

Unconscious Bias: The Science of Implicit Association

Unconscious associations are automatically and involuntarily spurred by people, situations and places around us. These associations profoundly influence our beliefs and attitudes and shape our actions and behaviors. Implicit associations ultimately affect how we interact with others, interpret evidence and make high stakes decisions. This fascinating session uses the latest cognitive and behavioral research and utilizes live implicit association experiments with the audience to help attendees unveil hidden influences that impact their decisions and teaches them how to use these new insights to improve their thinking.

*Optional - This session offers a powerful, live EEG demonstration (visual representation of brain activity) allowing attendees to witness the cognitive patterns that correspond with the most effective thinking approaches.

Major Subjects:

- The link between involuntary associations and decision-making
- Unconscious bias at the individual and group levels
- How cognitive diversity benefits group decision making
- How stereotypes develop
- Ethics and implicit associations
- Using the mind-lens model to uncover hidden biases

Learning objectives: Attendees will learn new thinking approaches that help them recognize unconscious associations that influence their reasoning. They will experience interactive exercises that they can use after the session to improve their thinking and allow them to escape hidden thought processes that may limit their understanding.

Level: Basic

Prerequisites: None

Advanced preparation: Not required

Hours: 1-8. Session available in 1-2 hour keynote format, a 1-4 hour presentation format or 2-8 hour workshop format.

Designed for: Analysts, auditors, investigators, law enforcement, governance and compliance professionals, and those working in the IT, HR, legal, and medical professions as well as executives, policymakers and other decision makers interested in improving critical thinking skills and judgment quality.

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