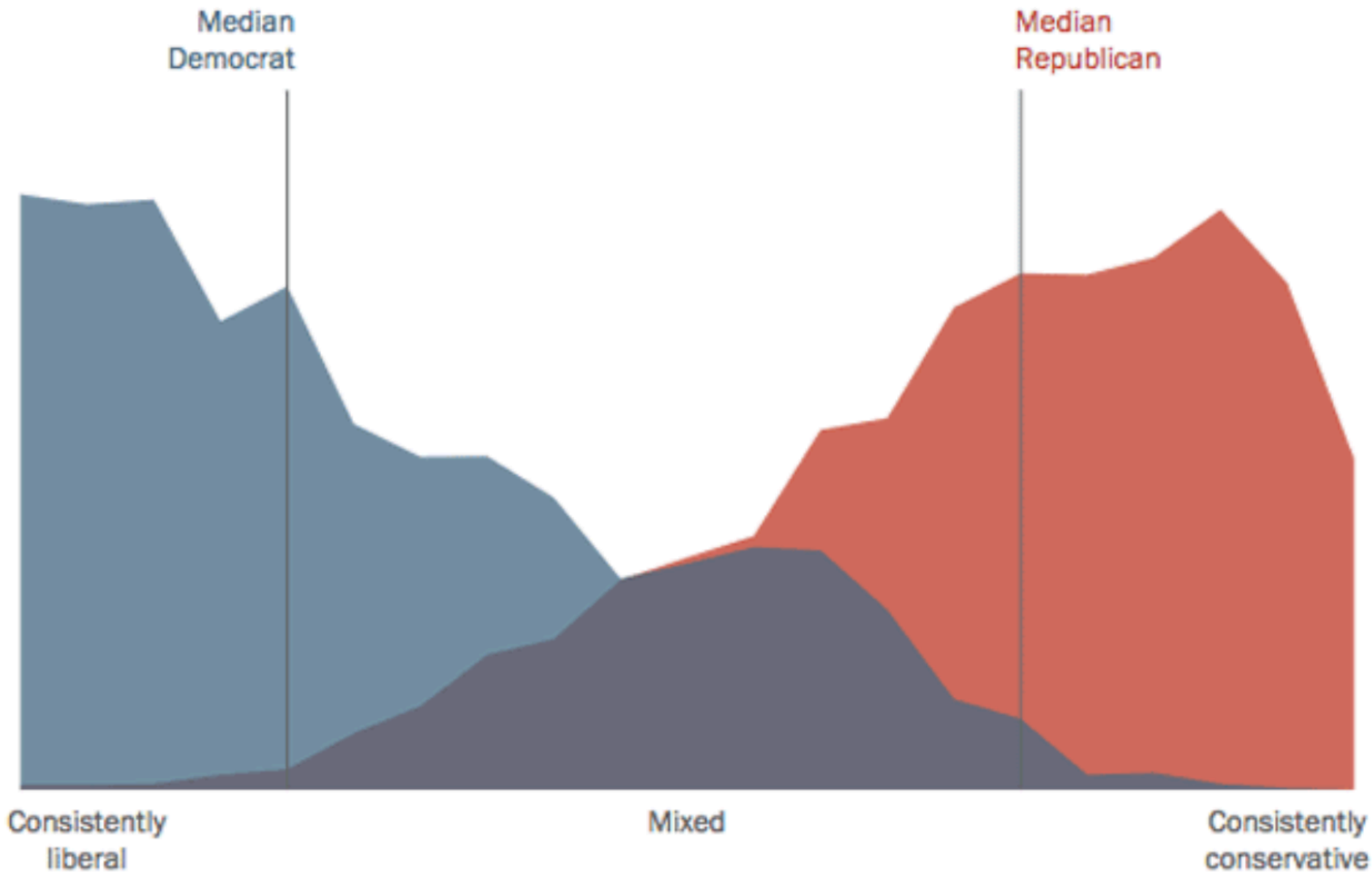
# 2011



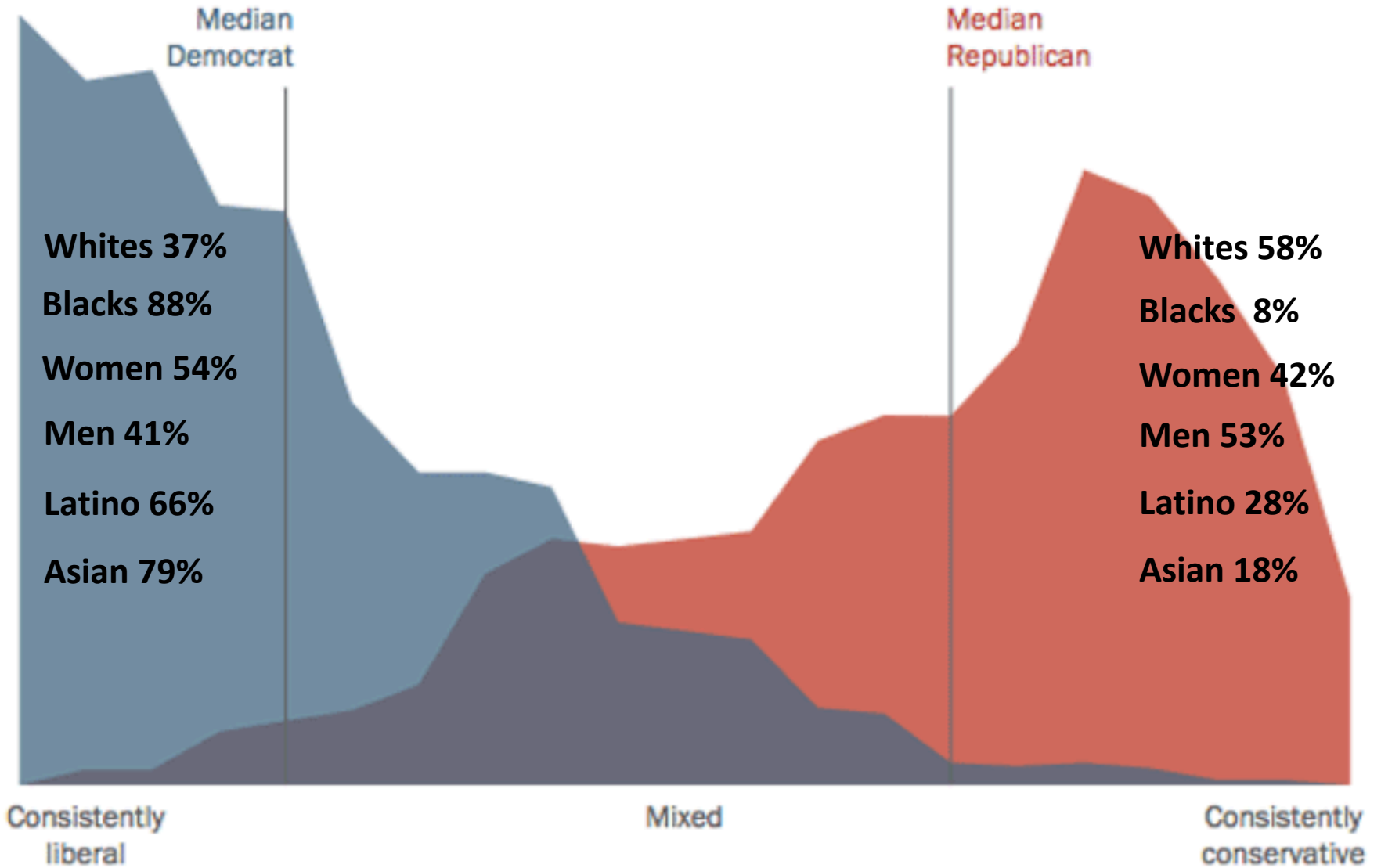
# 2014



# 2015



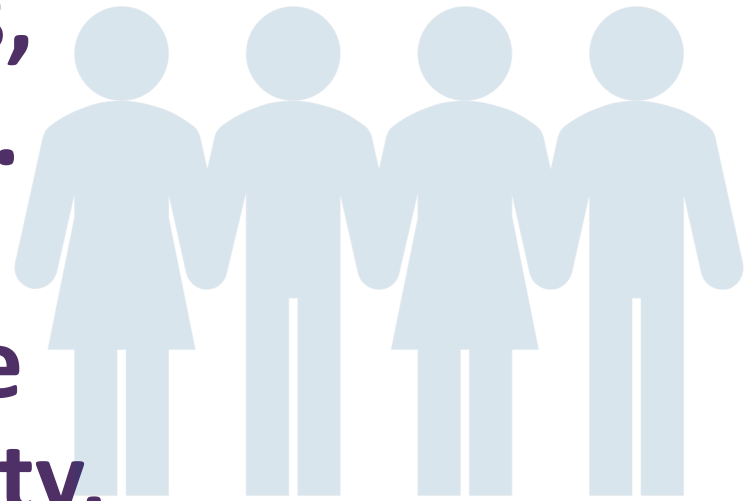
# 2017





**When we  
evaluate people  
based on issues,  
it is impersonal.**

**When we  
evaluate people  
based on identity,  
we objectify  
them.**



# The Whole Foods/Cracker Barrel Divide



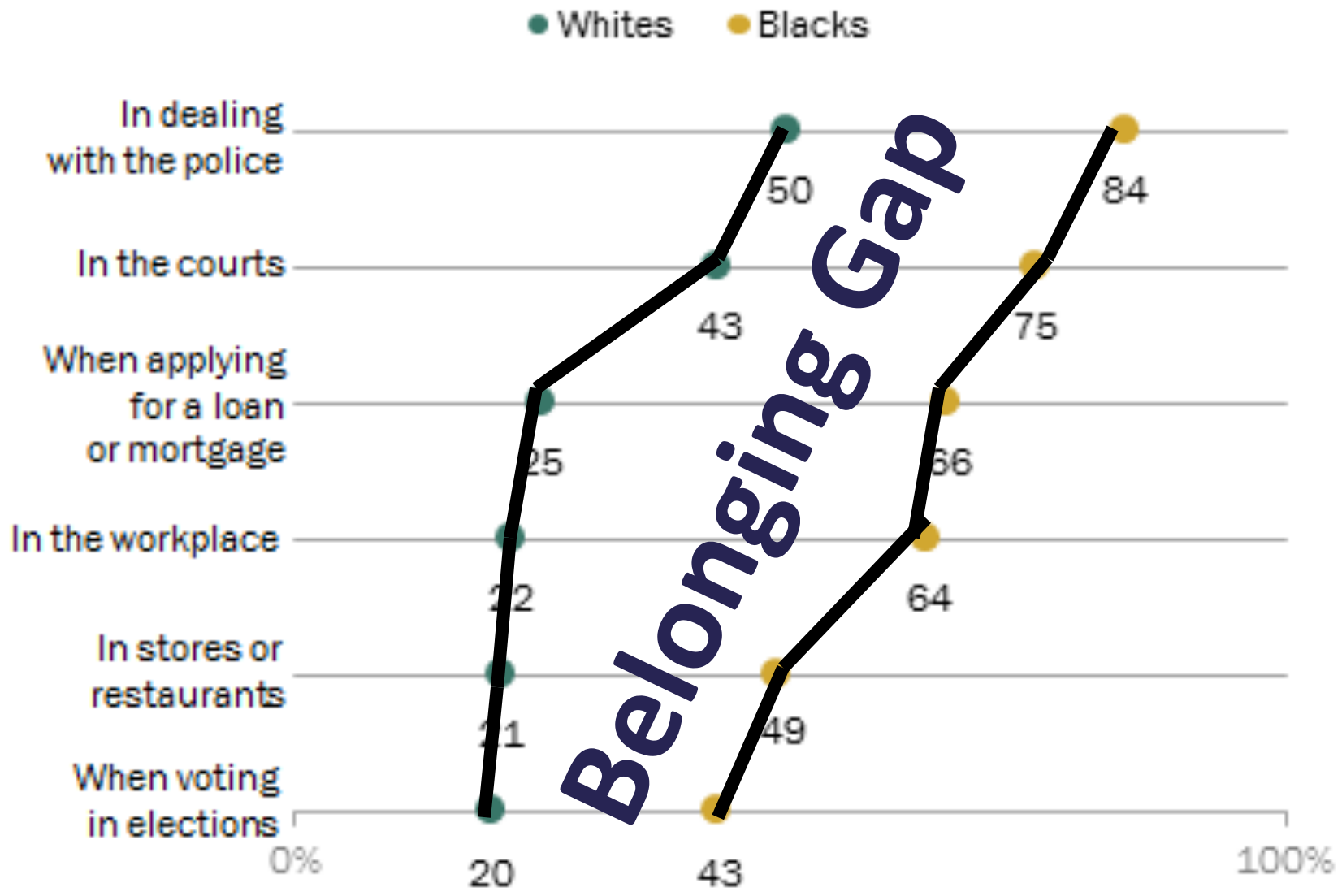
# The Whole Foods/Cracker Barrel Divide



**Pew Research Center**

***Perceptions of Race in Black and  
White:  
Do Blacks Suffer Discrimination?***





**Belonging Gap**

**BLACK  
LIVES  
MATTER**



10

**ONLY**  
**BLACK**  
**LIVES**  
**MATTER**



**BLACK  
LIVES  
MATTER  
TOO**



10



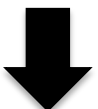
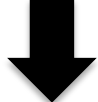
# **Impact of Media on Racial and Ethnic Attitudes**



**CBS  
NEWS**



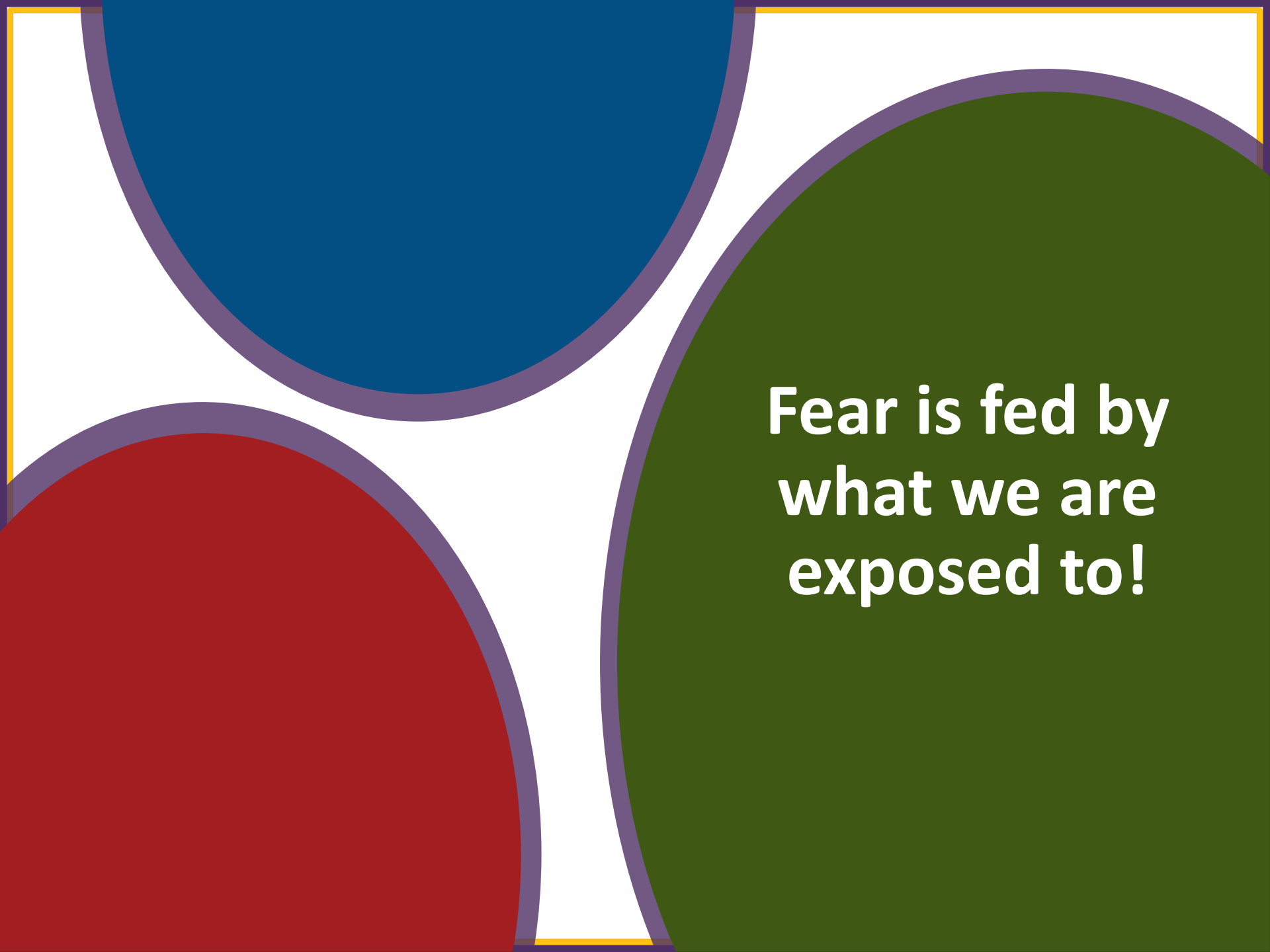
**Interpretations**



**Interpretations**



**Interpretations**



**Fear is fed by  
what we are  
exposed to!**



# Three University of Iowa wrestlers arrested, suspended

Burglary charges pending for several burglaries in Marion area



Lee Hermiston, The Gazette

MARCH 24, 2015 | 8:16 AM

MARION — Burglary charges are pending against three University of Iowa wrestlers arrested on alcohol-related charges last week.

Marion Police Lt. Scott Elam said officers were called out to Hunters Ridge around 1 a.m. Wednesday for a theft-in-progress call. Officers were given the description of a suspect vehicle, which matched a vehicle seen in the area.

Police said the vehicle was driven by Ross



# Four arrested in Coralville burglary investigation

One person punched, another knocked to floor in break-in



Lee Hermiston, The Gazette

MARCH 23, 2015 | 10:50 AM

CORALVILLE — Four men have been arrested in connection with a burglary investigation.

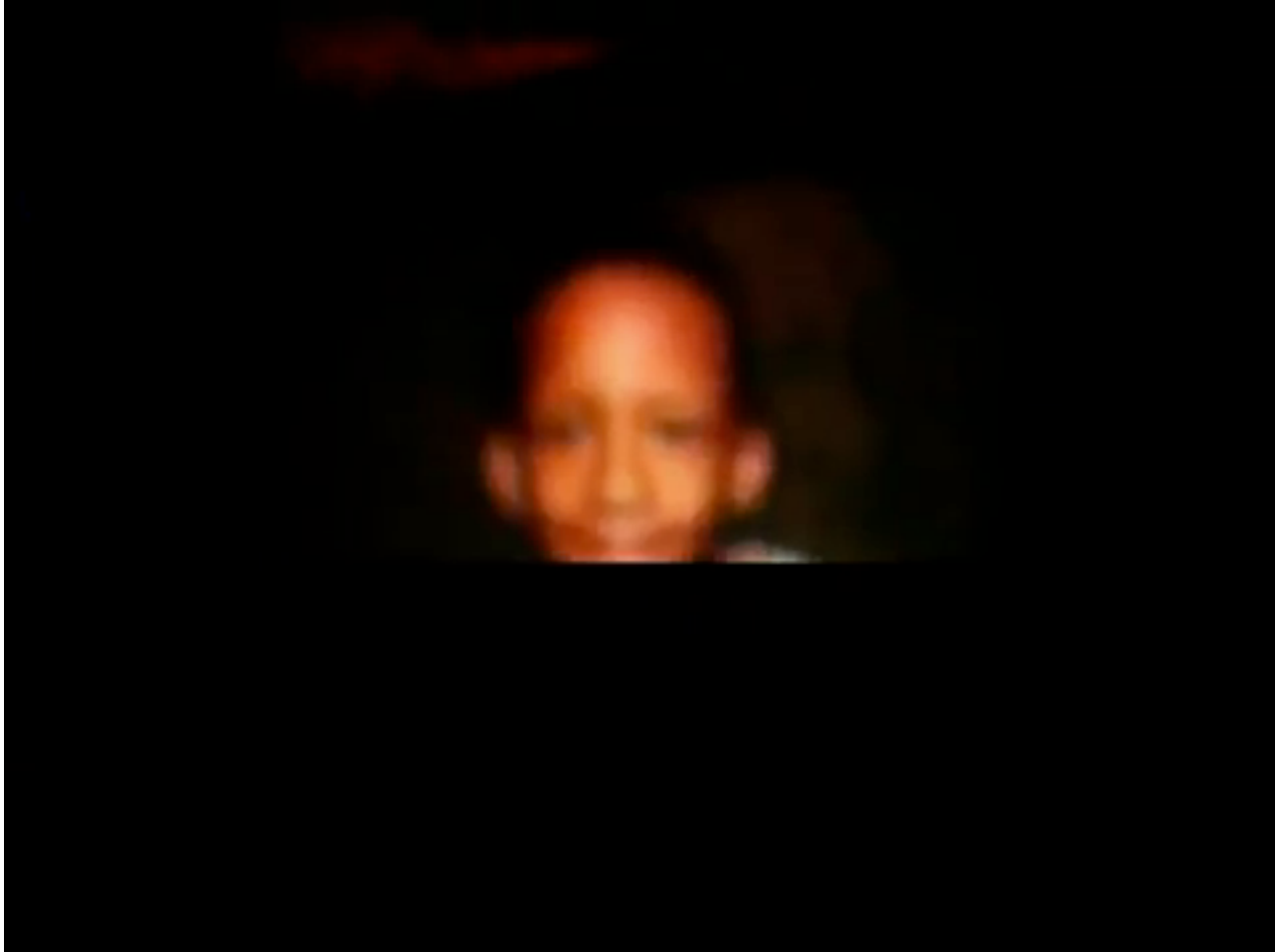
According to Coralville police criminal complaints, shortly before 4 a.m. on March 20, five suspects broke into a residence on Boston Way. Police said the suspects were looking for a gun. The burglars stole a TV, approximately \$240 cash and a cellphone, police said.



Coralville burglary suspects Kwain Crawford, Milton Whitehead, Quentin D.W. Eatman and Curtis J. Johnson (left to right)



[www.mije.org](http://www.mije.org)



# WHAT



can we do to  
break the cycle

# Identify whether your challenges are...

**Special Case**

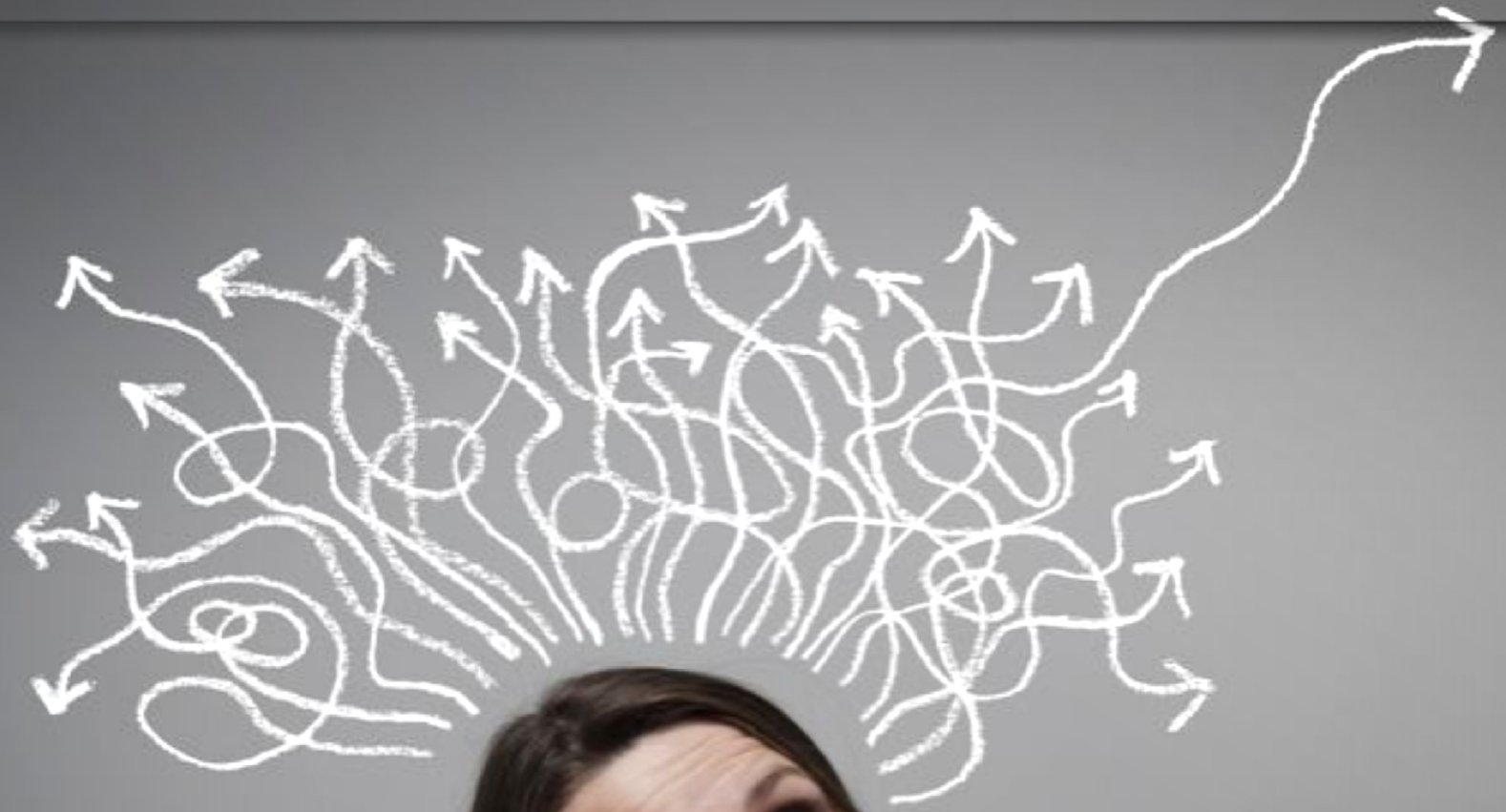
**or Common Case?**



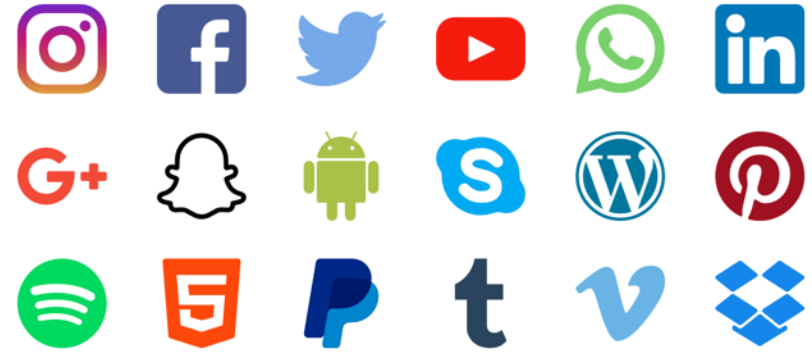
**Require specific,  
focused  
interventions**



**Require  
comprehensive  
systems  
interventions**



**Start with yourself, by understanding your own biases.**



**Start watching, reading and listening to the “other” media sources!**

Move from  
position  
taking to  
problem  
solving by  
trying on  
other  
people's  
point of view





# PRINCIPLES

Work from a set of principles, not just what makes you feel “right.”

---

**Practice Personal  
Connection,  
Vulnerability, and  
Consciousness**





RIGHT

WRONG

Watch out  
for times  
when you  
are more  
committed  
to being  
right than to  
understand  
each other

A black and white photograph of a person wearing a hoodie, with their hands covering their face. The person's hands are pressed against the fabric of the hoodie, completely obscuring their eyes and nose. The lighting is dramatic, with the hands and the hoodie's texture clearly visible against a dark background. The overall mood is one of despair, shame, or guilt.

**Pay attention  
to how shame  
and guilt cloud  
your view of  
things**



**Cultivate  
Open-  
Minded  
Thinking**

# Honor Personal Narrative

---

What's  
your  
story



# Tools for Negotiation and Conflict Resolution



# Take “the other” to lunch\*

## 1. Agree on ground rules:

- Don’t persuade, defend or interrupt
- Be curious, authentic, and LISTEN

## 2. Ask four questions:

- What are some of your life experiences that have led you to feel the way you do?
- What issues deeply concern you?
- What have you always wanted to ask someone from “the other side”?
- Is there anything you would like to say to “clean up” the past?



**Be willing to  
acknowledge  
when you're  
wrong,  
and apologize!**

---





**Create  
communities of  
support so that  
you do not get  
discouraged!**



# The Star Thrower



# ReInventing DIVERSITY

Transforming Organizational Community  
to Strengthen People,  
Purpose, and Performance



**HOWARD J. ROSS**

Foreword by Julianne Malveaux

# OUR SEARCH FOR BELONGING

HOW OUR NEED TO CONNECT  
IS TEARING US APART

**HOWARD J. ROSS**  
BESTSELLING AUTHOR OF *Everyday Bias*  
with **JONROBERT TARTAGLIONE**

Foreword by Johnnetta Cole

# Everyday BIAS

Identifying and Navigating Unconscious  
Judgments in Our Daily Lives



**HOWARD J. ROSS**