



Presented By:
Megan "MJ" Sheckles

DISRUPTING BIAS

Using Behavioral Science for
Inclusive Decision-Making

MEGAN J SHECKLES & TERRYBERRY PARTNER WEBINAR

Disrupting Bias: Using Behavioral Science for Inclusive Decision-Making

 May 23, 2024

 2-3pm EST
7-8pm GMT

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Today's Agenda Flow

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Q&A





MEGAN "MJ" SHECKLES

Founder & CEO - Powered by MJ

MJ's professional trajectory is marked by a passion for building highly effective, diverse, equitable, and inclusive teams. Her commitment extends beyond theory; she holds certifications that underscore her expertise, including the Society of Human Resources Management Certified Professional (SHRM-CP) designation, HR Management from George Mason University, the Executive Strategic Diversity, Equity and Inclusion Certification Program from Georgetown University, and the Organizational Development Certification from Northwestern University.





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Certifications

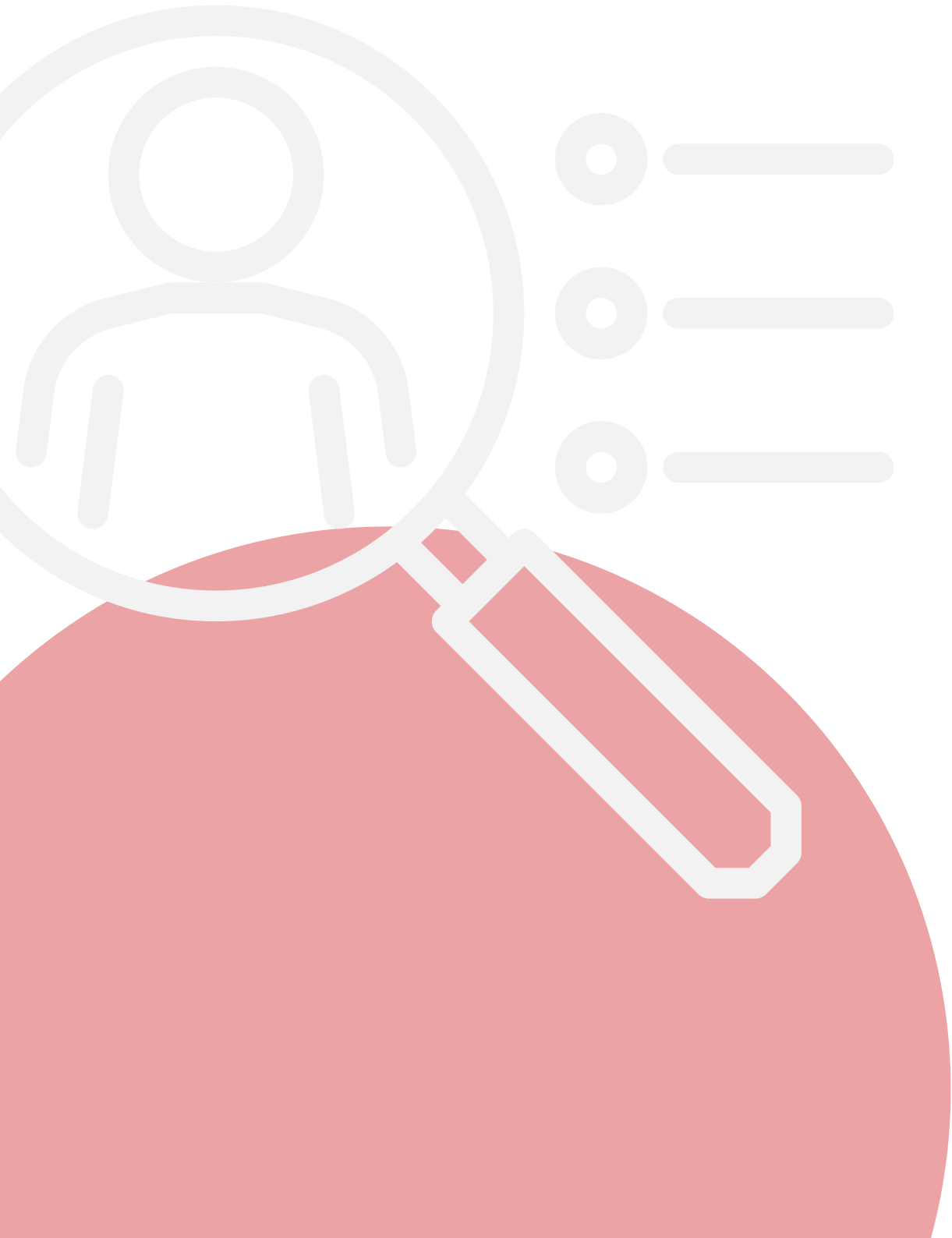
- Women-Owned Small Business (WOSB) Certification - In Progress
- Society of Human Resources Management Certified Professional (SHRM-CP), Executive Strategic Diversity
- Equity and Inclusion Certification - Georgetown University
- Organizational Development and Design Certification - Northwestern University
- Human Resources Management Certification - George Mason University
- Certified change practitioner - Prosci
- Strengthening the pipeline - The Executive Leadership Council (ELC)
- Leveraging different perspectives - Stanford University Graduate School of Business
- Strengthening workplace wellness - Duke Corporate Education

Understanding Cognitive Biases

What is it?

- Cognitive biases are systematic patterns of deviation from norm or rationality in judgment.
- Examples include confirmation bias, where we favor information that confirms our preconceptions, and affinity bias, where we prefer people who are similar to us.

- **Biases can lead to favoritism and unfair selection processes.**
- **Biases may result in unequal evaluations and hinder diversity.**
- **Biases can affect promotion and retention decisions**



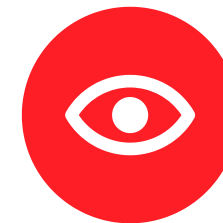
Behavioral Science Techniques



What is it

Behavioral science explores how people make decisions and how they can be influenced.

Key principles include understanding how context, framing, and unconscious biases affect behavior.



Case Study

Google's Project Aristotle: Found that psychological safety, more than anything else, was critical to making a team work.



Techniques to identify biases

- Analyzing recruitment and evaluation data to identify patterns of bias.
- Removing identifying information from resumes to reduce bias.
- Educating HR staff on common biases and how to mitigate them.



Designing Interventions and Nudges



What are Interventions and Nudges?

Interventions are actions taken to improve or correct a process.

Nudges are subtle changes in the environment that encourage better behavior without restricting options.

01

Structured Interviews

Using the same set of questions for all candidates to ensure consistency.

02

Diverse Hiring Panels

Ensuring interview panels are diverse to minimize groupthink and bias.

03

Behavioral Nudges

Changing the default options, such as opting in employees to diversity training programs.

Promoting Fairness & Equity

Strategies for HR Practices

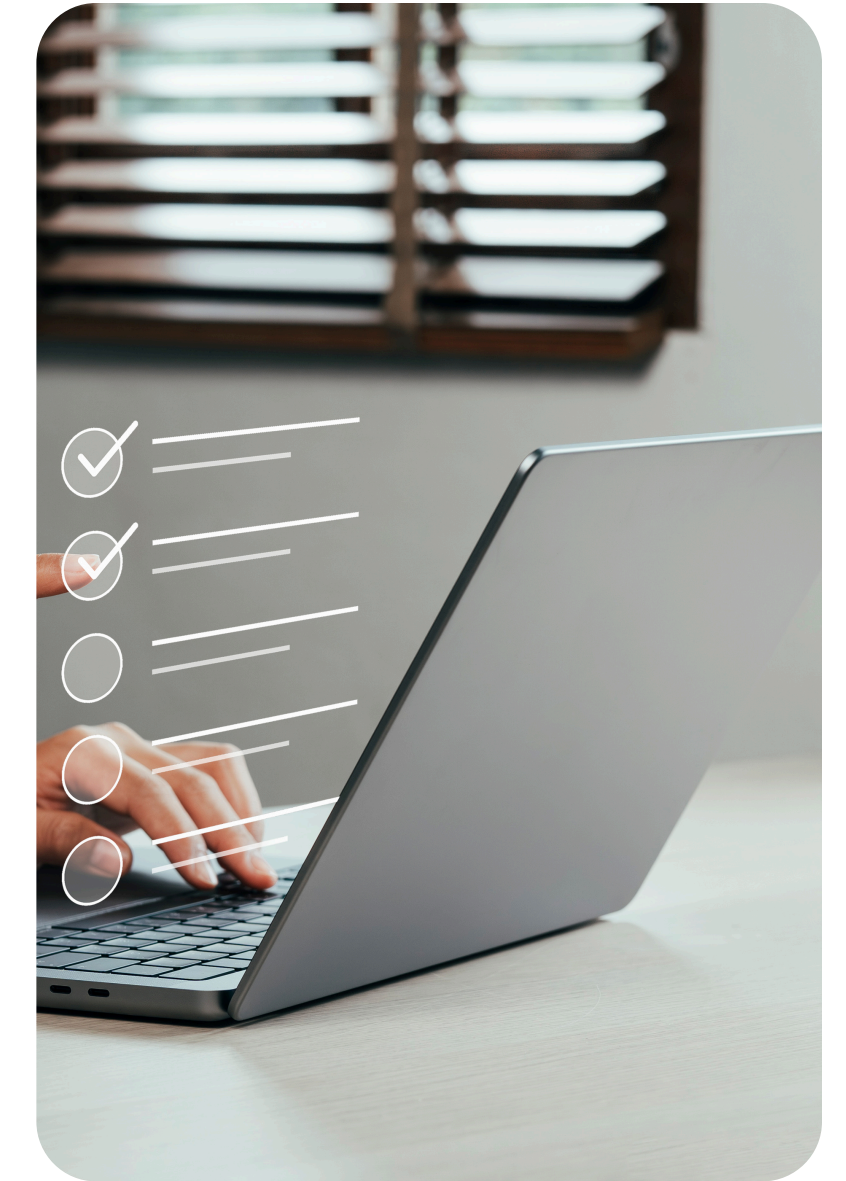


Policies

Implementing policies that require diverse candidate slates for all job openings.

Equity

Regularly reviewing compensation and promotion data to ensure equity.



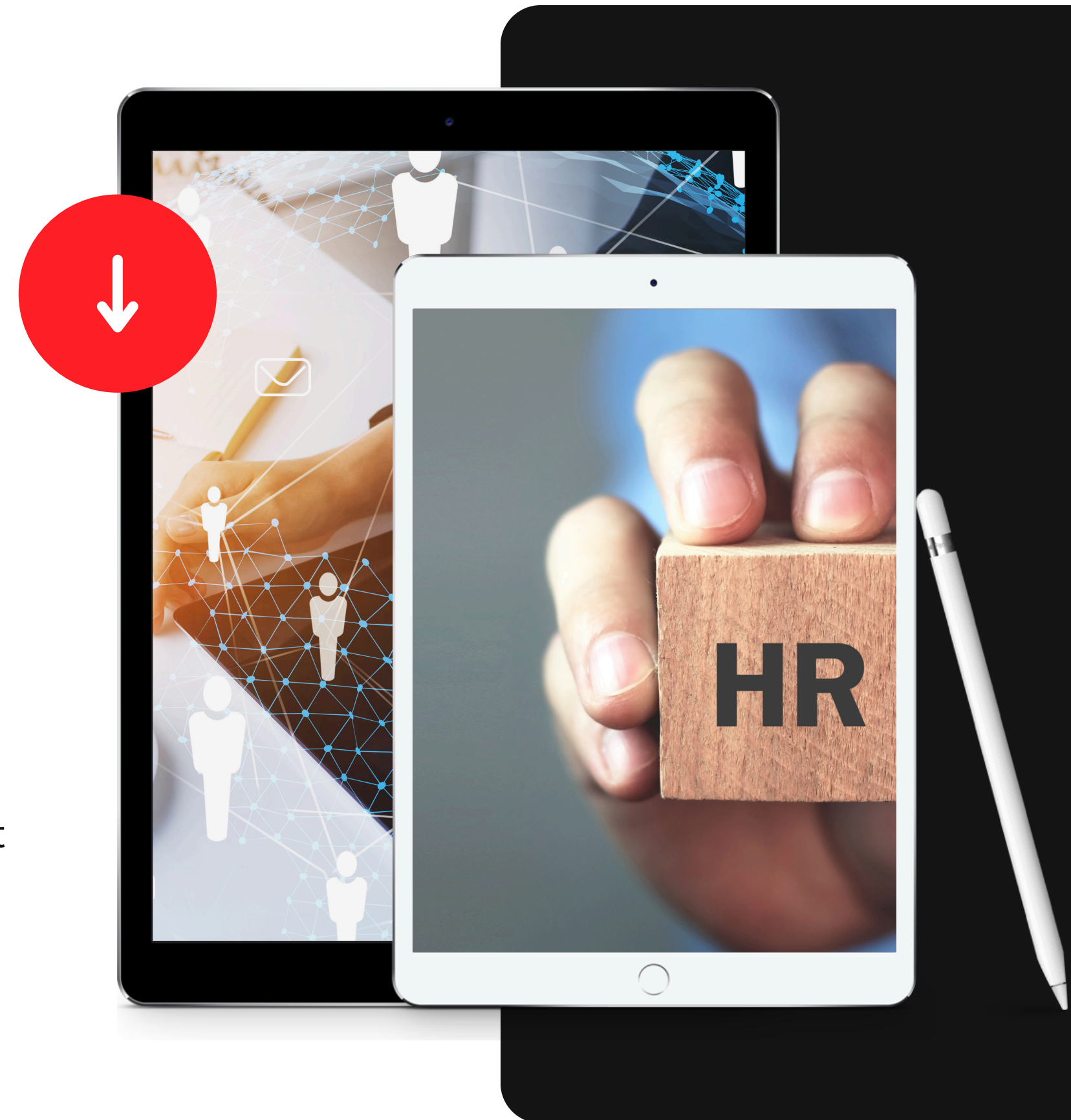
Criteria

Establishing clear criteria for performance evaluations to reduce subjectivity.

Role of Behavioral Science

IN HR

Behavioral science helps us understand how and why people make biased decisions and how we can design processes that promote equity.



Forward-Thinking Approach

Adopting Innovative Concepts



Leverage **Technology**

Leverage technology and data analytics to monitor and improve



Creating Equitable **Workplace**

Higher employee satisfaction, better performance, and a stronger employer brand.



Cultural **Diversity**

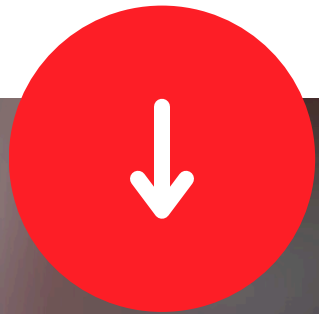
Encourage a culture where diversity is celebrated, and equity is a fundamental value.



CONCLUSIONS



- Cognitive biases are pervasive but can be mitigated with the right strategies.
- Behavioral science provides valuable tools for creating fair and equitable HR practices.
- By designing thoughtful interventions and nudges, we can promote inclusive decision-making.



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