

Implicit Bias in Career Services



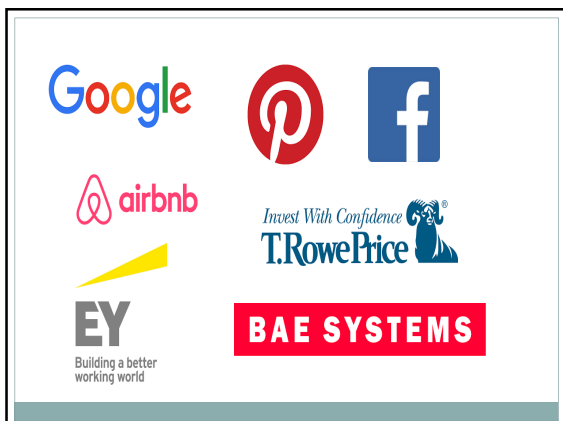
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Today's Agenda

- Why this Topic and Why Now?
- What is Bias?
- Different Types of Bias
- Impact of Bias on Career Services
- Action Steps

Who is the CEO?



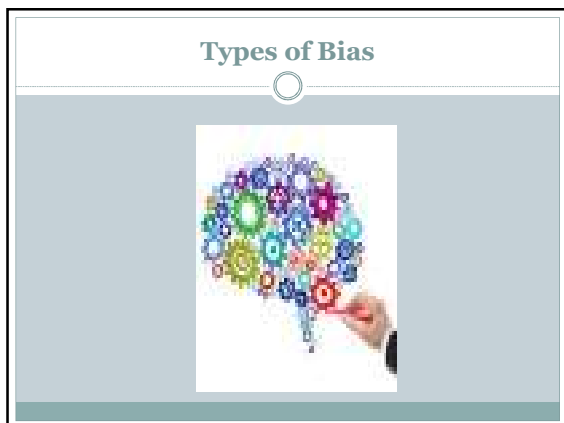


 **Principles for Professional Practice**

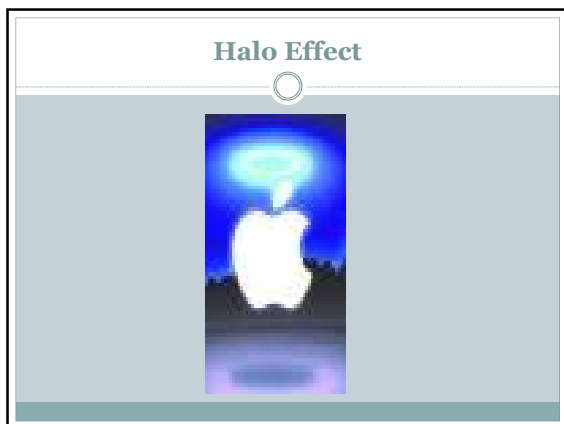
Career services professionals, **without imposing personal values or biases**, will assist individuals in developing a career plan or making a career decision.

What is Bias?

- Bias is “intentional and **unintentional**, conscious and **subconscious**, attitudes, behaviors, and actions that have a negative and differential impact on segments of the society, or favor one segment of the society.” – William Shackleford







Perception Bias



Confirmation Bias




Group Think



Bias & Our Offices


- Accessibility
- Marketing/Images
- Office Environment
- Services
- Staff Make-up
- Training
- Resources & Technology



Bias at Work




Bias at Work



Cultural Competency Model


(Pederson, P. 1988)

- Awareness
- Knowledge
- Skills




Implicit Association Test

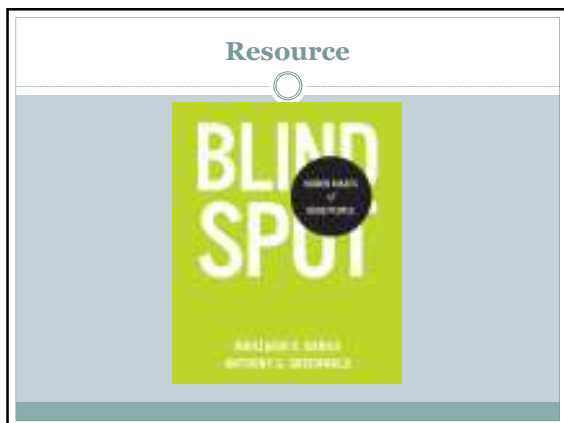
<https://implicit.harvard.edu/implicit/education.html>

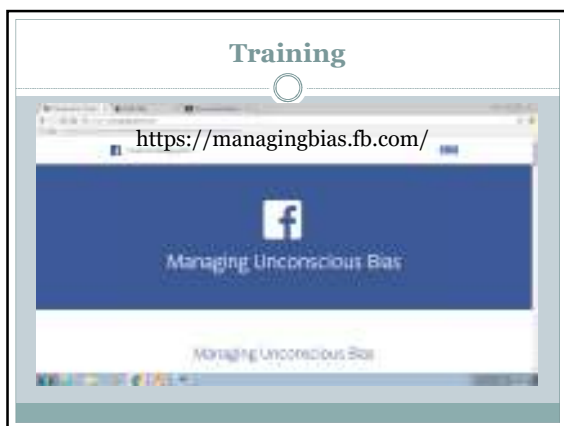


Look Different: Bias Cleanse

<http://www.lookdifferent.org/what-can-i-do/bias-cleanse>







The first step to defeating our hidden biases is to be honest with ourselves about the blind spots we have. Having a bias is only human. The only shame is in making no effort to improve. And human beings are an improving species — we have been improving ourselves in every way over millennia.

Dr. Mahzarin Banaji

Action Steps



Connect with me!

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