

Uncovering your Unconscious Bias

Presented by Dr. Ali Burston

Organisational Psychologist, Metisphere

Western Australia Internal Audit Conference, 16th September 2021



Your presenter: Dr. Ali Burston (Bpsych, Mpsych, Dpsych)

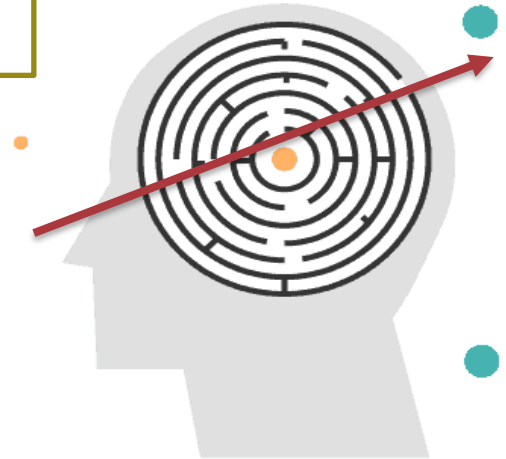
Dr. Ali Burston (MAPS, PSIOPA) is an AHPRA Endorsed Organisational Psychologist and the Founder and Managing Director of Perth-based Organisational Psychology consulting group, Metisphere. As an Organisational Psychologist, Ali enhances productivity and performance in individual, team and organisational settings by creating positive behavioural change aligned to corporate strategy, vision and purpose.

Ali has been nominated and won numerous industry, research, and professional awards throughout her career. More recently, Ali was a Finalist for Business News 40Under40 Awards and a Finalist for the Chamber of Minerals and Energy Western Australia "Outstanding Woman in Resources Award" 2020.





For humans to survive our brain had to evolve to bypass and create short cuts for us to access crucial information for us to react accordingly.





Pre-work task - Harvard Implicit Association Test

Please click on the link and follow the instructions below:

<https://implicit.harvard.edu/implicit/australia/takeatest.html>

This is a good one to do when you don't have any distractions around to make sure you don't lose concentration.

- You will be taken to the “Project Implicit information” page.
- Click on “I wish to proceed”.
- You will then be taken to a webpage listing several tests (e.g., Gender; Asian; Age; Disability; Weight; Sexuality; Race; Religion; Skin-tone; etc.).
- Click on Gender and take the test. If you wish to take an additional one, click on another link (but this is optional).



What is Unconscious Bias?

Unconscious bias, also called hidden or implicit bias, is preferences, attitudes or stereotypes that affect our understanding, actions and decisions in an unconscious manner.

- Operates beyond our control and awareness.
- Informs our perception of a person or social group.
- Can influence our decision-making and behavior toward the target of the bias.



Some Unconscious Bias terms we will discuss

Halo vs Horn Effect

Confirmation Bias

**Affinity or Similarity
Bias**

Conformity Bias

**Social Desirability
Bias**

Gender Bias

For each bias we will discuss the behaviours you need to adopt to overcome and challenge your bias.



Interesting videos to open your mind

- <https://www.youtube.com/watch?v=7G0OUHnCudw> (Deloitte)
- <https://www.youtube.com/watch?v=39sJy7dJFK0> (European Commission Gender Equality)
- <https://www.youtube.com/watch?v=QCFb4BiDDcE> (Gail Tolstoi-Miller | TEDxLincolnSquare – Recruitment)
- <https://www.youtube.com/watch?v=rspZv2a0Pp8&t=154s> (TED TALKS LIVE Short - Unconscious Bias)

Uncovering your Unconscious Bias

Presented by Dr. Ali Burston

Organisational Psychologist, Metisphere

Western Australia Internal Audit Conference, 16th September 2021