

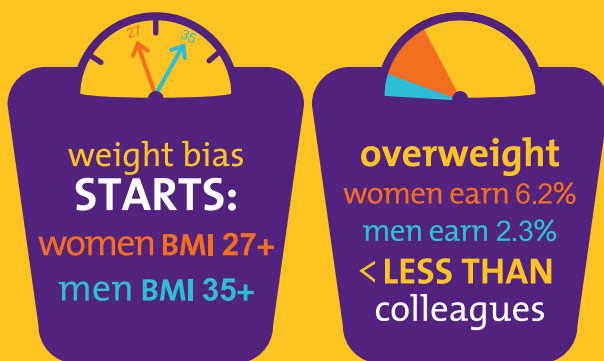
Performance Coaching International unconscious BIAS

How good are your leaders when it comes to crucial judgements?

Do they consider all angles?

Take account of all the facts?

Do they treat those facts objectively when it matters most?



(Science Daily)

(American Association of Retired People)



(Harvard)



(AZ Big Media)

The human brain's a powerful thing. Its mental shortcuts reach fast conclusions, compare new events with past knowledge and experience, reach on-the-spot decisions, for the most part reliably and to good effect.

But this ability can spell trouble. Even experts are prone to rely on easily available data and recent memory. They act on misleading patterns. Strong needs for social approval lead them into herds even when all indicators point the other way.

Within 5 years of leaving university, graduates earn



(Smithsonian)



(Harvard)

In short us humans are not so rational as we think. Emotions and intuition drive most decisions before the slower, more conscious decision engine fires up. This allows biases formed by social and cultural norms to creep in unnoticed.



(Dr Mike Waters)



67% of the British public admits to feeling UNCOMFORTABLE talking to DISABLED PEOPLE

36% of people tend to THINK OF DISABLED PEOPLE as not as productive as everyone else

(Employers' Network for Equality & Inclusion)

Based on latest research this programme is designed around the tried-and-tested REQUIRE process. We raise awareness of leaders' susceptibility to bias and show them when and when not to rely on fast

thinking in work and everyday life. The focus is on providing them with the mindset and tools they need to counter the effects of unwanted bias, as individuals, as part of a team or across the organisation.

I want it! What now?

Let's start with a conversation, potentially a courageous one, but definitely one to set your team, your organisation - and you - on a journey towards richer, more sustainable high performance.



Contact us today:

+44 (0)1708 510345

info@performancecoachinginternational.com