



BREAKING BIAS

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OUTLINE

There is a **business case** for diversity

But no one really believes it – **unconscious bias**

We can **overcome** unconscious bias

DIVERSITY IMPROVES THE BOTTOM LINE

- Greater gender equality → to company stock prices
- Companies in the top quartile in gender, racial diversity outperform bottom quartile by 15% and 35%
- Every 1% increase in gender, racial diversity → 3% and 9% sales boost
- One team member represents target customer → 158 percent more likely to capture target
- Investing in companies with women on the board → 36.4% greater returns
- More women in the c-suite → firm profitability

Do Pro-Diversity Policies Improve Corporate Innovation?

Roger C. Mayer, Richard S. Warr, and Jing Zhao*

Using new product announcements, patents, and patent citations as measures of corporate innovation, we find that corporate policies that promote more pro-diversity cultures, specifically treatment of women and minorities, enhance future innovative efficiency. This positive effect is stronger during economic downturns and in firms that are more innovative, value intangibles and human capital more highly, have greater growth options, have higher cash flow, and have stronger governance. Pro-diversity policies also increase firm value via this stimulating effect on innovative efficiency. Our results suggest a channel through which workforce diversity may enhance firm value.



Which line is
the same
length as X

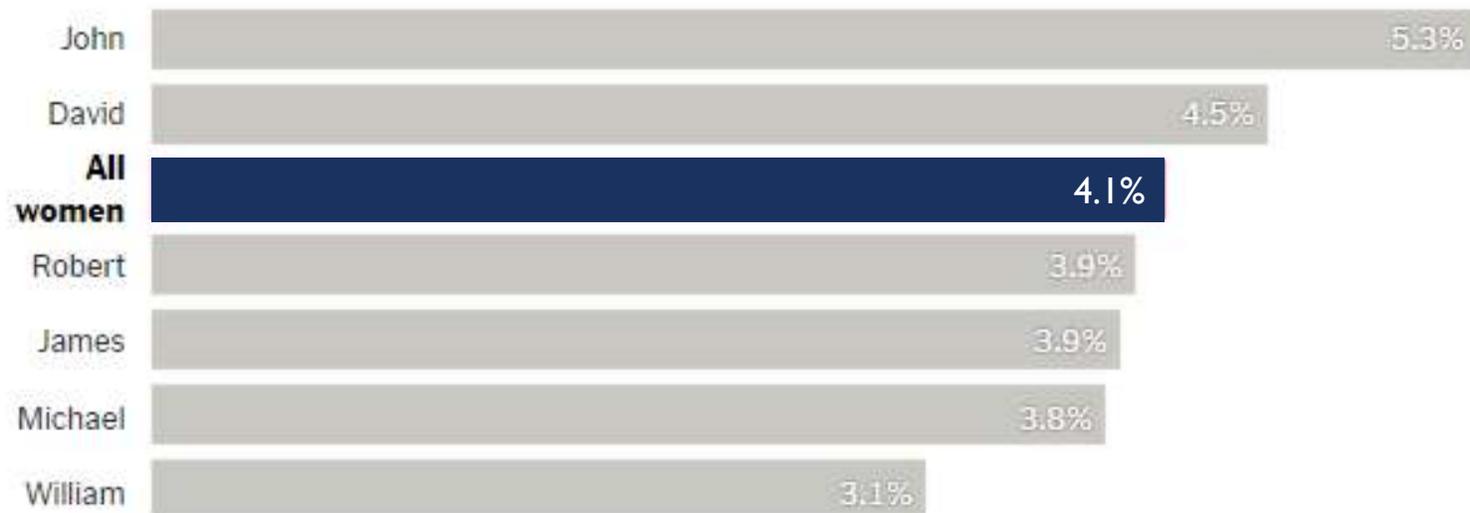
- A
- B
- C



YOU SHOULD HAVE NAMED YOUR DAUGHTER JOHN-DAVID... AND MADE HER A BOY

Guys Named John, and Gender Inequality

Share of C.E.O.s of S.&P. 1500 companies by C.E.O. name



Source: Execucomp

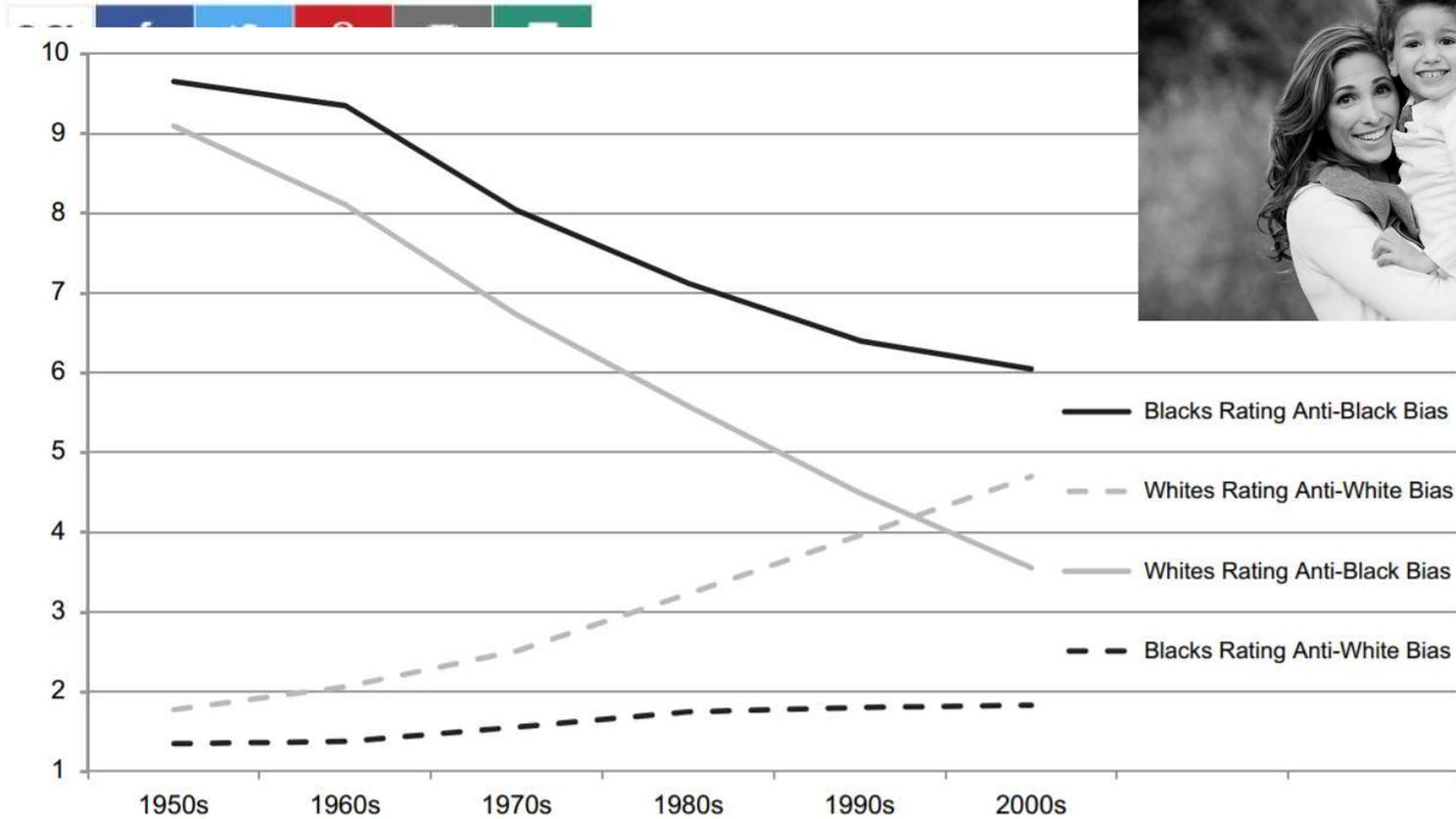
*Disclaimer

WOMEN

LOL, 56 Percent Of Men Think Sexism Is Over

Huzzah!

© 08/18/2016 03:09 pm ET | Updated Aug 19, 2016



UNCONSCIOUS BIAS

- The ROCK STAR was unhappy with the amount of alcohol at the party
- The NUN was unhappy with the amount of alcohol at the party
- After weighing all the circumstances, the CEO decided to terminate a few employees
- After weighing all the circumstances, the DRUG DEALER decided to terminate a few employees



NUGGIES



13%



74%

DID FOLKS IN THE 1950S THINK BLACK MEN WERE BETTER BB PLAYERS?

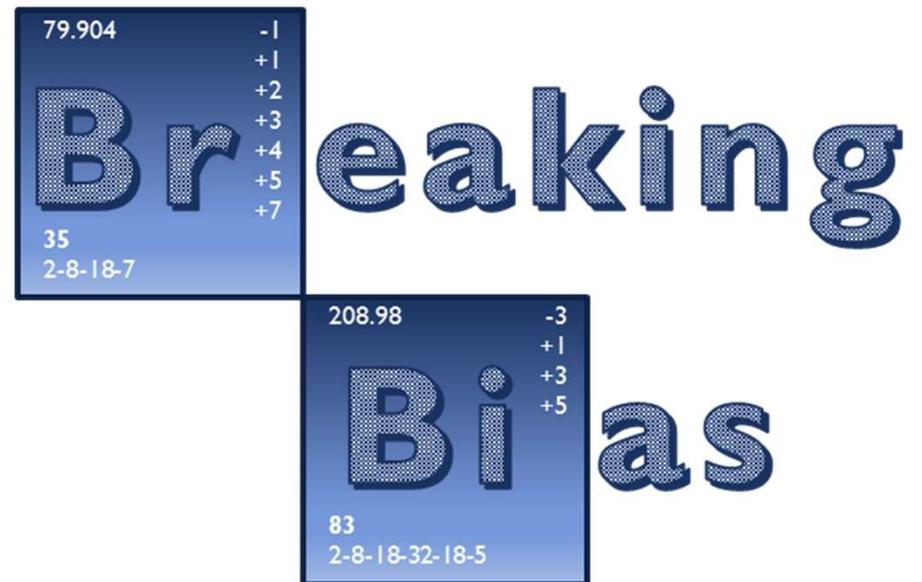
1953 NBA CHAMPIONS MINNEAPOLIS LAKERS



CEOS



SO WHAT CAN WE DO? THE ABCS OF BREAKING BIAS

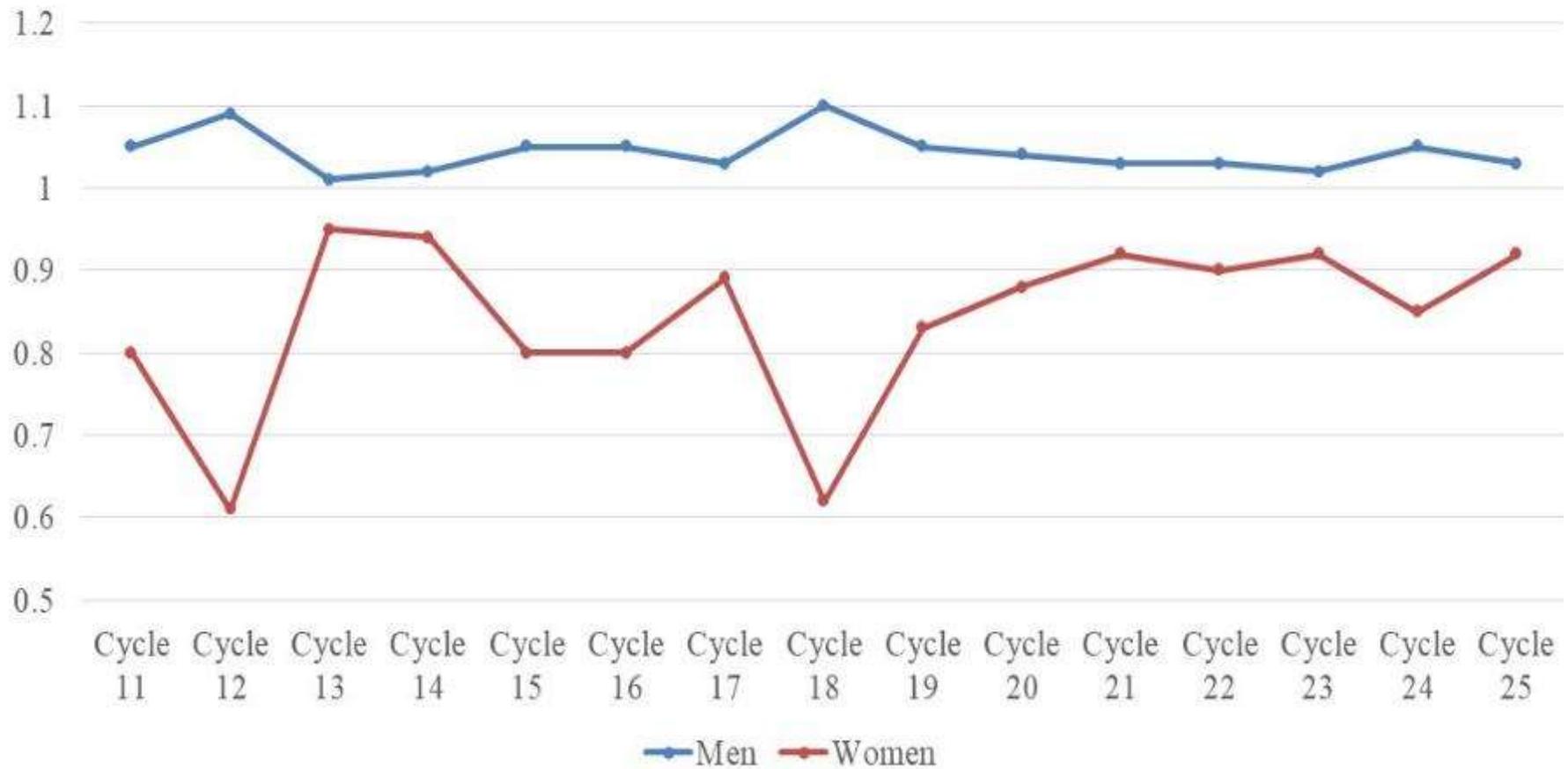


A. ADMIT IT



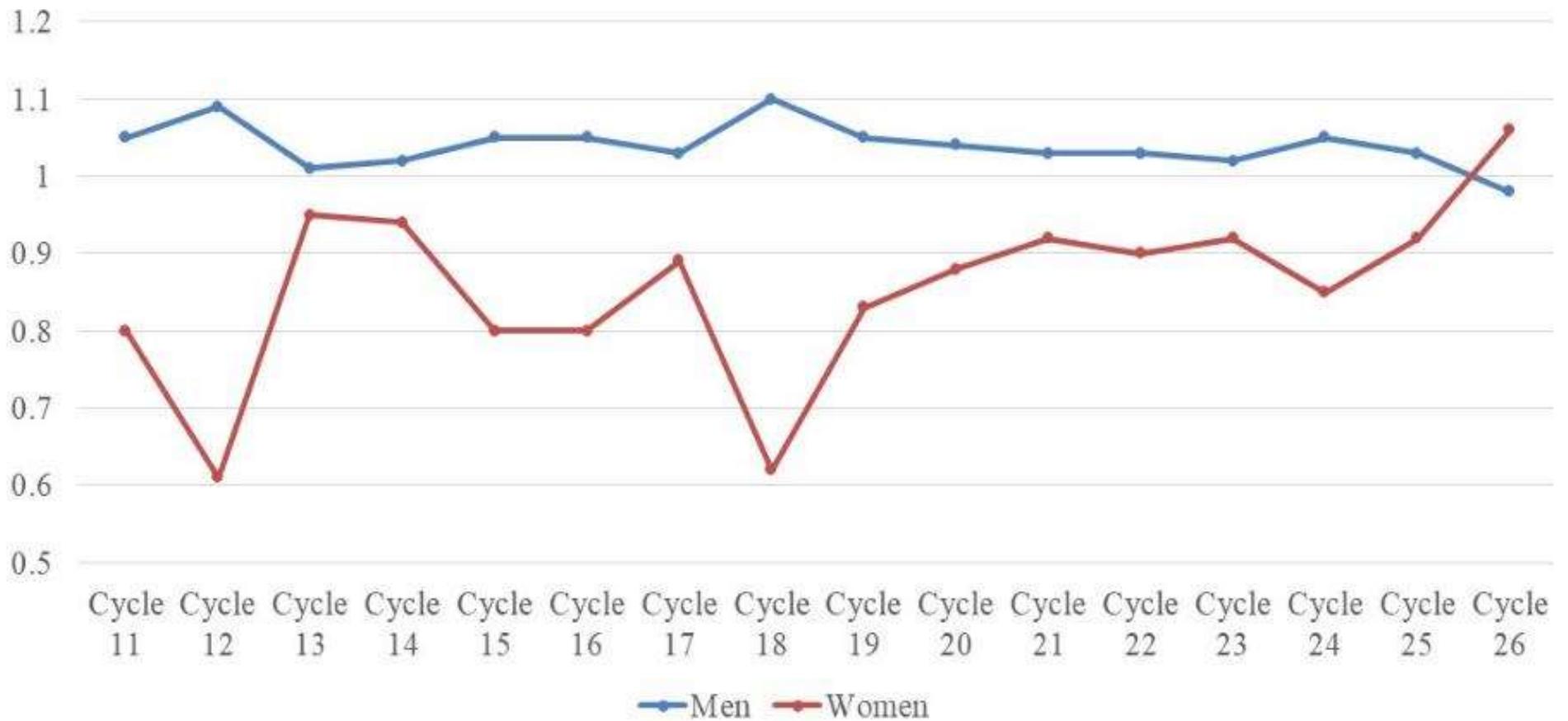
B. BLOCK IT

Hubble Acceptance by Sex



B. BLOCK IT

Hubble Acceptance by Sex



C. COUNT IT

By 2020

Starbucks 50% increase of women and minorities in leadership

Medtronic 40% women in top management and 20% minorities

By 2025

Accenture set a goal of 50% gender balance worldwide and 25% women managing directors

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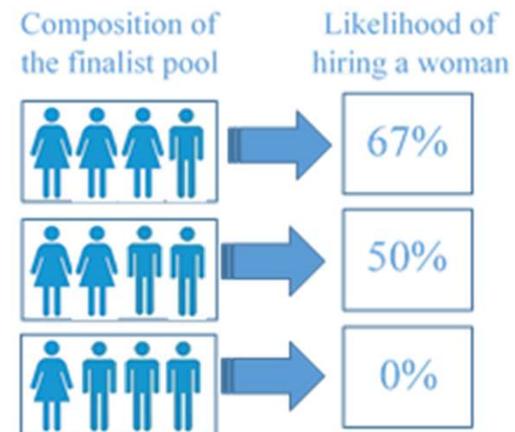
More Companies Say Targets Are the Key to Diversity

Some businesses believe that voicing support isn't enough. They also have to set discrete goals.

C. COUNT IT

Method

1,031 participants
4 studies: 3 experiments
(Mturk workers, undergrads
and a correlational field study
professors)
IAT to measure bias



Harvard
Business
Review

DIVERSITY

If There's Only One Woman in Your Candidate Pool, There's Statistically No Chance She'll Be Hired

by Stefanie K. Johnson, David R. Hekman, and Elsa T. Chan

APRIL 26, 2016

Bias is less prevalent when you are accountable and more prevalent if you think others agree with you.

S. SUPPORT IT

Harvard
Business
Review

BOARDS

CEOs Explain How They Gender-Balanced Their Boards

by Stefanie K. Johnson and Kimberly Davis

OCTOBER 06, 2017 **UPDATED** OCTOBER 16, 2017

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DIVERSITY

What 11 CEOs Have Learned About Championing Diversity

by Stefanie K. Johnson

AUGUST 17, 2017 **UPDATED** AUGUST 29, 2017

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Method

1,357 participants

2 studies: correlational
field study (self, peer, boss)
and an experiment

DIVERSITY

Women and Minorities Are Penalized for Promoting Diversity

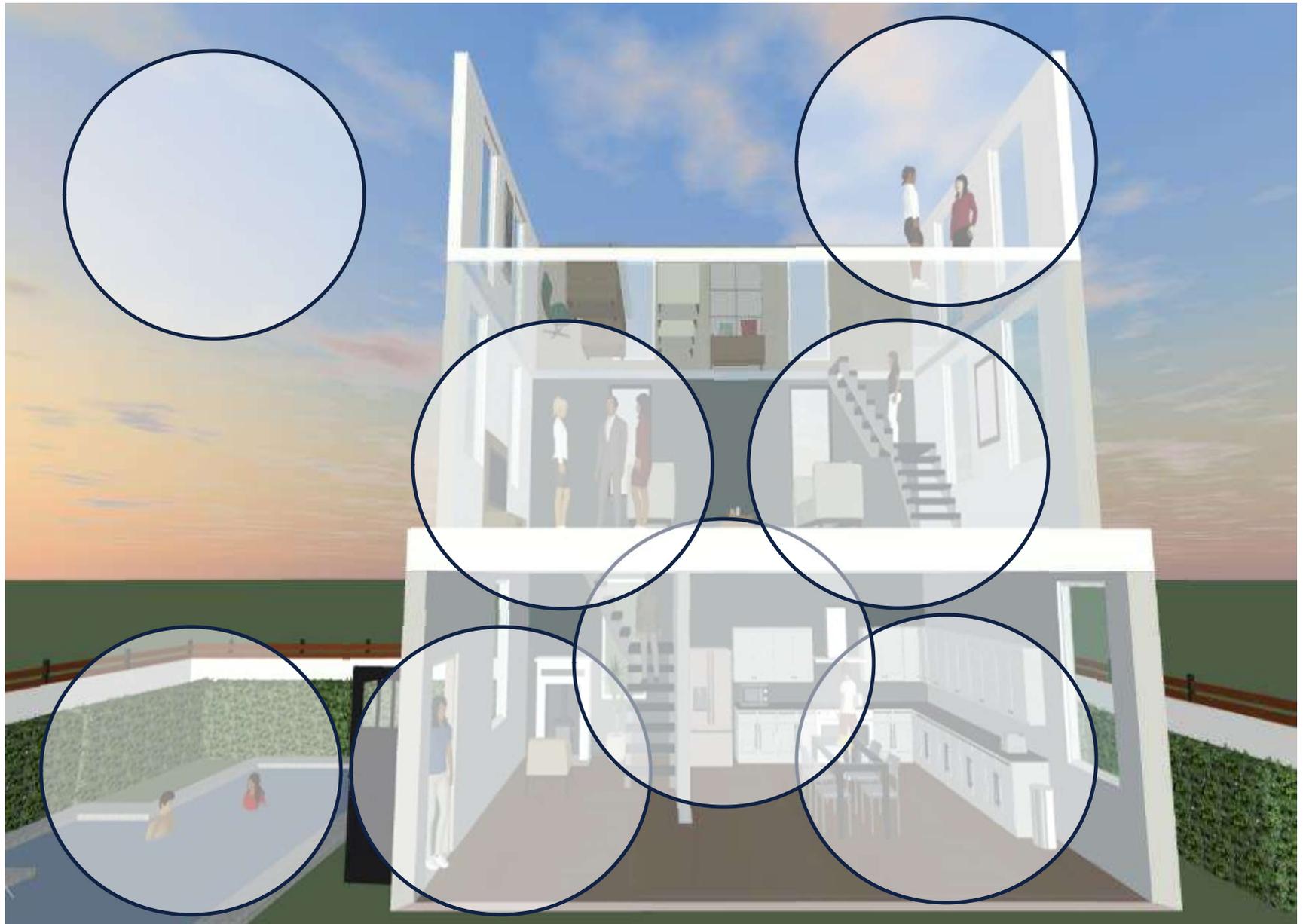
by Stefanie K. Johnson and David R. Hekman

MARCH 23, 2016

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Female and minority leaders who “Respect differences, Value working with different types of people, Are comfortable managing diverse employees” are seen as less competent and effective.



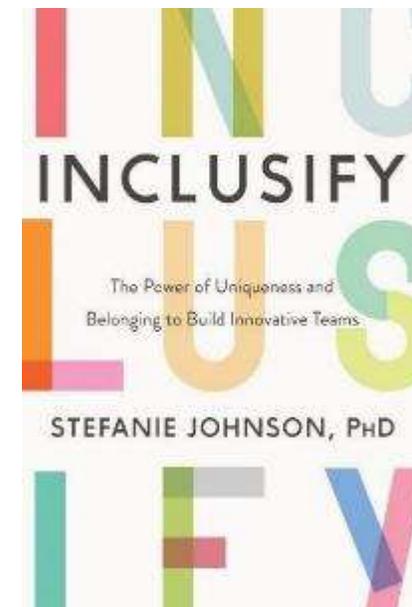
FOR SLIDES AND TO STAY IN CONTACT



Thank you!

Text Inclusify to
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Updates, Giveaways
Extra Chapters, etc.



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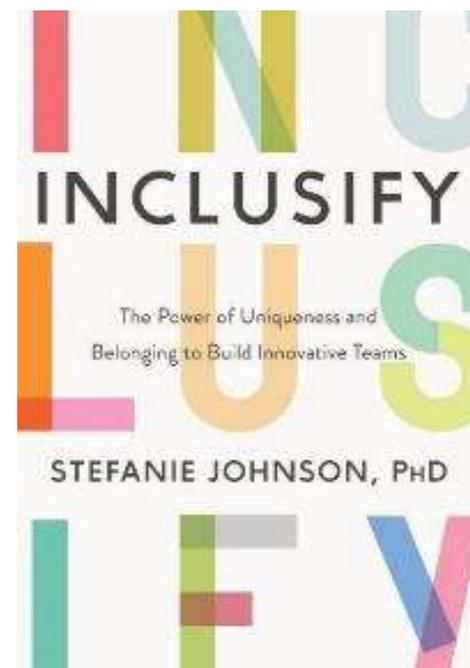
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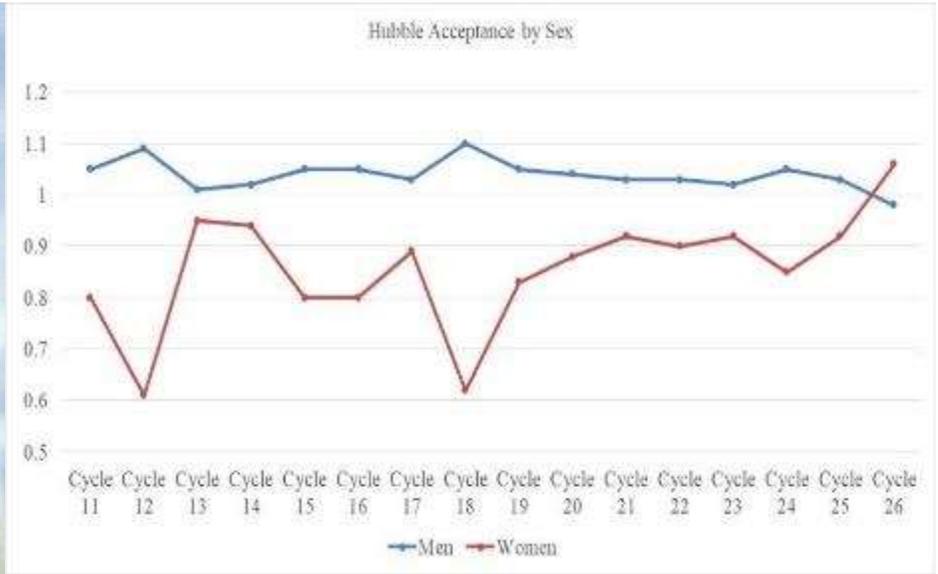


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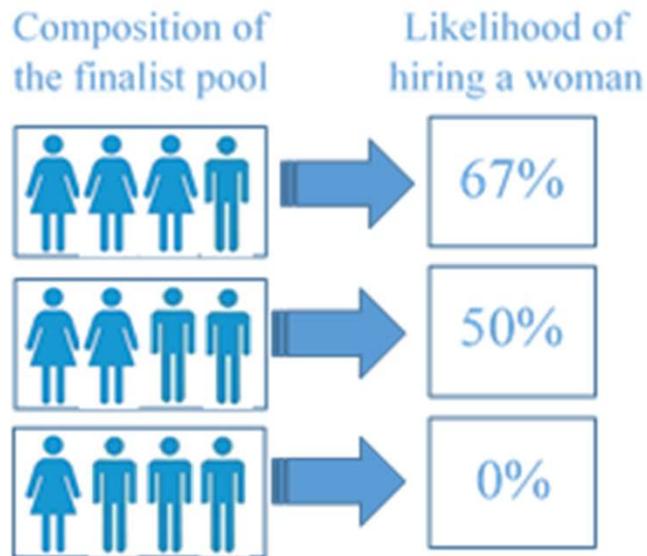


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QUESTIONS?



Harvard Business Review



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