

Answers to some of the most commonly asked questions we receive:

What are some of the common types of unconscious bias?

The 5 most common cognitive, unconscious biases form the acronym, LEAAP. This stands for Like-Me, Egocentric, Availability, Anchoring, and Proximity. More information can be found here: percipiocompany.com/if-you-have-a-brain-you-have-bias

Why am I uncomfortable talking about bias and race? How can I become more comfortable?

Fold your arms. Now reverse the order of your arms. It feels mildly uncomfortable, right? This is a level of cognitive dissonance where conversations can be effectively started. Too often, our brains perceive race as a threatening topic and we make every attempt to avoid it. Practice. Breathe. Remain curious. Less certain. Exercise empathy.

How can we identify with those we perceive as 'other'?

Seek common ground and find strength in the 'other', lead with curiosity and ask thoughtful questions so you can establish some commonality.

Why is it wrong to say "I don't see race"?

It's wrong on many levels. Physiologically, even the legally blind can "see" race. They are forced into when they fill out forms for a driver's license or job applications. Our societal institutions continue to use racial categories so to deny the existence of race is usually motivated by an individual attempt to avoid uncomfortable feelings. The statement is more common in the dominant caste and denies historically marginalized groups a core part of their identity. More info can be found here: <https://percipiocompany.com/dimensions-of-diversity/>

What are some of the objections to addressing bias you've encountered and how have these been overcome?

One common objection is, "What does *'this'* have to do with work?" If we're talking about *"this"*, then it has EVERYTHING to do with work. It is HOW we get things done. The WHY we work together.