

From Unconscious Bias to Conscious Inclusion

Presented by BCT Partners

Description

In the past, human bias was understood to be largely conscious and intentional. However, new research from the fields of neuroscience and sociology now suggest that human biases are largely unconscious and unintentional. This interactive seminar will explore the implications of unconscious biases and the organizational benefits to be gained from national best practices aimed at overcoming these biases and moving towards conscious inclusion strategies.

The final outline is determined based on client input and program duration.

The learning objectives for this seminar are as follows:

- Define diversity, equity and inclusion.
- Understand demographic megatrends, the “business case” for diversity, equity and inclusion, and the imperative to act.
- Using experiential exercises to experience the dynamics and learn the new science of unconscious bias and its implications.
- Understand how unconscious biases can overcome organizations’ best intentions and negatively impact employee engagement and productivity
- Examine frameworks that move participants along a continuum from awareness to action.
- Learn national best practices for overcoming unconscious biases on both an individual and organizational level.
- Identify the skills necessary to cultivate culturally competent leaders.
- Determine personal accountability/next steps.

Outline

I. Introduction

- a. Introductions and Objectives
- b. Course Overview and Ground Rules
- c. The Know/Don't Know Model

THINK: Engage the Head

II. Defining Diversity, Equity & Inclusion

III. Business Trends and Issues

- a. Three Demographic Megatrends
- b. The Business Case for Diversity, Equity and Inclusion
- c. Workforce, Workplace, Marketplace and Community Implications
- d. Experiential Exercises

FEEL: Engage the Heart

IV. Unconscious Bias - The Dynamics

- a. Layers of Diversity
- b. The 6 “C” Model
- c. Attitudes Towards Difference and the Tolerance Scale

THINK
FEEL
DO

Outline - Continued

V. Unconscious Bias - The New Science

- a. Experiential Exercises
- b. Mental Shortcuts and Our Brains at Work
- c. Groupness and Outsmarting Our Brains

VI. Unconscious Bias - The Implications

- a. Research and Findings
- b. Workforce, Workplace, Marketplace and Community Implications
- c. Experiential Exercises

DO: Engage the Hands

VII. Unconscious Bias - Best Practices

- a. Workforce, Workplace, Marketplace and Community Best Practices
- b. Experiential Exercises

VIII. New Skills for Professionals

- a. Individual and Organizational Development Continuums
- b. The 4 Components of Cultural Competence
- c. Micro-messages, Micro-inequities and Micro-affirmations
- d. Intercultural Communication and Conflict Resolution
- e. Experiential Exercises

IX. Conclusion

- a. Questions and Answers
- b. Step-Walk-Run Action Planning
- c. Course Evaluation and Next Steps



THROUGH MY EYES

First Virtual Reality Experience Designed to Mitigate Workplace Discrimination

Diversity Drives Business Performance

- Addressing gender diversity can increase revenues by 41%. *MIT 2014*
- Racially diverse tech companies are 35% more likely to have higher financial returns than the median. *Forbes 2017*
- Companies in the top quartile for racial and ethnic diversity are 35% more likely to have financial returns above their respective national industry medians. *McKinsey 2015*

Yet Most Diversity Programs Fail*

- The positive effects of diversity training rarely last beyond a day or two.
- Studies show that many managers tend to give lower ratings to women and minorities in performance reviews.
- Managerial ranks of white women and all minority groups except Hispanic men decline—by 3% to 11%—in the five years after companies adopt diversity programs.

**Harvard Business Review Article*

Why Do They Fail?

Traditional diversity and inclusion programs never have the employee actually 'walk in the shoes' of someone who faces bias in their daily life.

Through My Eyes Changes the Equation

BCT Partners and Red Fern Consulting have launched a VR program that puts people in actual situations where they have to confront some of their own obvious or hidden prejudices.

Why It Works

The VR experience enables the learner to take part in two different ways: as an observer of a mundane meeting and the behaviors exhibited, or they can experience the scene as one of the characters, accelerating empathy for how bias affects different demographics. Data of individual choices made is captured and then utilized for identifying trends and focal points for individual and collective action.

Why BCT and Red Fern

BCT Partners' diversity and inclusion expertise combined with Red Fern's understanding of how to develop transformative educational training and their depth of client experience provides the best in virtual reality learning combined with a focus on tailoring this experience for your needs.



BCT PARTNERS
Your Partner in Solutions that Matter



For more information about BCT Partners and Red Fern, visit their websites at bctpartners.com and myredfern.com

THROUGH MY EYES

Virtual Reality Immersion

And the Diversity & Inclusion Accelerator Program



**"Tell me, and I will forget.
Show me, and I may remember.
Involve me, and I will
understand." – Confucius**

Experiential learning (as opposed to simple memorization of facts and statistics) has long been proven to be more successful in terms of learning retention. We learn best when we have powerful experiences that relate to clearly defined learning outcomes, and when the learning focus is personally meaningful, and aligned with one's actual performance gaps.

"Transformative learning experiences rely on 'aha' moments; moments that provide new insight to what feels like a common reality, and which then lead to foundational questioning of assumptions."

**So, why have these principles
never been applied to diversity
and inclusion training?**

Now, it has.

Together, [BCT Partners](#) and [Red Fern](#) have created the first virtual reality immersion to tackle Unconscious Bias—*Through My Eyes*. This powerful experience provides participants the opportunity to witness and experience bias first-hand.

For those interested in long-term organizational change, our Diversity and Inclusion Accelerator program, which incorporates *Through My Eyes*, is a 10-week learning journey designed for action that helps participants address such issues as: recruitment, hiring, effective teaming, and other diversity, equity, and inclusion (DEI) skill development.

Technical Details

- The VR experience can be delivered to a desktop computer, phone, tablet, or VR headset.
- For VR headsets, it works with any headset, although the Oculus Go, Oculus Quest, and Mobile devices with or without a headset (e.g. Google cardboard or equivalent), are the most widely used.



BCT PARTNERS
Your Partner in Solutions that Matter



For more information about BCT Partners and Red Fern, visit their websites at bctpartners.com and myredfern.com

Frequently Asked Questions (FAQs)

Through My Eyes Virtual Reality Immersion and The Diversity & Inclusion Accelerator Program

Through My Eyes VR

What topics are well-suited to this immersion?

Through My Eyes is well-suited to a wide range of topics including cultural awareness, diversity, equity and inclusion; unconscious bias and implicit bias; micro-messages, micro-inequities and micro-affirmations; inclusive leadership and management; intergenerational management; cultural competence; human understanding, empathy and belonging.

How does BCT Partners typically deliver this immersion?

We include this immersion as part of a range of possible delivery models, including kiosk-style demonstrations, in-person or virtual workshops, and blended learning programs that combine in-person or virtual delivery with online engagement.

Can we license *Through My Eyes* and deliver this internally?

Yes, however, a train-the-trainer is required to license and deliver the immersion internally. The nature of the content requires professional facilitation to create the necessary environment of openness, and to manage the discussions after the experience.

What equipment do we need to run this VR experience?

BCT Partners can provide a turn-key solution, bringing the VR headsets so that you don't have to purchase those.

For large-scale deliveries, we provide a version that runs on mobile devices with Google Cardboard viewers, or equivalent, as an option. Using mobile devices with inexpensive viewers, while somewhat less immersive, is the preferred option for distributed delivery or in-person groups over 30 participants.

What if we have participants that can't use headsets / experience vertigo?

All versions of *Through My Eyes* are created to be run on laptops / tablets as well as VR headsets.

How long is the immersion?

The video content of the immersion lasts up to 15 minutes. We always pair this with an extensive debrief, unless we are running a demo kiosk.

Can I see a demo of *Through My Eyes*?

Yes! Please reach out to us at our website to schedule a demo.

What does a typical delivery of the immersion look like?

Most often this is part of a workshop, featuring 1-2 hours of level-setting content and context, 15 minutes for the VR immersion, an hour of debriefing, and then an hour of action planning, in addition to other workshop content.

How much does the *Through My Eyes* VR immersion cost?

Please refer to our pricing sheet for this information.



BCT PARTNERS
Your Partner in Solutions that Matter



For more information about BCT Partners and Red Fern, visit their websites at bctpartners.com and myredfern.com

Frequently Asked Questions (FAQs)

Through My Eyes Virtual Reality Immersion and The Diversity & Inclusion Accelerator Program

The Diversity and Inclusion Accelerator Program

What formats does BCT offer for delivery?

- **'Kiosk Mode':** We provide a larger number of headsets and a workshop design (one hour to full-day designs), along with one to two facilitators. This is most useful for conferences or to provide direct experience to a large set of stakeholders.
- **Workshop:** We provide a larger number of headsets and a workshop design (90 minutes to full day designs), along with two facilitators. Depending on timing, we have delivered multiple workshops in one day.
- **Blended Program:** We provide a 10-week learning journey, co-designed with your team, to engage a target audience in a significant behavior-shift initiative. We can provide a learning platform to support the process (or use yours). This features 4 weeks of meaningful preparatory assignments and questionnaires, the workshop including the VR immersion and then 6 weeks of structured and personalized action back in the workplace, with reporting on progress.

How many people at a time can participate?

The ideal class size for a classroom delivery is 30 people but we can accommodate larger groups both in a classroom setting and multiple locations virtually.

What level of audience is this program for?

We have run this immersion with audiences ranging from individual contributors to managers to CEOs and teams. We work with your leadership to tailor the objectives and content to the needs of the participants.

How much does this program cost?

Please refer to our pricing sheet.



THINK
FEEL
DO



BCT PARTNERS
Your Partner in Solutions that Matter



For more information about BCT Partners and Red Fern, visit their websites at bctpartners.com and myredfern.com