

Engineering Affinity

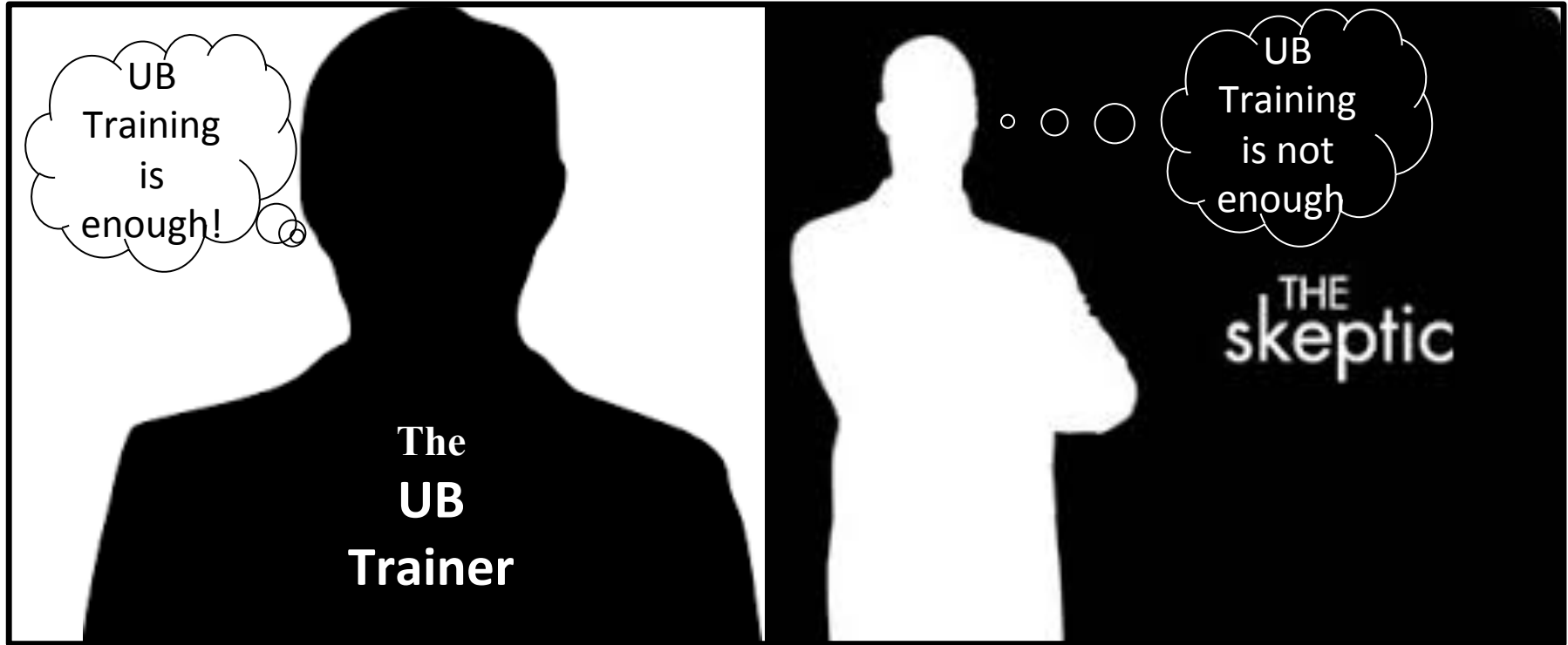
An Easier Way to Create an Inclusive Environment



Presented by Joseph Santana,

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Author of Supercharge Your ERGs, Creator and Host of the
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My Personal Unconscious Bias Journey



Common Quotes From the UB Industry

Learn to accept difference

Wrestle your impulses

Oh and do exceptional work while you're at it!



*Avoid right and wrong
dichotomies*

Watch your thoughts

**We Cannot Consciously Outthink
Our Way Out of All Our Biases**



The reason why you cannot consciously outthink all your subconscious biases

11 Million
bites per
second



We process
99.99999% of
the data
around us
rapidly using
short cuts

45 bites per
second

30ms
Subconscious
Processing & Reaction

525ms
Conscious Thought
Processing & Reaction

Even if you can moderate one or all of your biases would that be enough?

Quick Thought Experiment: *Do you love or feel connection and camaraderie with everyone you don't hate?* **No, because the absence of hate is not love, its neutrality!**

And Here's Why Bias Removal is Not Enough!



“The removal of negative bias doesn't produce inclusion; it produces indifference.”

LET'S RECAP -

- You can't fight all your negative biases, and even if you could
- It would only get you to apathy not inclusion



**So before your head explodes,
what can you do?**

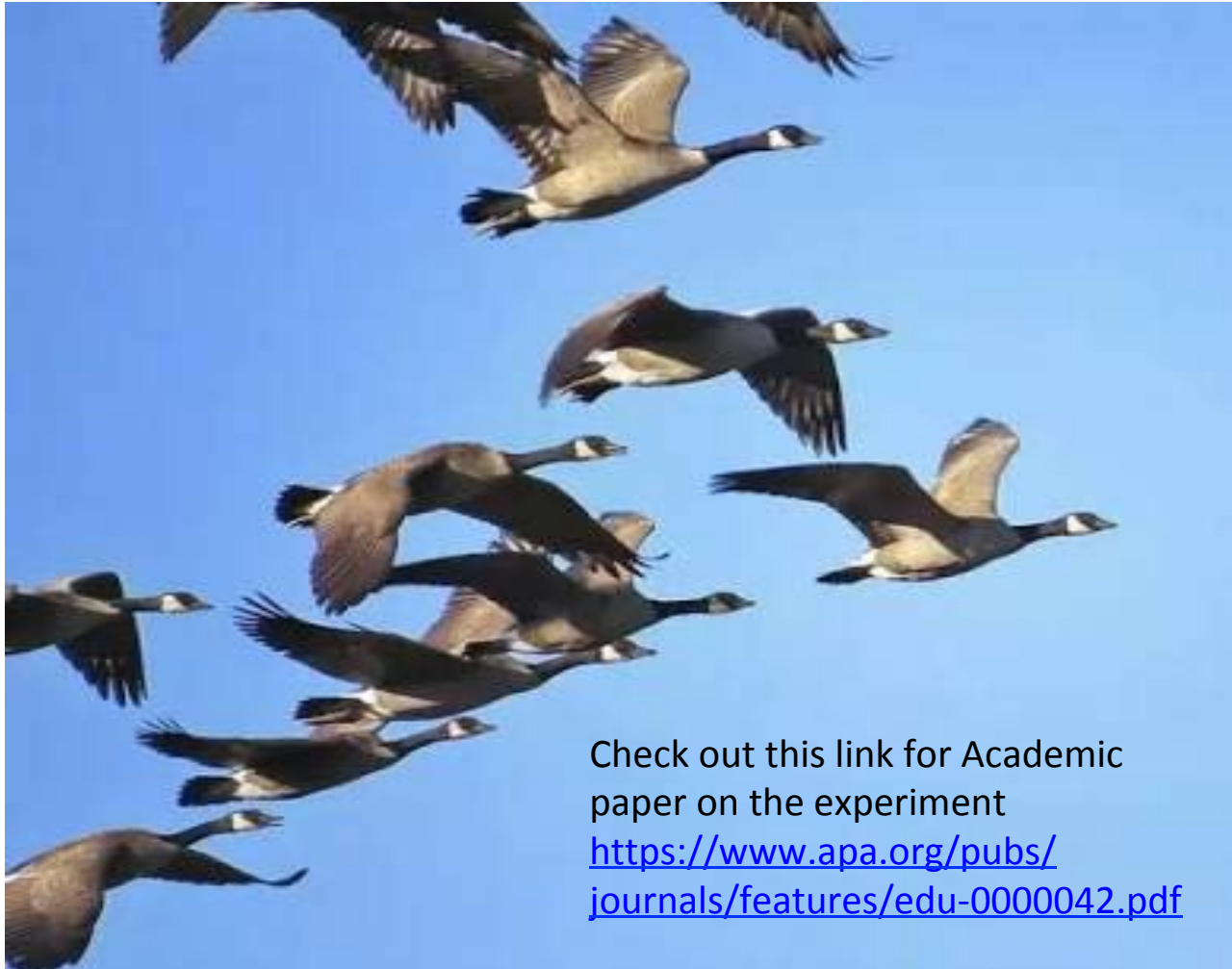
Let's Start by Focusing on Affinity!



**The Big Question: Can Affinity Be Ignited
Between People With Differences?**

YES, BY CREATING BSF MOMENTS

(Birds of a Similar Feather)



Check out this link for Academic
paper on the experiment
[https://www.apa.org/pubs/
journals/features/edu-000042.pdf](https://www.apa.org/pubs/journals/features/edu-000042.pdf)

Here are my 5 BSF
moment suggestions

1. Use a group discovery survey!



2. Coach teams of people through deep discussions that bring out empathy!

Example: A one-hour facilitated discussion following a short video like this one!

#INCLUSIONSTARTSWITHI



3. Kick off a meeting with a new group of people using an “I Am From” poem

I am From...

by Sarah

I am from the basketball court across the street
riding our bikes
Dad plays basketball
we play in the baseball field.

I am from the parties my cousins have
cousins running all over the place!
swimming in the pool
hide and seek.

I am from the small beagle in my back yard
running
barking - I cant sleep!
small
furry.

I am from the playground in my backyard
fun
I Never Get A Turn!
monkey bars
lost my shoe
it always happens.

4. Pair people who appear to have differences in short-term relationships!



5. Acquire AI tools that enable people to discover their commonalities



BONUS IDEA!

Be prepared to change a lot of your policies, practices and methods



Think Behavior Programming Versus Psychotherapy!

Traditional UB Training

Okay, so now I know why I have that bias. Unfortunately, I still have that bias.



Creating BSF Moments

I have no idea where that bias came from, but "good news," its gone.



The Bottom Line!

“True inclusion comes from finding our commonality in the midst of many differences, not just overcoming repulsion!”



**SO CREATE THOSE BSF
CONNECTION MOMENTS!**

Start by Connecting With Me!

Here's what's in it for you

1. I'm Your Iconoclastic "Spiky Thinker"

Meaning that you will hear some off-beat and original ideas from me that will at a minimum get you to think differently!

2. I Give You A Lot of Free Stuff

- 60 Second CDO Tips
- 60 Second ERG Leader Tips
- ERG PowerTalk Podcast
- HRO Today Future of DEI Livestream shows
- Weekly digest of DEI Trends that you can use as input for your own weekly leadership update

3. I Bring Value to Your Top-of-Mind Areas

- CDO PowerCircle Executive Coaching; My Goal is not to make you more like me, but rather to make you a better version of you
- ERG/BRG Leadership Virtual Academy
- Live Boot Camps for ERG/BRG leaders and Executive Sponsors



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