

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



**UNCONSCIOUS
BIAS™**

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

3X

**as likely to be disengaged.
as likely to leave within the year.
as likely to withhold ideas.**

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



FRAME

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

Learn more at
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FRAME

If I understand my biases,
I can fix them on my own.



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**.



Watch the video at
franklincovey.com/reframe



FRAME

If I confront bias, it will just
create more division.



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**

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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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