

# ENGAGING, RELEVANT, COST EFFECTIVE TRAINING

## Unconscious Bias in the Workplace

£15  
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Introduction to Unconscious Bias

Here are some examples of stereotypes common in the UK.

Of course these stereotypes may be true for some of the people in the group. The important thing is that they are not true for everyone in the group and it is unfair to make important decisions about an individual without paying proper attention to the characteristics of that specific individual.

Click on an item for more information. Click NEXT to move on.

Race	Nationality	Disabled people	Women	Age
Racial stereotypes suggest things like: <ul style="list-style-type: none"><li>Black men are lazy, dangerous, more likely to be involved in crime, better athletes and highly sexualised.</li><li>Black women are angry.</li><li>Asians work harder than other people.</li></ul>	National stereotypes include: <ul style="list-style-type: none"><li>Scottish people drink a lot and are tight-fisted.</li><li>Welshmen are good singers.</li><li>English people are uptight and love talking about the weather.</li><li>Irish people are very religious.</li></ul>	Stereotypes suggest that all disabled people: <ul style="list-style-type: none"><li>are helpless and to be pitied</li><li>have a poor quality of life</li><li>are sick</li><li>are less competent</li></ul>	Stereotypes suggest that women: <ul style="list-style-type: none"><li>are homemakers</li><li>are emotional</li><li>are not good at maths</li><li>are poor drivers</li><li>lack leadership skills</li></ul>	Age-related stereotypes include: <ul style="list-style-type: none"><li>Young people (millennials) are lazy, spoiled and unreliable.</li><li>Older people are out of touch, passive, not good with technology, physical and mentally weak.</li></ul>

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Bias: affinity, name, conformity and confirmation

Affinity Bias

One of the most common forms of bias is **affinity bias**.

Most people have a tendency to prefer people who are like them in one or more ways. We gravitate to people who are like us in appearance, beliefs or background.

Affinity bias has an impact on hiring decisions, mentoring opportunities and many other aspects of professional life.

Senior management positions are very often filled by white men, so affinity bias disproportionately affects women, black and minority ethnic people.

Click NEXT to move on.

Our Unconscious Bias online training course explains the impact of unconscious bias on individuals and organisations. It describes some different types of bias and highlights ways that individuals can start to reduce bias in themselves and organisations can prevent bias from operating in the workplace.

The course is for employees in any workplace environment, to help them understand the impact of unconscious bias on themselves, their colleagues and the organisation.

**The approximate duration of this training is 1 hour.**

## PURCHASING FOR YOUR ORGANISATION

If you are buying for your organisation rather than for yourself, it is simple for you to add learners, assign training and print certificates. You will have a dashboard to monitor learner progress and attainment.

Our training licences **don't expire** and are only assigned to a learner the first time they launch the training. Substantial discounts are applied to bulk purchases and annual licences are also available.

The course has been certified by the CPD Certification Service.

The assessment is generated from question banks so that the questions change each time a candidate takes the assessment – making the training suitable for initial and refresher training.

There is no limit on the number of attempts at the assessment and informative feedback is given so candidates can learn from their incorrect responses. A certificate, with the CPD logo, is available for download on successful completion of the assessment.

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## Unconscious Bias in the Workplace

### INTRODUCTION TO UNCONSCIOUS BIAS

- Stereotypes and how they influence behaviour
- The ways in which unconscious bias impacts decisions and affects some groups more than others
- The impact that unconscious bias can have on a business

### BIAS: AFFINITY, NAME, CONFORMITY AND CONFIRMATION

- Affinity bias
- Name bias
- Conformity bias
- Confirmation bias

### BIAS: PERFORMANCE, ATTRIBUTION, LIKEABILITY AND MATERNAL

- Performance bias
- Attribution bias
- Likeability bias
- Maternal bias

### THREE EFFECTS - HALO, HORNS AND CONTRAST

- The Halo effect
- The Horns effect
- The Contrast effect

### MOVING FORWARD

- The limitations of unconscious bias training
- Ways you can reduce your own bias
- Ways of reducing the impact of bias on recruitment and other business processes