

Dr. Sarah Bridges, PhD

Speaker, Author, Consultant, Working Mother

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Unconscious Bias

Dr. Sarah Bridges often begins her Unconscious Bias presentations with, “Most of us like to think that when we’re navigating our days, we’re really doing it in a logical way. We’re thinking through, we’re noticing things, we’re making decisions – but a good portion of our day is basically on auto pilot. Now you might think that’s not true for you, that you are the exception, however...”

Top business publications including Forbes and Fortune have addressed unconscious bias in the workplace. Popular network news and talk shows have covered the topic in regards to law enforcement, health care, education, parenting and everyday life. While millions of training dollars have been spent over the past 30-plus years on diversity, there is surprisingly little proof of results. Scientists and research based organizations have been studying not only how the brain creates biases but also what strategies might mitigate them in organizations. Dr. Sarah Bridges addresses the topic in her speech where she admits:

We Are All Sometimes Unconscious – and A Bit Biased

All human beings are biased. It’s a natural state of the brain that evolved from the caveman days when we needed to be able to quickly decide if something was like us and thus friendly, or unlike us and possibly dangerous – fight or flight.

Dr. Bridges cites the research of contemporaries, like the study on the impact of “blind” auditions in orchestra selections, by Claudia Goldin & Cecilia Rouse. You might recognize the process as it is now used on NBC’s popular TV show, The Voice.

Dr. Bridges also brings humor – and reality – to the presentation when she shares the personal stories and examples of her consulting work and her own “unconscious” behavior, including conversations with her auto insurance company.

Unconscious Bias and Confirmation Bias bring complications and sometimes costly mistakes – This applies to medicine, psychology, science, education and daily life. Dr. Bridges will raise the awareness of your team and offer helpful tools. Available as a Keynote or a workshop.

[Click here for Unconscious Bias presentation video example](#)

Other speech topics available: www.sarahbridges.com/speaking.html

Videos of other highly-requested topics: www.vimeo.com/freerangelives

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