

Welcome to Session 6 of the Disability Awareness and Sensitivity Series Implicit Bias

Funded in part by Small Business Administration
through the Community Navigator Pilot Program.



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Future Sessions

Register for Upcoming Sessions

- [Session 7: Legal Considerations - The ADA – Date November 3rd - 2-3 EST](#)
- [Session 8: Accessibility of print and digital information and materials – November 30th 2-3 EST](#)
- [Session 9: Connecting with Disability Specific Resources – December 14th 2-3 EST](#)
- [Session 10: The Integrated Resource Team Approach – December 21st 2-3 EST](#)

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Building a Better Financial Future

Implicit Bias and Shifting Perceptions

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Today, we will examine and seek to better understand Implicit Bias.

- What it is
- How it impacts us
- Why we need to mitigate its effect
- How to shift our internal perceptions

Poll Question:

Consider the word “bias.” Which of the words below do you associate with it?



- A. Positive
- B. Negative
- C. Neither positive or negative

Poll Question:

Do you know the difference between bias and implicit bias?

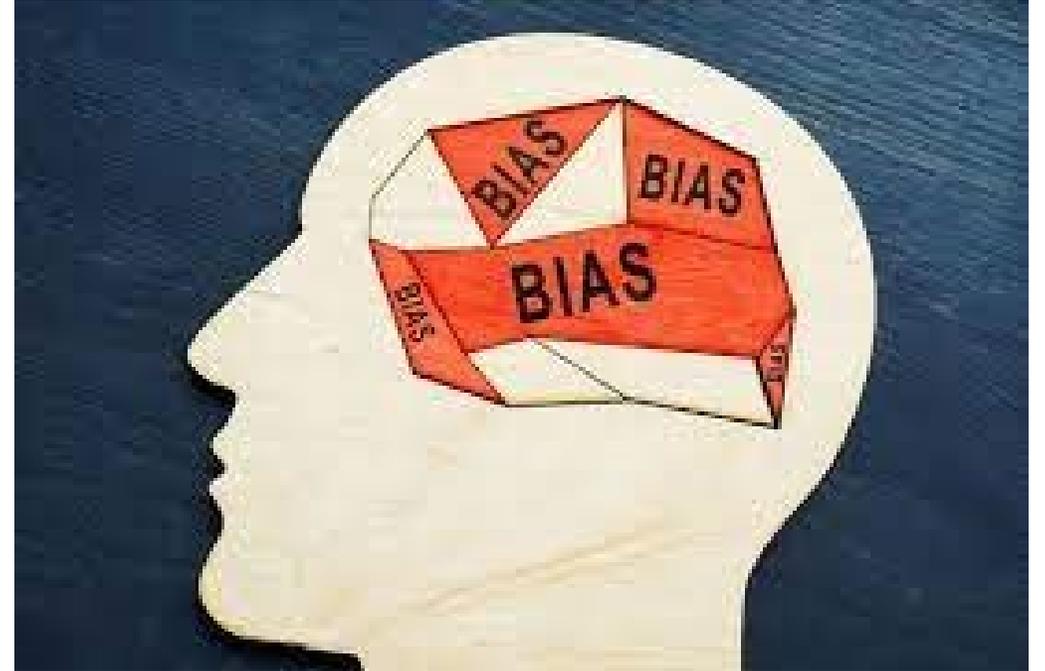
- A. Yes, I know the difference
- B. No, I do not know the difference
- C. Neither, there is no difference



What is implicit Bias?

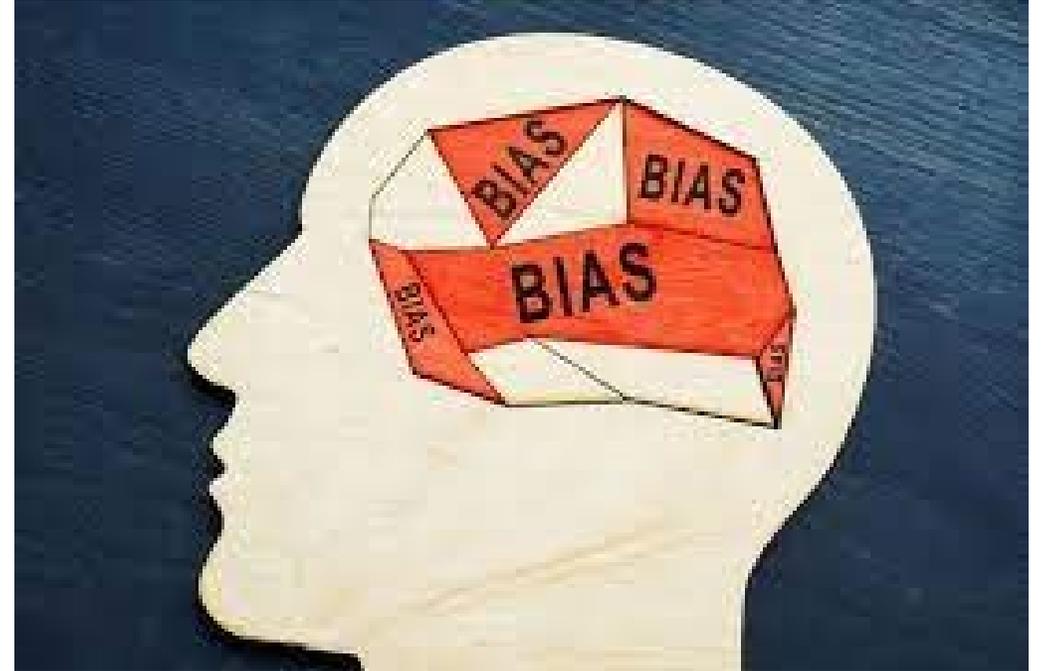
Bias is a disproportionate weight in favor of or against an idea or thing.

Implicit bias is a form of bias that occurs automatically and unintentionally.



Understanding Implicit Bias

- We all have bias
- How our brain works
- Bias is not good or bad
- Based on associative learning
- Learned from media, background and experience



Poll Question:

How many times have you experienced bias because someone put limits on you or your business due to your disability?



1. Just a few times
2. More than 5 times
3. More than 10 times
4. I have lost count

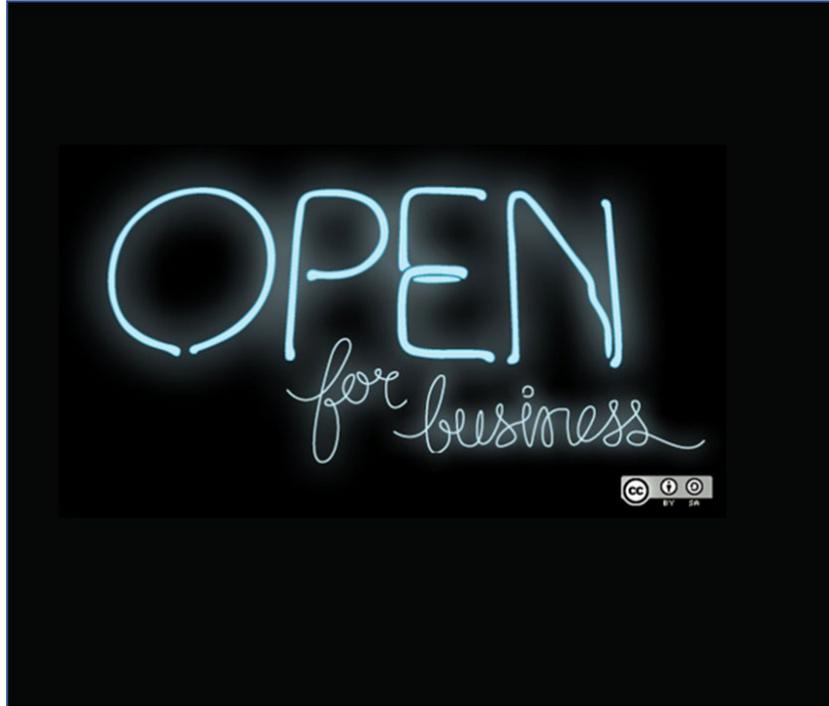
Implicit Bias Can Cause A Problem

**Implicit
Biases**



**Expressed
Beliefs**

Why is this important to me?



- Our implicit biases can influence who we select to do business with, for example:
 - Who we use as vendors
 - Who we hire as staff and team members
 - Who we partner with
 - Who we send referrals to

Our implicit biases can impact how we communicate with our customers, vendors, staff, etc.

Understanding My Own Implicit Biases

Think about...

The last time you said NO

Could there have been any implicit bias going on that impacted your decision?



What Can You Do?

The good news is that our brains are malleable!

We can mitigate the impact of our implicit bias on our decisions.



Mitigate the impact of Implicit Bias in Decision-Making



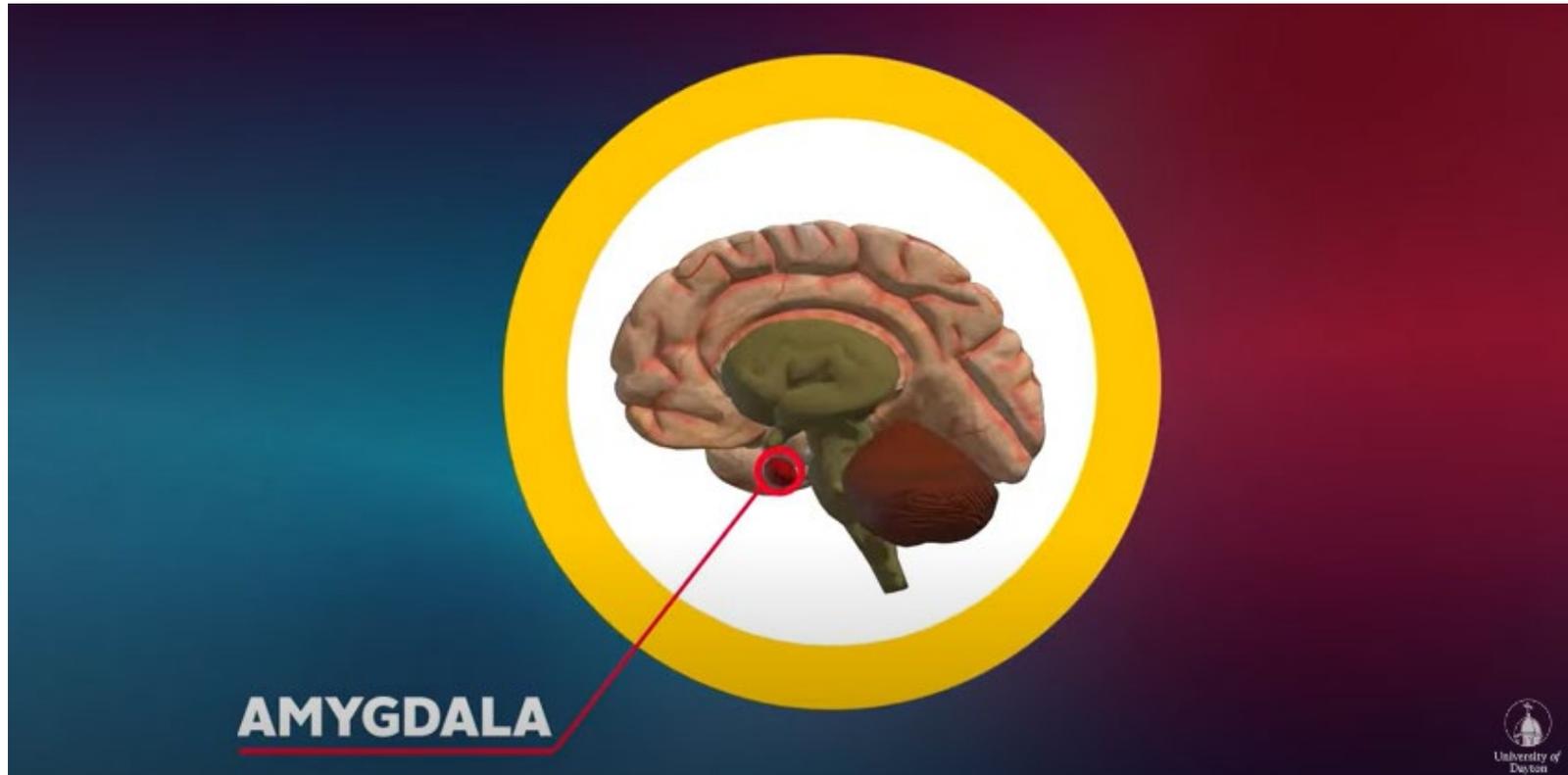
1. Slow down
2. Acknowledge your assumptions
3. Seek additional input & perspective
4. Examine your options & make the decision

Reduce Your Implicit Bias



- Increase your network
- Increase your exposure
- Look for positive examples

What is implicit Bias – Video Recap



Key Points Recap

- Everyone holds implicit biases
- Implicit bias operates outside of our consciousness
- Our implicit biases can be counter to our stated values and beliefs
- We can take steps and actions to shift our internal perceptions and mitigate the impact of our implicit biases



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Community Navigator Pilot Program Goals

- Support Entrepreneurs and Small Business owners with disabilities at any point of the Business Life-Cycle.
- Reduce barriers accessing needed programs to recover, grow, or start a business.
- Increase coordination of the DMV area ecosystem of entrepreneurial support organizations to be responsive and accessible to the needs of entrepreneurs and small business owners with disabilities.
- The ecosystem includes financial assistance, access to capital, contracting and procurement assistance, marketing and communications, operations, management and business development, legal assistance preferred contracting status.
- For more information, contact our Community Navigator, [Ruth Chavez](#).

[NDI and SBA Small Business Hub \(disabilitysmallbusiness.org\)](https://disabilitysmallbusiness.org)

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