



MICROINEQUITIES OF UNCONSCIOUS BIAS: HACKING INTO THE COMMUNICATION SYSTEM OF LEADERSHIP  
with Stephen Young  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## MICROINEQUITIES OF UNCONSCIOUS BIAS: HACKING INTO THE COMMUNICATION SYSTEM OF LEADERSHIP

The MicroInequities program instructs leaders how to uncover the subtle micromessages that represent the cornerstone of how we are all motivated to perform differently in the workplace. Micromessages rest squarely in the arena of Unconscious Bias. These micromessages are conveyed through gestures, tone, nuance, inflection, inference and syntax. They transcend the actual words we use and are the underpinnings that establish a corporate culture. The program explores the critical balance between our denotation (the words we use) and connotation (what the words ultimately convey.) This session provides participants with specific actions and tools that enable them to drive behavior change that raises the performance of everyone within a leaders sphere of influence.

### STEPHEN YOUNG

Stephen Young is Senior Partner of Insight Education Systems, a management consulting firm specializing in leadership and organizational development services.

As author of the best-selling book; *Micromessaging: Why Great Leadership is Beyond Words*, a McGraw-Hill, Business Classic, Stephen frequently consults with senior executives and management teams of numerous Fortune 500 companies. For more than a decade, Stephen has been a featured speaker at business conferences, worldwide. He is much sought after for his powerful and engaging presentation style. Stephen's widely acclaimed seminar *MicroInequities: Managing Unconscious Bias™* has been embraced by over 20% of the Fortune 500, across 35 countries and is touted by corporate leaders as the new model for effective management of Unconscious Bias. He has presented this program to leading academic institutions including; MIT, Princeton University, Harvard and Yale. His work has been featured in numerous publications including; *The Wall Street Journal*, the *Harvard Business Review* newsletter, *Oprah* and *Time Magazine*.

# TOPICS COVERED

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## THE DYNAMICS OF UNCONSCIOUS BIAS IN THE WORKPLACE

ILLUSTRATIONS AND EXAMPLES OF HOW UNCONSCIOUS BIAS IS MANIFESTED THROUGH THE MICROMESSAGES WE SEND, DEMONSTRATING THEIR Pervasiveness AND POWER IN DRIVING BEHAVIOR.

## GLOBAL REACH

EXPLORE WAYS OUR MICROMESSAGES ARE SENT AND INTERPRETED DIFFERENTLY ACROSS CULTURAL AND GEOGRAPHIC BORDERS, USING EXAMPLES FROM EVERY REGION OF THE WORLD.

## VIDEO SCENARIO - CASE STUDY

IDENTIFY WHERE, WHEN, AND HOW WE ENGAGE IN MICROMESSAGING, WITH A SPECIAL EMPHASIS ON AVOIDING WORKPLACE MICROINEQUITIES AND KNOWING WHO TO ADDRESS AND RESOLVE THEM WHEN THEY ARISE.

## GENERATIONAL DIFFERENCES

OUTLINES THE DIFFERENCES BUT ONLY AS A POINT OF INFORMATION AND EDUCATION. DON'T LABEL ME-LEARN ME; SEGMENT CARRIES THE KEY MESSAGE THAT NO ONE SHOULD BE PROFILED. INSTEAD, WE NEED TO UNCOVER THE UNIQUE REQUIREMENTS OF EACH INDIVIDUAL WHILE TREATING EVERYONE, EQUITABLY.

## SKILLS & TOOLS FOR DRIVING CHANGE

### ACTION TOOLS TO IMPLEMENT THE CONCEPTS LEARNED IN THE PROGRAM, WHICH INCLUDE:

- T/A/L/K MODEL
- SYNONYMOUS ALTERNATIVES
- 10 PRESCRIPTIVE ACTIONS
- TOP 10 MICROADVANTAGES
- SOCRATIC VS INSTRUCTIONAL INTERVENTION
- TRANSACTIONAL VS EMOTIONAL RELATIONSHIP MANAGEMENT
- DON'T LABEL ME, LEARN ME

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