

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

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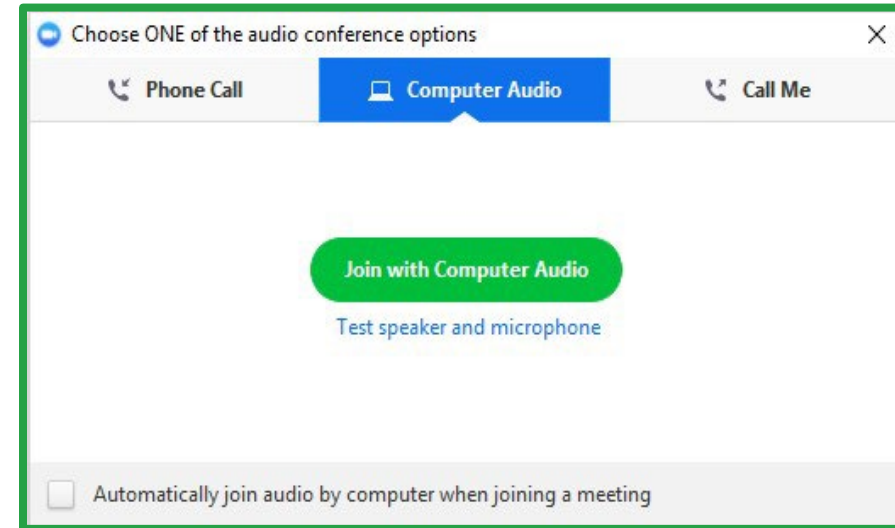


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[www.disabilitysmallbusiness.org](http://www.disabilitysmallbusiness.org)

# Future Sessions

## Register for Upcoming Sessions

- [Session 7: Legal Considerations - The ADA – Date November 3<sup>rd</sup> - 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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# Implicit Bias and Shifting Perceptions

Presented by:

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

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- 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?

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

# Poll Question:

Do you know the difference between bias and implicit bias?

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



# What is implicit Bias?

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**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

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- 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?**

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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

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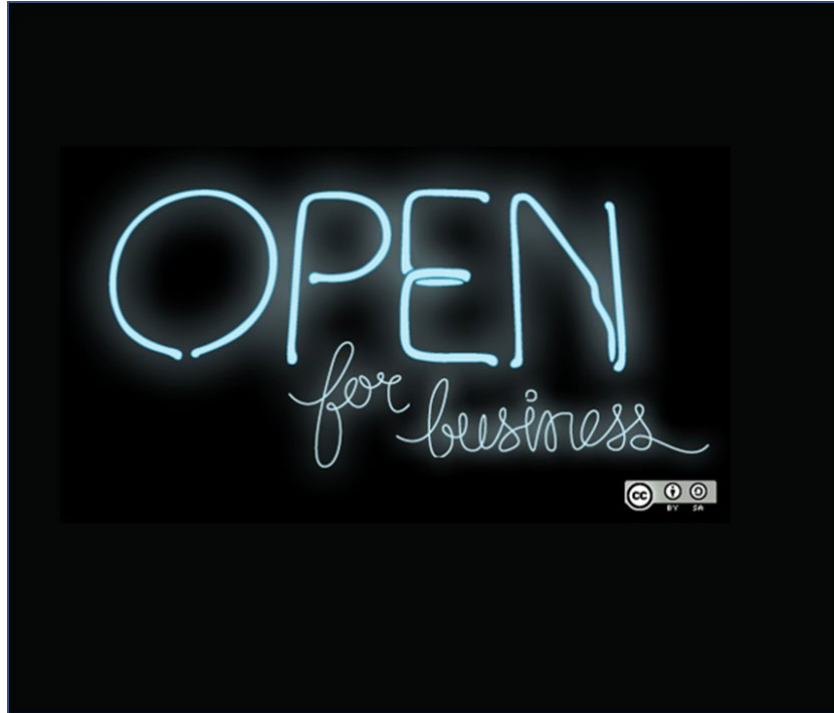
**Implicit  
Biases**



**Expressed  
Beliefs**

# Why is this important to me?

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- 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

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**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?

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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

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

# Reduce Your Implicit Bias

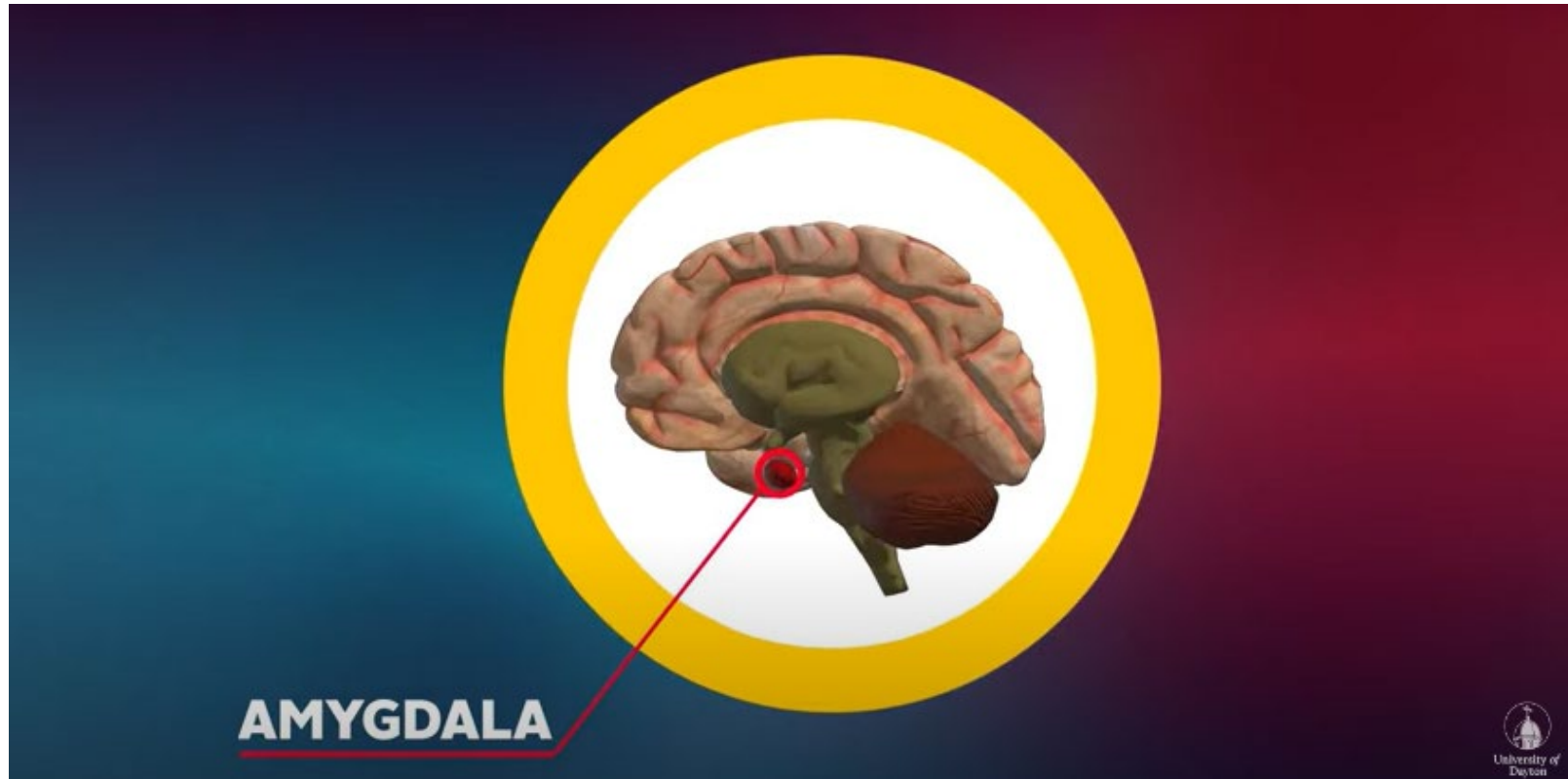
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- Increase your network
- Increase your exposure
- Look for positive examples

# What is implicit Bias – Video Recap

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# Key Points Recap

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- 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



## **Shajira Brown**

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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](#).

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