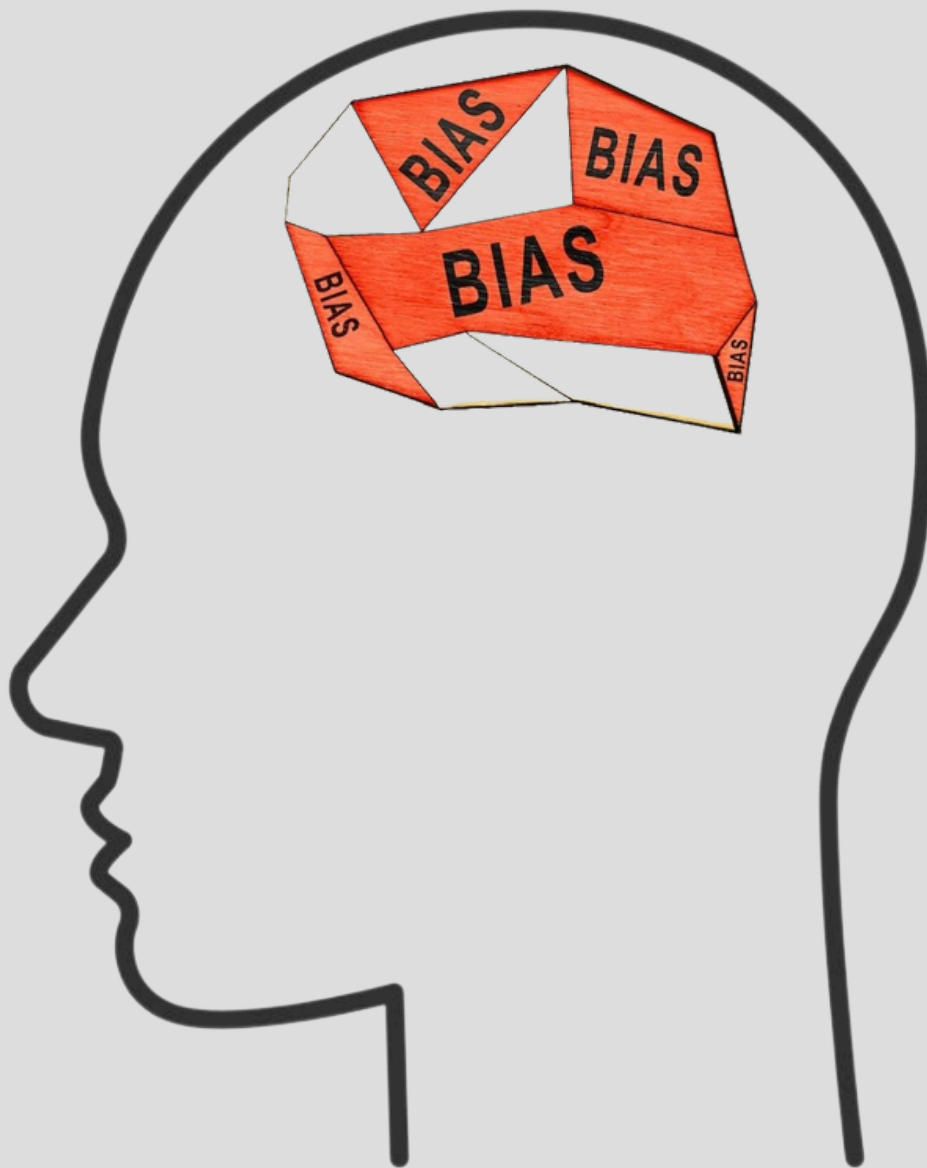


# UNCONSCIOUS BIAS



We all have biases, whether we realise it or not. These unconscious biases can affect our decisions, interactions and how we perceive the World.

# THE ICEBERG EFFECT

*“When you think backwards,  
what you think is normal  
is really cultural pressure  
that pushes you into bias,  
implicit and conscious,”*

~ Charles Gallagher



Think of an iceberg. The most important part of the iceberg is the part you cannot see hidden deep under the water. Even though you cannot see the bottom of the iceberg, it is important to be aware that it exists. Think of your unconscious biases as the bottom of the iceberg hidden below the water.

# RACIAL BIAS

*“Prejudice is a burden that confuses the past,  
threatens the future, and renders the present  
inaccessible.”*

~ Maya Angelou

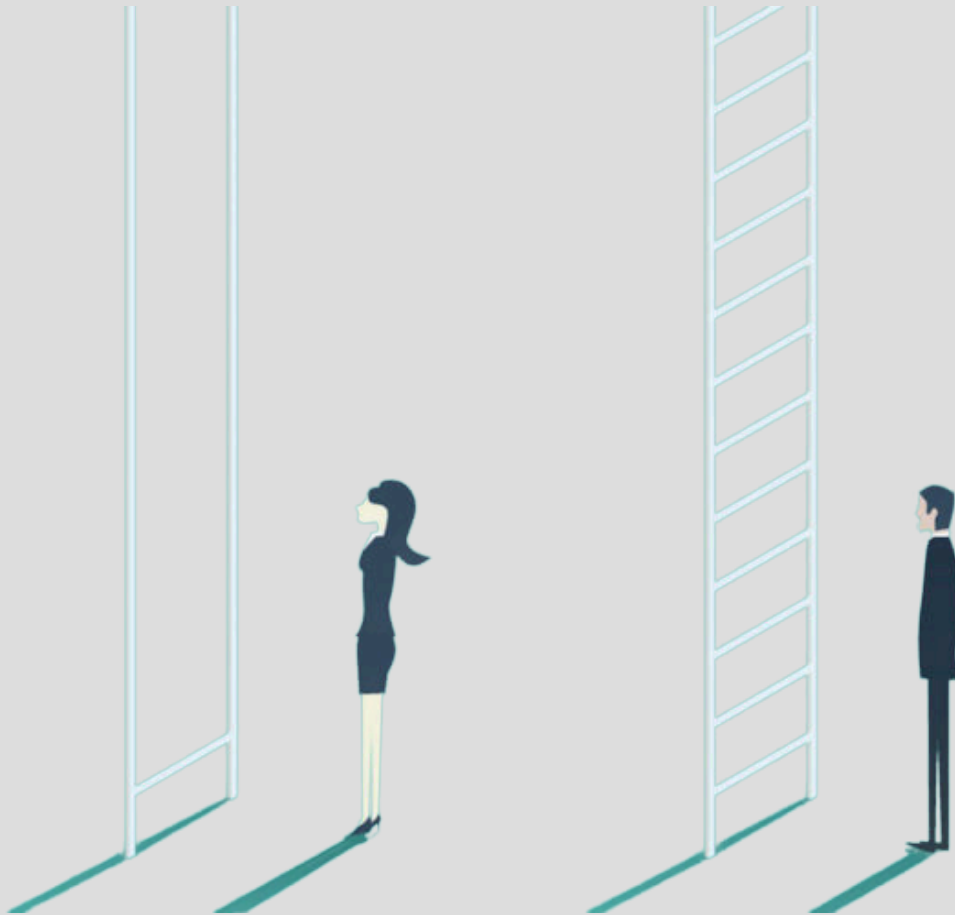


Imagine wearing glasses with tinted lenses. Everything you see is filtered through that tint, altering your perception of reality. Racial bias acts like those tinted lenses, subtly colouring our judgements and interactions with people from different racial backgrounds, even if we don't realise it.

# GENDER BIAS

*“A gender-equal society would be one where the word ‘gender’ does not exist: where everyone can be themselves.”*

~ Gloria Steinem



Gender bias isn't about intentionally discriminating against anyone. It's about the subtle and often unintentional ways that our perceptions and expectations about gender can influence our judgments and behaviours. These biases are learned from a young age through exposure to stereotypes, media portrayals, and societal messages. It's crucial to recognise that we all have biases, and the first step to addressing them is to become aware of them.

# AGEISM

*“Ageism is prejudice against our future selves”*

~ Carole Eastern



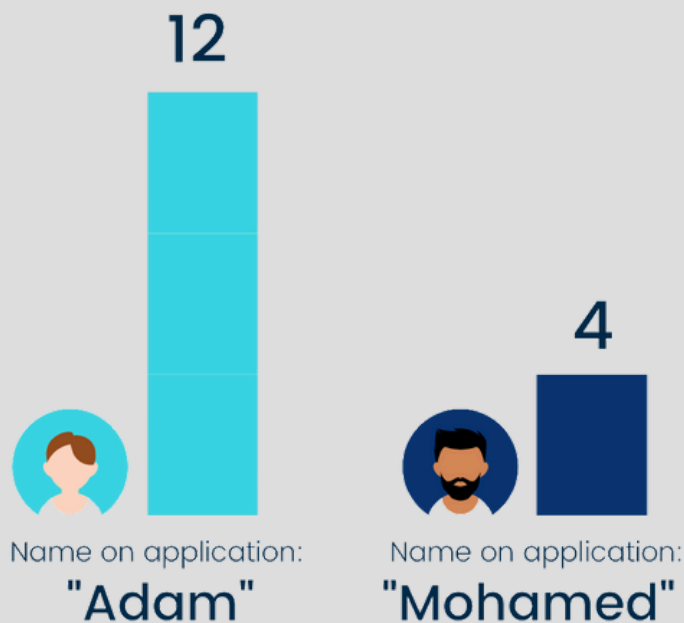
Ageism isn't just about disrespecting older adults. It's also a missed opportunity for society as a whole. When we undervalue the contributions of older adults, we lose out on their experience, knowledge, and unique perspectives, which can enrich our communities.

# NAME BIAS

*"If you can't see past my name, you can't see me."*

~ DaShanne Stokes

Responses from 100 identical  
applications



Our brains like to take shortcuts. Name bias is one of those shortcuts. We might unconsciously associate certain names with particular backgrounds, ethnicities, or social classes, and these associations can influence our judgments without us even realising it.

# HALO / HORNS EFFECT

The Halo Effect is a cognitive bias where our overall impression of a person, product, or brand is influenced by a single positive quality. This can lead us to make inaccurate or biased judgments, as we may overlook negative aspects or assume positive qualities that aren't actually present. It's important to be aware of the Halo Effect so we can make more objective and balanced evaluations.



Imagine finding a small bruise on an otherwise perfect apple. That single flaw might make you less likely to buy it, even if the rest of the apple is delicious. That's the Horns Effect in action. One negative quality influences your overall perception, leading you to overlook the positive aspects.

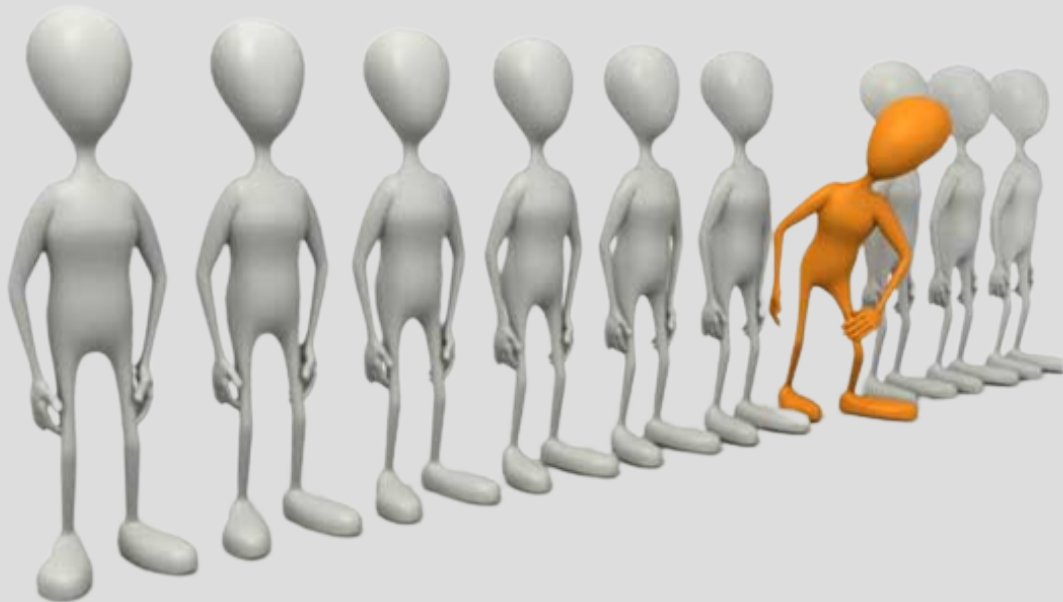


Together  
we will end  
homelessness

# CONFORMITY BIAS

*The reward for conformity was that  
everyone liked you except yourself.*

~ Rita Mae Brown



We all feel social pressure to fit in. Conformity bias is driven by this pressure. We might change our behaviour, opinions, or beliefs to align with the group, even if we don't truly agree, just to avoid being seen as different or out of place.

# BEAUTY BIAS

*"The best and most beautiful things in the world cannot be seen or even touched - they must be felt with the heart."*

~ Helen Keller



Beauty bias distracts us from what truly matters. It focuses our attention on the surface, on physical appearance, while obscuring the qualities that truly define a person - their character, their intelligence, their kindness. It's crucial to look beyond the surface and appreciate the depth and complexity of every individual.

# CONFIRMATION BIAS

*“With enough mental gymnastics, just about any fact can become misshapen in favour to one’s confirmation bias.”*

~ Criss Jami



Imagine being in a room where all you hear are echoes of your own beliefs. That's what confirmation bias does. It leads us to seek out information that confirms what we already think, while ignoring or dismissing anything that challenges our views.

# HOW TO AVOID STEP ONE: AWARENESS

Recognize that unconscious bias exists  
and make a conscious effort to be  
aware of it.



# HOW TO AVOID STEP TWO: EDUCATE YOURSELF

Engage in training and open discussions on biases to better understand different perspectives



# HOW TO AVOID STEP THREE: CHALLENGE ASSUMPTIONS

Actively question your initial judgments  
and reflect on whether they are based on  
facts or assumptions



# HOW TO AVOID STEP FOUR: DIVERSIFY YOUR ENVIRONMENT

Befriend and surround yourself with diverse perspectives, people, and experiences to broaden your understanding.



# HOW TO AVOID STEP FIVE: PRACTICE INCLUSIVE DECISION MAKING

Involve a diverse group of people to take the lead in decision-making processes and ensure everyone's voice is heard.



# HOW TO ADDRESS: SOCIAL

It can often be quite awkward to discuss unconscious bias when it's happening in a real-time situation. We've compiled a list of ten things to say when you've witnessed unconscious bias in a social setting:

1. "I think it's important we remember that everyone is unique. It's easy to make assumptions, but let's be careful."

- Gently redirect the conversation by reinforcing the idea that everyone has individual experiences, regardless of background.

2. "Hmm, that sounds like it could be a stereotype. Maybe we should reconsider that assumption."

- A calm and non-confrontational way of calling out a stereotype, allowing others to rethink their words.

3. "I feel like that comment might not be fair to everyone. What do you think?"

- Inviting the group into a more open conversation can help others reflect on their bias without feeling attacked.

# HOW TO ADDRESS: SOCIALY

4. "Can we think about why we made that assumption? It might not apply to everyone."

- Prompting self-reflection helps people recognize their biases in a non-judgmental way.

5. "I think there might be a better way to phrase that, so we're not unintentionally generalizing."

- This addresses the behavior directly while offering an opportunity to rephrase in a more inclusive way.

6. "Let's be mindful that not everyone fits into one category, and it's important to avoid generalizations."

- A subtle yet clear reminder to be cautious of categorizing people based on stereotypes.

7. "I've noticed that we tend to assume things about people. How can we avoid making these assumptions in the future?"

- A reflective, group-centered approach that encourages everyone to think about how they can change their behavior.

# HOW TO ADDRESS: SOCIAL

8. "That's an interesting point, but have you considered that people are individuals and might not conform to the stereotype?"

- Gently challenging the biased statement with a suggestion to consider the individual rather than the group.

9. "We should be careful about how our words might unintentionally reinforce certain biases."

- A gentle reminder that language has power and can unintentionally hurt others.

10. "I think it's important to be more inclusive in how we talk about others. Everyone brings something different to the table."

- A way to redirect the conversation toward inclusivity and emphasize diverse contributions.

By using these phrases, you can address the issue of unconscious bias with respect and care, encouraging others to reconsider their assumptions without feeling defensive. The goal is to shift the conversation towards empathy and inclusivity!

# HOW TO ADDRESS: IN THE WORKPLACE

We absolutely understand that addressing unconscious bias in the workplace can be much trickier, especially because of power dynamics or fear of backlash. Here's a list of 5 ways to address the elephant in the room of unconscious bias in the workplace, including a special point on **anonymous reporting tools**.

1. "I think it's important that we all have a fair chance to express our opinions without making assumptions about each other."

- This can be said during a meeting or discussion where someone might be inadvertently sidelined or stereotyped. It encourages fairness and openness without being confrontational.

2. "Could we take a moment to reflect on how our biases might influence the way we're making decisions?"

- A more reflective approach that opens up the conversation to everyone. It asks people to look inward and examine their own biases that may be affecting team dynamics or decision-making.

# HOW TO ADDRESS: IN THE WORKPLACE

3. "I'm noticing a pattern here that feels a bit exclusionary. Let's make sure we're being as inclusive as possible in our work and interactions."

- If there's a noticeable pattern of bias in meetings, emails, or decisions, this is a subtle way of addressing it and steering the team towards inclusivity.

4. "Let's consider the impact of our words and actions. Sometimes, we may not realize how our language or assumptions are affecting others."

- This is a good point to make in meetings or team discussions where unconscious bias may be creeping into how people communicate with each other.

# HOW TO ADDRESS: IN THE WORKPLACE

**5. "If anyone feels uncomfortable or has experienced bias, there are anonymous channels available for reporting or sharing concerns."**

- This is where the anonymous reporting systems, software or websites come in. By reminding the team that there are safe, confidential ways to report incidents of bias, you give individuals the option to raise concerns without fear of retaliation. These tools ensure that employees have an outlet to speak up when they might not feel safe doing so openly. Mentioning this is a proactive way to reinforce a culture of accountability.

By addressing bias in a calm, proactive way and offering the option of anonymous reporting, you create a supportive environment where issues of bias can be addressed constructively. It's also essential to have a culture where feedback is encouraged and respected, and where management actively promotes these tools and channels.

# HOW TO ADDRESS: IN THE WORKPLACE

## MORE INFORMATION

Here are a list of the contacts, resources and software that you can use if ever you feel that you have or are experiencing unconscious bias at work.

### **CRISIS Resources:**

Crisis Volunteer Policy

Crisis Equality, Diversity & Inclusion Policy

Crisis REN 5 DAY Challenge for Racial Equality Week

Contacts for the Crisis Racial Equity Network(REN):

REN@crisis.org.uk

damian.ashe@crisis.org.uk

mabel.abdul@crisis.org.uk

Contacts for Crisis Health & Wellbeing for Volunteers:

yemisi.fabusiwa@crisis.org.uk

### **National Resources:**

Gov.uk/volunteering

ANON Workplace Reporting App

<https://www.raceequalitymatters.com/>

# **HOW TO ADDRESS: IN THE WORKPLACE**

We hope that you have enjoyed the first edition of our monthly 'zine supported by The Crisis Multicultural Group and we hope that you can refer to it whenever you want to further educate yourself on any of our safeguarding topics!

To keep up to date on this edition of the safeguarding project, addressing unconscious bias and micro-aggressions, view or download the latest version of this zine at any time by visiting the following [link](#).