

Unconscious Bias

session for the
**Appraiser
Profession**



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1.13.21

All of us have preferences and biases

Bias

- A bias is a tendency or preference
- Bias represents a cognitive shortcut used to make decisions
- Bias is normal, useful and necessary
- Cognitive shortcuts can cause problems when we're unaware of them and we apply them inappropriately, leading to rash decisions or even discriminatory practices
- An increasingly changing world makes our cognitive shortcuts and “mental filing cabinets” less reliable

Unconscious bias is far more prevalent than conscious prejudice and is often incompatible with our conscious values.



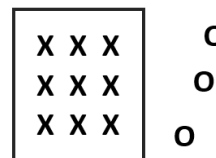
There are over 150 types of biases. Here are some examples



Affinity Bias



Confirmation Bias



In-group/
Out-group Bias



Availability Bias



Halo effect

Unconscious Bias shows up around all dimensions of diversity

Diversity Means Differences that **matter** and that **impact** your behaviors and actions

- Race/Ethnicity/
Nationality
- Age
- Physical and Mental
abilities/Disabilities
- Sexual orientation
- Gender/Gender
identity
- Religious beliefs

- Work background
- Socioeconomic status
- Marital/parental/family
status
- Military experience
- Geographic locale
- Family background
- Education
- Political views/affiliations

- Language and communication
- Appearance and dress
- Food and eating habits
- Time and time-consciousness
- Rewards and recognition
- Functions, roles and responsibilities
- Sense of self and of space
- Smokers and non-smokers
- Mental processes and learning styles
- Attitudes, beliefs, values
and norms

and more....

Unconscious Bias impacts the workforce, workplace and marketplace



Why this matters

- **Changing demographics of available talent, the customer and the consumer**
- **Better decision-making and problem-solving**
- **Marketplace brand (customers, prospects, community, stakeholders)**



What's the impact?

- **Over-appraising**
- **Under-appraising**
- **Profession reputation**

Mitigating Unconscious Bias - When making a decision . . . PAUSE!

- Picture someone with the same profile that you view in a positive manner.
- Ask yourself, “Am I making this decision based on a requirement of the job or my preference.”
- Use input from others and research to ground your decision in data and facts.
- Stop to consider if your decision will have a disproportionate impact on an individual or group of people.
- Evaluate whether you are taking action based on comfort and someone being a “known quantity” rather than what is different and inclusive.

Take Action

- Begin with self-awareness
- Consider how you process differences – what do you value or devalue and why?
- Seek multi-dimensional feedback
- Create opportunities to build relationships across differences
- Don’t blame or shame others when bias is acknowledged

What Will You Do?
