



CENTER FOR AUTOMOTIVE DIVERSITY,  
INCLUSION & ADVANCEMENT

## Unconscious Bias Workshop

### Rev Up Your Diversity, Equity & Inclusion Initiative

Our brains receive 11 million pieces of information every *second*...and we can only process 40 of those details consciously. This makes our responses to everyday interactions and situations 90 - 95% unconscious. This how our brains have evolved to deal with our complex environment; but it means we don't realize just how unconscious – or *biased* we can be. By understanding that we're all biased, we can become more aware of our thoughts and actions when relating to others. We can learn to pause and put conscious thought behind our actions.

#### Join us in this workshop to:

- Identify and discuss specific types of bias and begin thinking about them in new ways
- Recognize and address bias and its impact
- Expose ourselves to more people with identities different than our own to minimize bias
- Move toward playing an advocacy role in influencing those with power and influence

#### Who it is for:

Individuals and groups interested in gaining effective strategies and tactics for recognizing and minimizing unconscious bias

#### Included:

- Participant Workbook
- Conversation Starter
- On demand video if offered as a virtual workshop
- Optional: 12 monthly email tips, tricks and reminders in follow up

#### Length: 90 minutes

We have all likely experienced how bias can impact our personal and career experience, along with team and organizational performance. Developing personal and organizational strategies and tactics for minimizing unconscious bias can help us:

- Create more inclusive environments
- Address current racial and gender inequities
- Attract, retain and advance professional talent
- Expand business development opportunities

Let CADIA facilitate the conversations that foster understanding, growth and change.

#### About CADIA

*The Center for Automotive Diversity, Inclusion & Advancement (CADIA) is a learning and advisory organization focused on diversity equity and inclusion. Its mission is to double the number of diverse leaders in the automotive industry by 2030. CADIA is championing diverse talent, driving systemic change, and supporting leadership commitment. For more information: [info@automotivediversity.org](mailto:info@automotivediversity.org).*