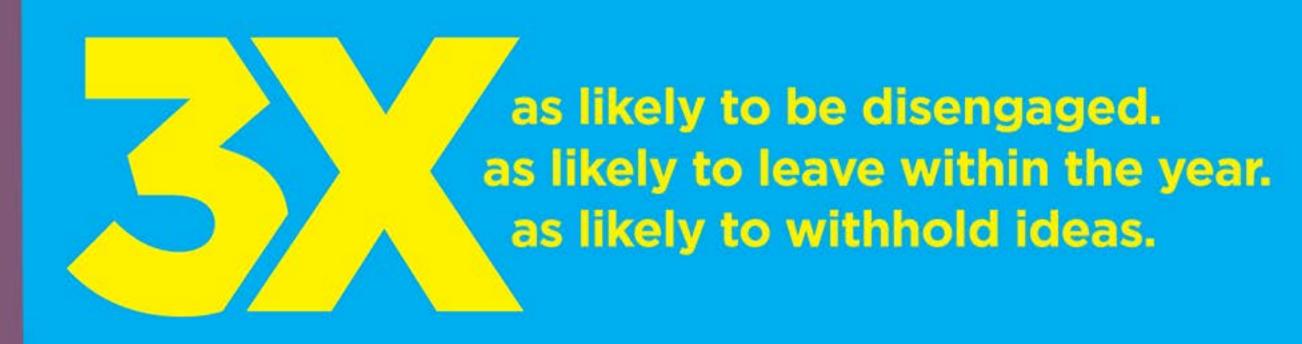
There is nothing more fundamental to human performance than how we see and treat each other as human beings.





# Employees who perceive themselves to be the target of bias are:



Source: Disrupt Bias, Drive Value, Center for Talent Innovation

### WHAT IS BIAS?

A preference in favor of or against a thing, person, or group.

## Our approach to understanding bias.



Learn more at franklincovey.com/reframe



I am not biased.

I view things objectively.



#### REFRAME

Bias exists in everyone, including me. I actively think about how bias is at play in the choices I make.

The three bias traps that lead us into biased thinking and behavior.



INFORMATION OVERLOAD

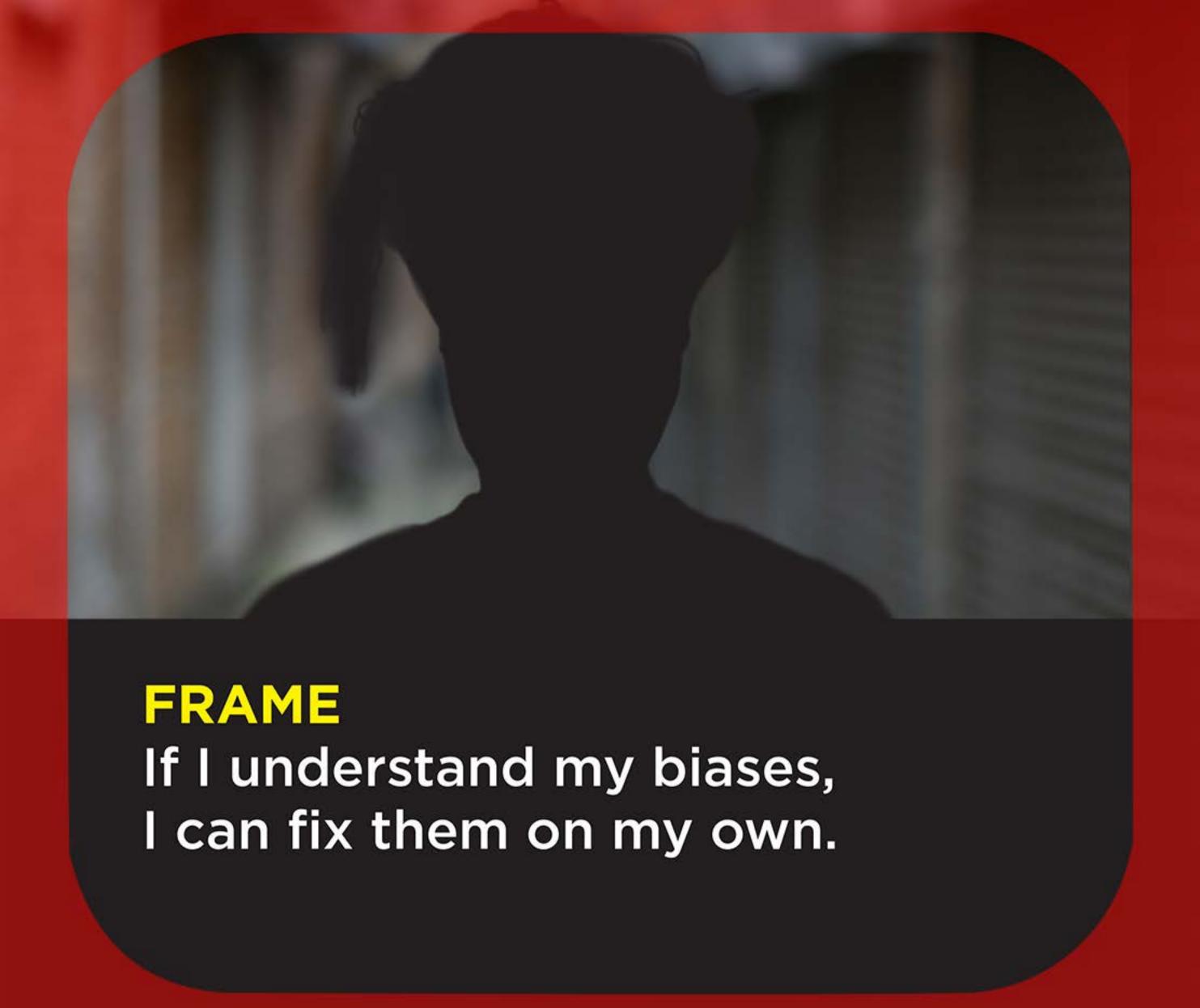


FEELINGS OVER FACTS



**NEED FOR SPEED** 

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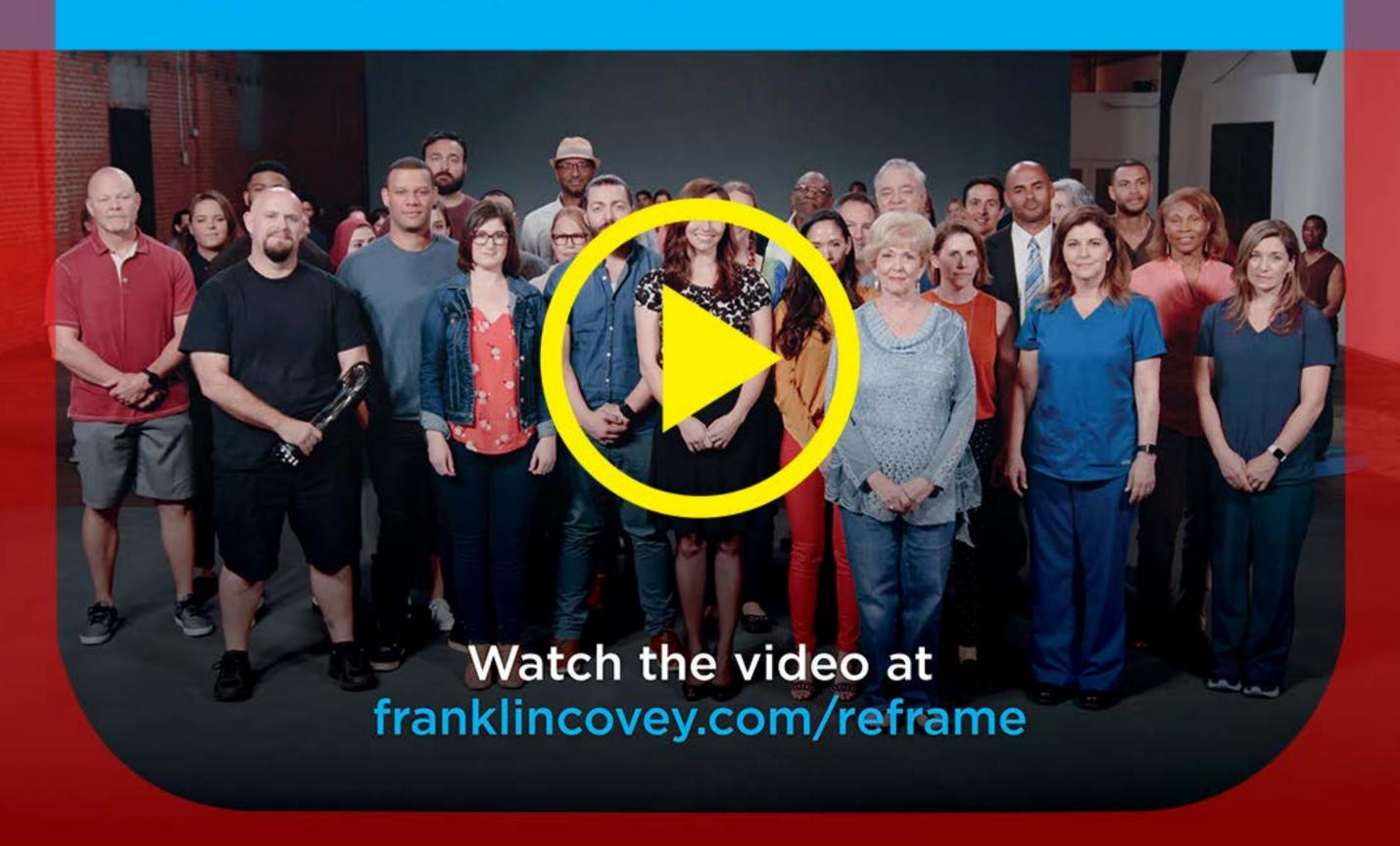


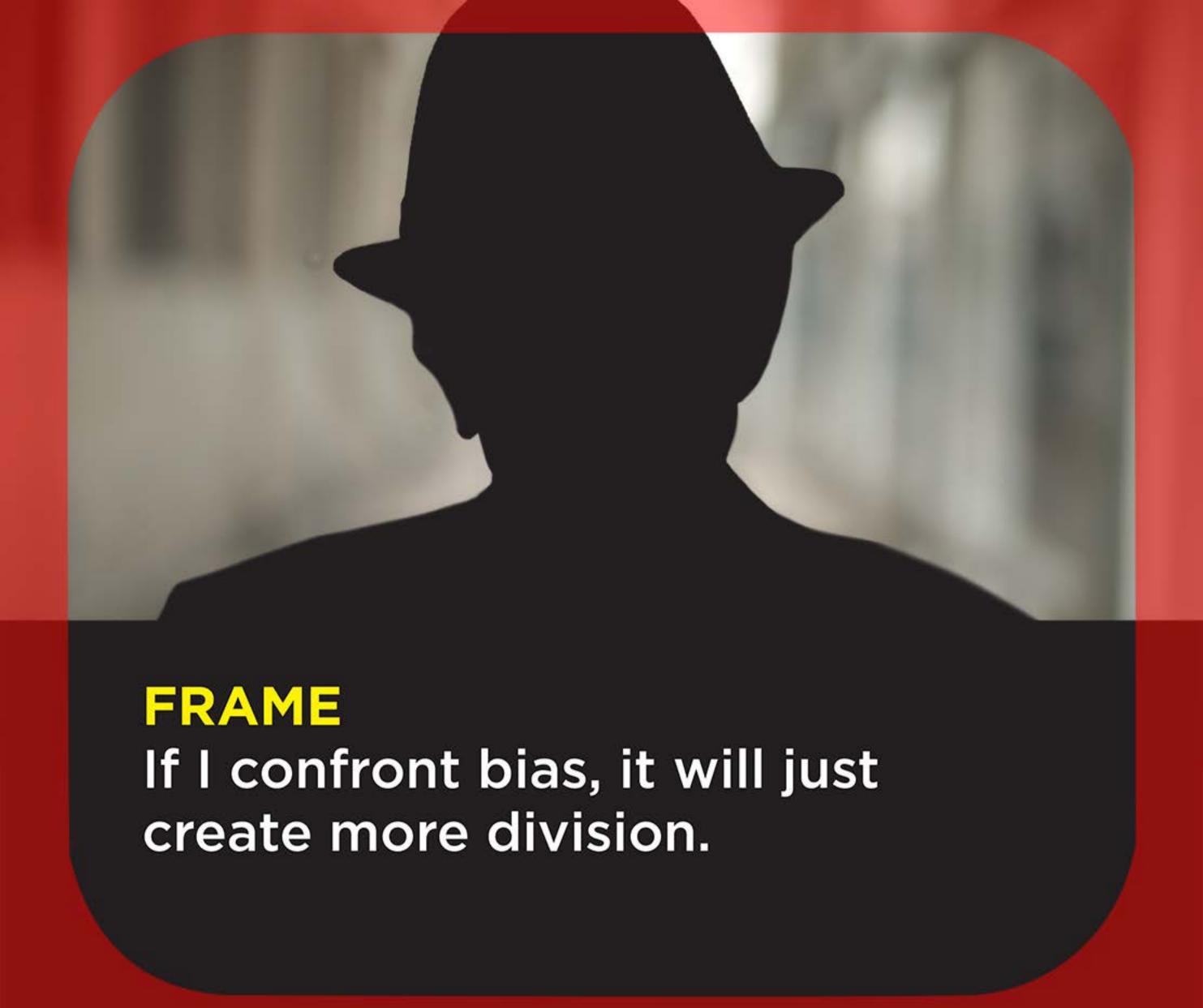


#### REFRAME

Only when I cultivate meaningful connections can I see past bias and value the people around me.

Watch what happens when we make connections and groups begin to dissolve.







#### REFRAME

When I effectively confront bias, I create a space where we're all valued and able to contribute.

## Four ways to act with courage:

Courage to identify
Courage to cope
Courage to ally
Courage to advocate

More info at franklincovey.com/reframe

We think we see the world as it is, when in fact we see the world the way we are.

-Stephen R. Covey

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