



The
Contentment
... Foundation ...

The Neuroscience of Bias

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How Many Lewis Hamiltons
have you missed out on?



Diversity

Having a seat
at the table.



Inclusion

Having a voice
at the table.



Bias

Why some voices
are amplified, while
others are muted.

Which Statement is True?



- A** Men are more likely to die during natural disasters.
- B** Women are more likely to die during natural disasters.
- C** Men and women are equally likely to die during natural disasters.

Which Hurricanes are Deadlier?

A

Hurricanes with
male names.

B

Hurricanes with
female names.



Bias in Decision Making



Expansive Mind

Fast

Unconscious

Automatic

Everyday decisions

Error prone

Detail Mind

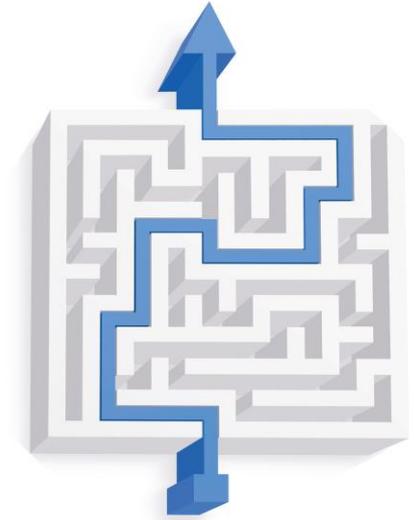
Slow

Conscious

Effortful

Complex decisions

(More) reliable





**Our senses collect around
bits of information per second about
the world around us.**

**Our conscious brain can process around
bits of information per second.**



The frontal cortex
allows you to do the
harder thing, when it's
the right thing to do.



Appoint a devil's advocate to challenge each other's biases

Add diverse perspectives whenever possible

Use socratic questions to facilitate conversations about bias

Examples of Socratic Questions



- What makes you say that?
- Could you explain further?
- What evidence is there to support your opinion?
- What is the counter-argument?
- Why is this better than the alternative?

Thank you!
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