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# Speaker Blind Spots That Can Cost You Business



# An Era of Disruption

Leadership

Globalization



Flexibility/Agility



Complexity

COMPETITION

Innovation

Technology

INNOVATE OR DIE

CHANGE



GiG Economy

# The Global Workforce is Changing

Women =  
50%

Islam is the  
fastest  
growing  
religion in the  
world

1 in 7 of the  
world's  
population  
lives with a  
disability

Globally, women control  
\$20 trillion in annual  
consumer spending, and  
that figure could climb as  
high as \$28 trillion by 2025

By 2030, the  
world's  
population of 65+  
will double to  
1 billion

By 2030, 54% of  
population will  
be people of  
color (US)

5.6% of Americans now  
identify as LGBTQ

Five generations  
in the  
workforce;  
Millennials are  
50%



**We're living in a more  
global, diverse,  
multicultural, virtual, and  
hyper-connected society.**

**WE ALL HAVE BIAS.**

**We must learn to work  
effectively across differences.**



**WHAT DOES THIS  
REALLY MEAN?**



A background image showing a group of business professionals in a meeting. A man in the center is smiling and shaking hands with a woman on the right. Other people are visible in the background, some blurred. Overlaid on this image is a central dark blue box with the text 'PRESENTING ACROSS DIFFERENCES' and six surrounding colored boxes with arrows pointing towards the center, each containing a cultural factor.

**Needs**

**Values/  
Personality**

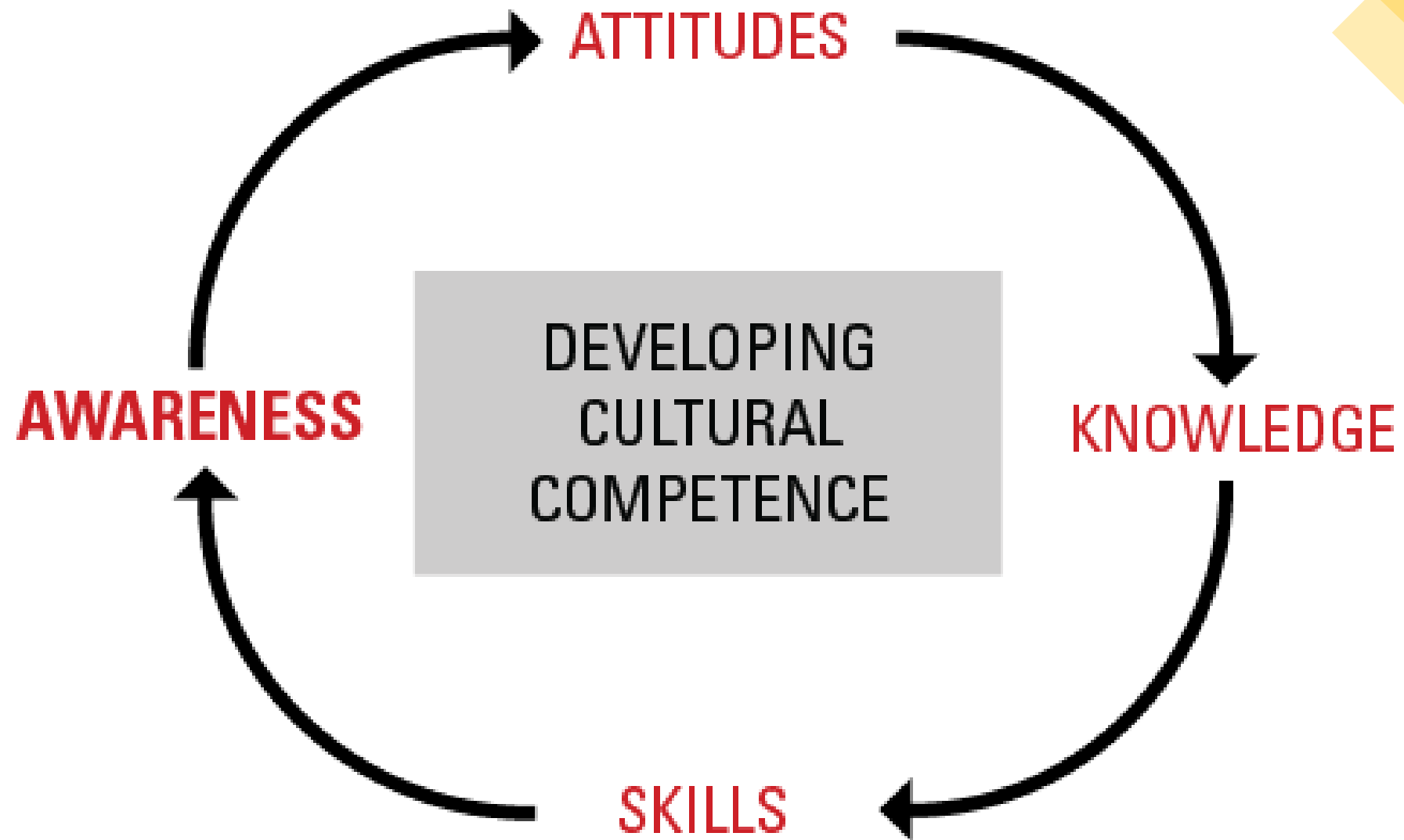
**Expectations**

**PRESENTING  
ACROSS  
DIFFERENCES**

**World Views**

**Work Ethic**

**Communication**

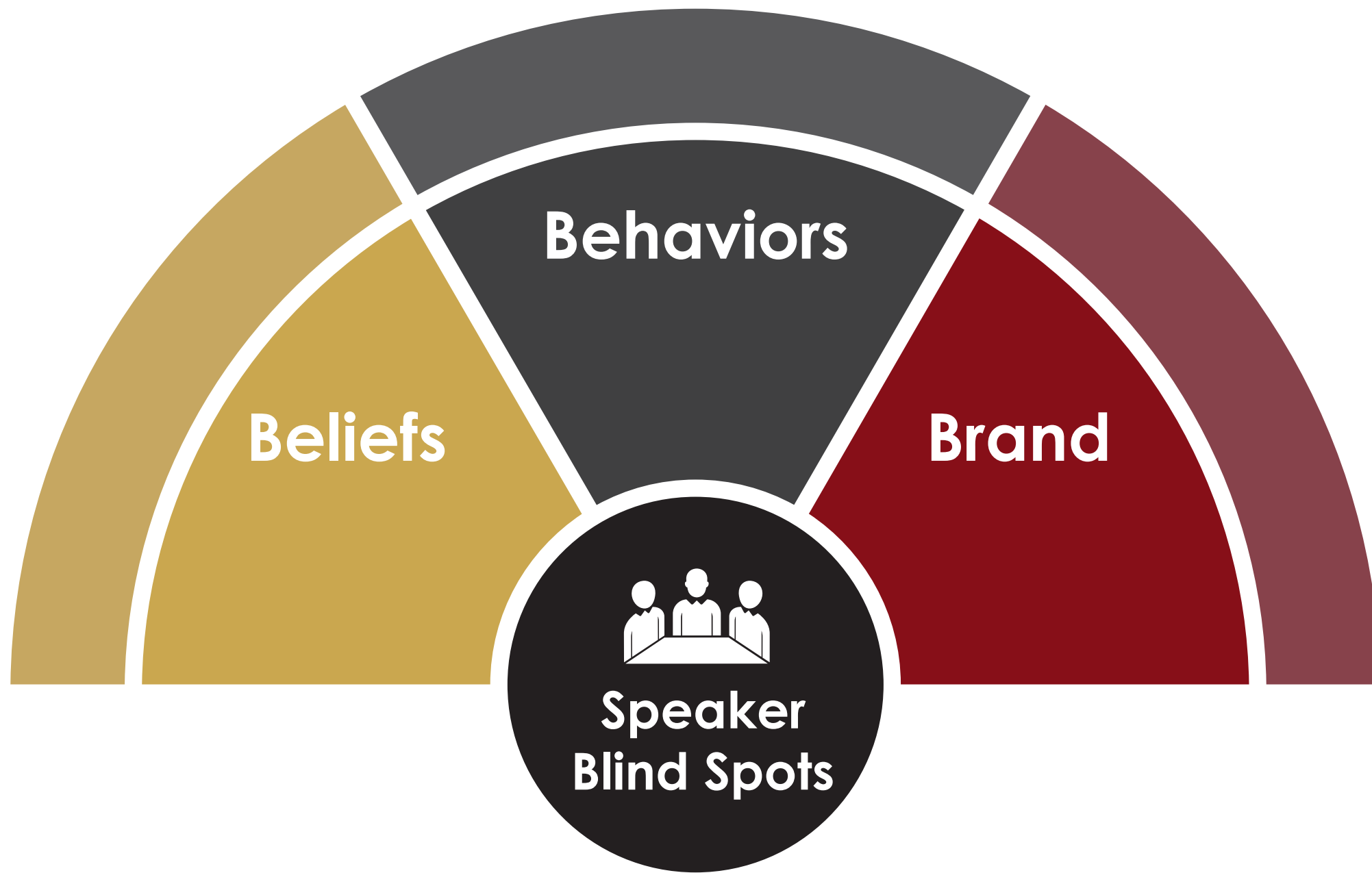


**Cultural Competence** is the ability, the will, and the skill to work effectively across differences; to build greater understanding and be open to different cultural perspectives, different ways of doing things, and strengthening our sensitivity in the way that we work.



Reflect on your own level of **Cultural Competence**.  
Give yourself a rating on a scale of 1 to 5.





What are some of the specific behaviors we may engage in or beliefs that may be expressed in our writing and speeches that may negatively impact our brands?



# CONSIDER THESE BLIND SPOTS

- Has your microphone ever stopped working and you said, “don’t worry about it, I can speak loudly?”
- That might be true, but what about participants who have a hearing impairment? Your voice might not be loud enough for them to hear. And this may put them in a position to have to expose that in front of an audience which may cause them embarrassment.
- Using the word “The” “Those” as an identifier for a group of people – for example Those Millennials, Those Baby Boomers, The Blacks, The Gays, Those Democrats/Republican, Jews, Hispanics. While you may not mean anything by it, using “The” can be interpreted as a way of otherizing that group.



# CONSIDER THESE BLIND SPOTS

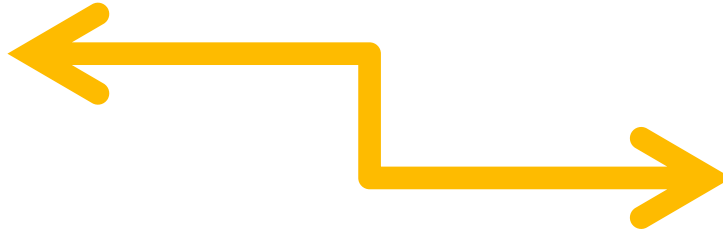
- Telling a joke that involves someone of a different ethnicity and imitating their accent. Or doing something with your body for emphasis like physically manipulating your eyes.
- Is your speech riddled with gender assumptions? Are you using one gender to signify roles of decision-makers and leaders and another to signify complementary roles such as assistants or subordinates? (Using words like salesman, businessman, or referring to a male when referencing CEOs/Presidents).



# Implicit Bias Defined

A tendency or inclination that results in judgment without question.

**An automatic  
response**



**A shortcut to quickly  
interact with our  
world**



# Implicit Bias Defined

All of us have biases, prejudices, and blind spots.

- It is an unconscious opinion, positive or negative, we have about a group or person.
- The attitudes or stereotypes that are taught and developed early in life. They strengthen over time and affect our understanding, actions, and decisions in an unconscious manner.

## Learned Rules



# How Unconscious Bias is Reinforced

**Learned Rules**

**School**

**Life Experiences**

**Community**

**Religion**

**Media**

**Relationships**





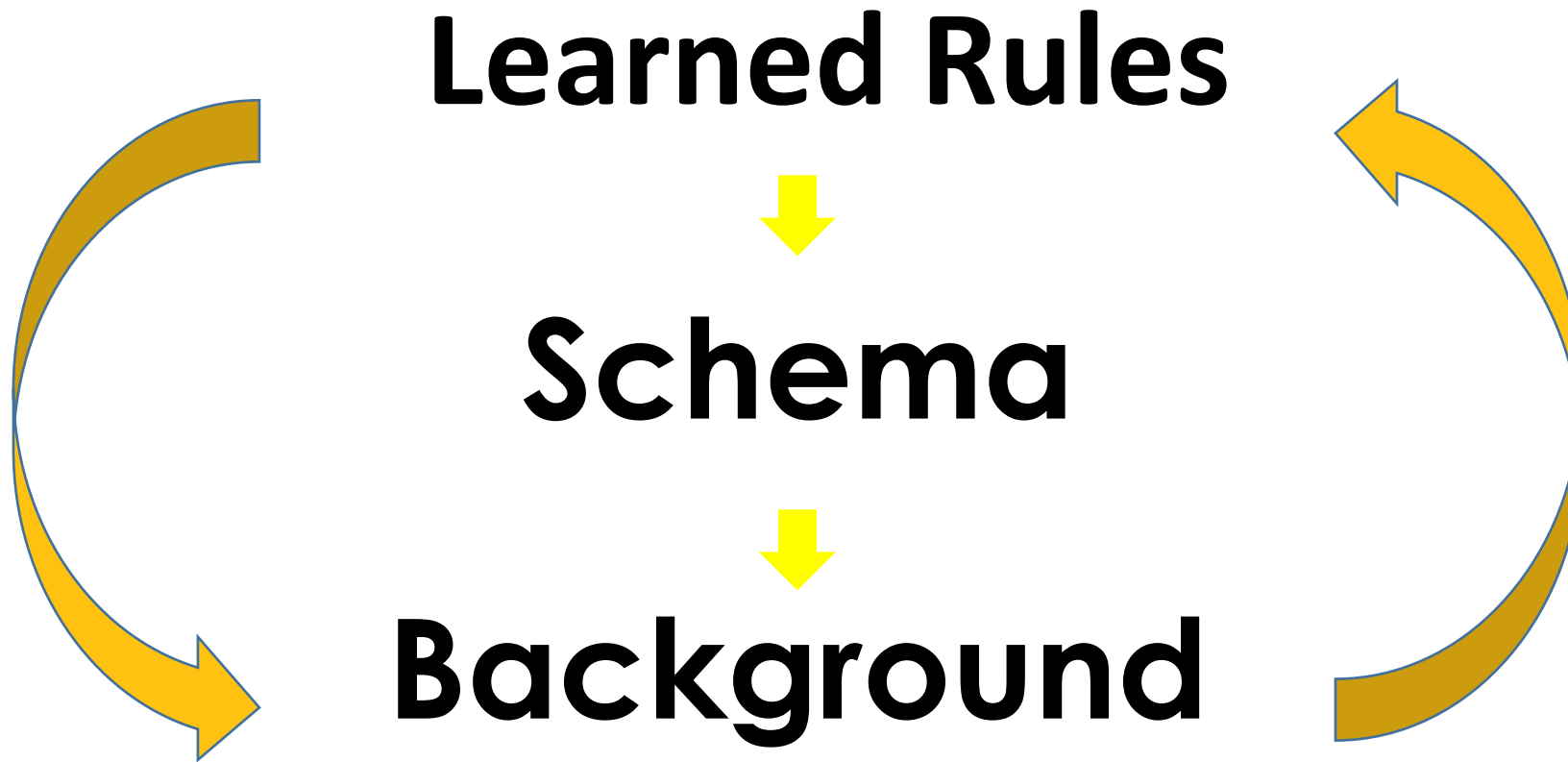
# Schemas: Non-conscious Assumptions

- A pattern of thoughts or behaviors that organizes our knowledge and assumptions and helps us interpret or process information;
- Expectations or hypotheses about the characteristics of a person based on their group membership





*Karl Dallenbach, Psychologist,  
Perceptual Organization*



**WE SEE THE WORLD THE WAY  
WE ARE, RATHER THAN THE  
WAY IT IS**

# THE UNCONSCIOUS MIND

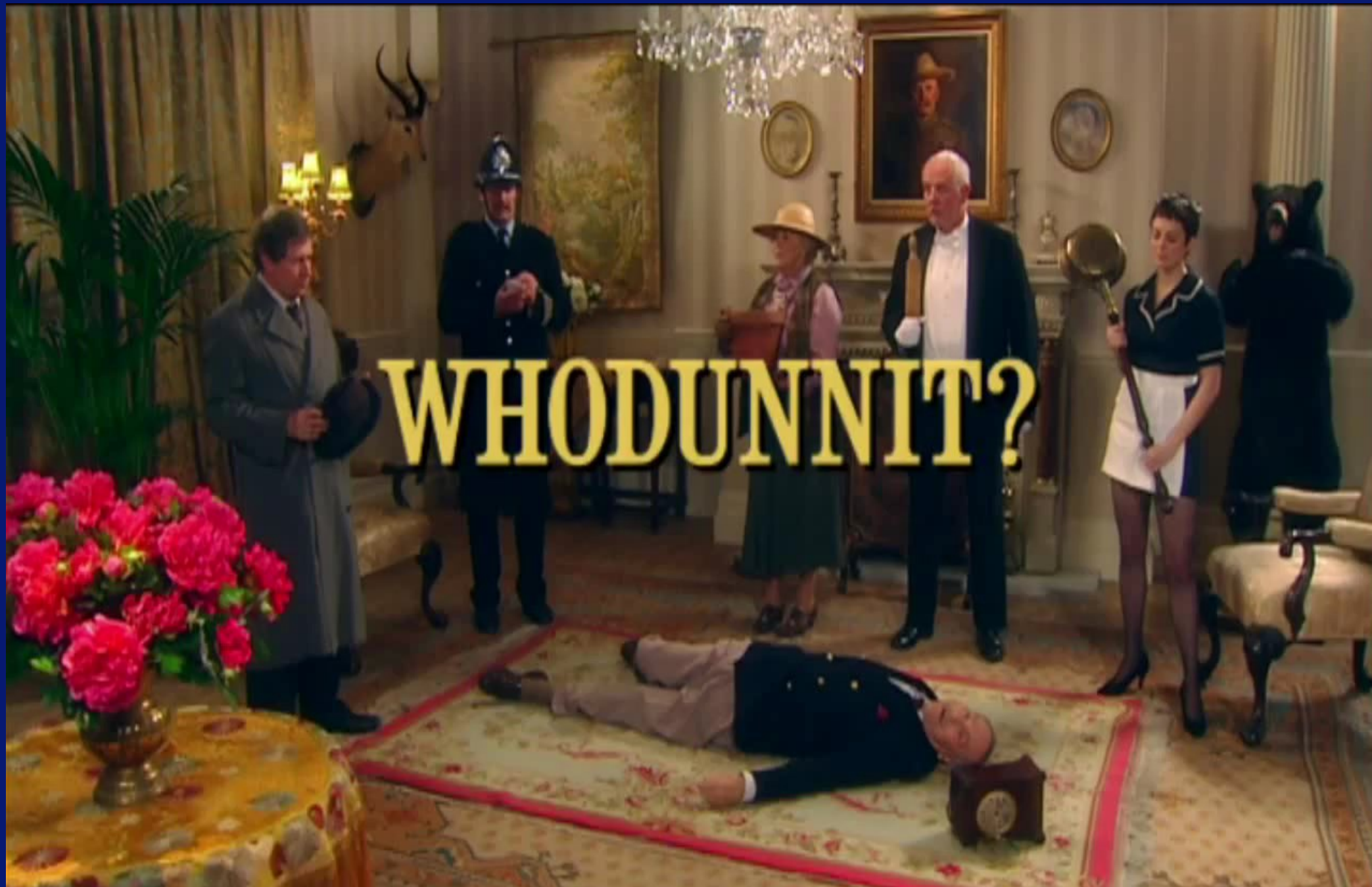
## **“Fast Brain” Unconscious**

- Quickly processes information
- Critical for survival
- Relies on our emotions and biases



## **“Slow Brain” Conscious**

- Information processing slower
- Reflection, awareness, consciousness
- Meta-cognition—brain's ability to watch ourselves think



WHODUNNIT?

# Selective Attention/Blindspot



**Consider where you might have  
blindspots, listen from perception,  
or rely on your fast brain.**

**Consider the potential impact.**

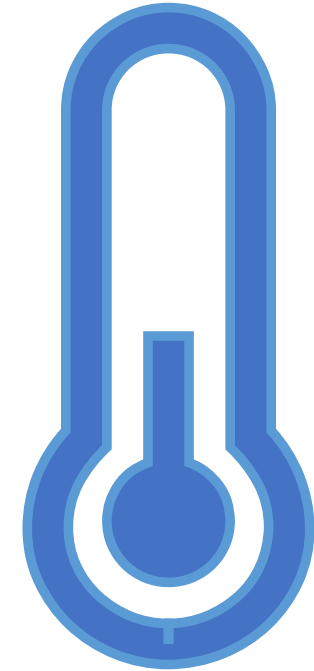


**THE BRAIN IS MALLEABLE**

# POLL

How many pieces of information can the brain absorb at one time

- A. 10-20
- B. 30-40
- C. 40-50
- D. 60-70
- E. Over 100



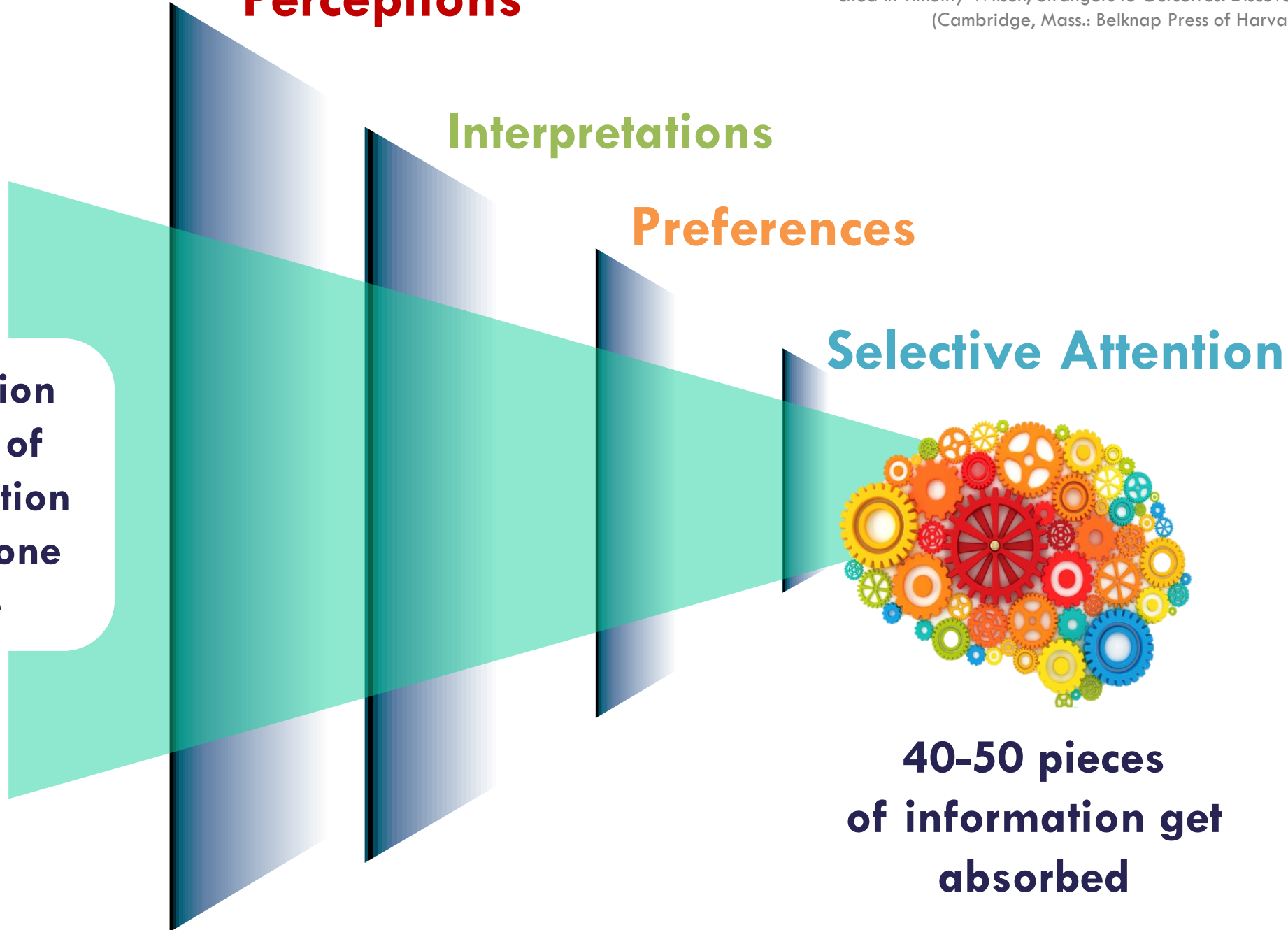
# Perceptions

## Interpretations

## Preferences

## Selective Attention

**11 million  
pieces of  
information  
at any one  
time**



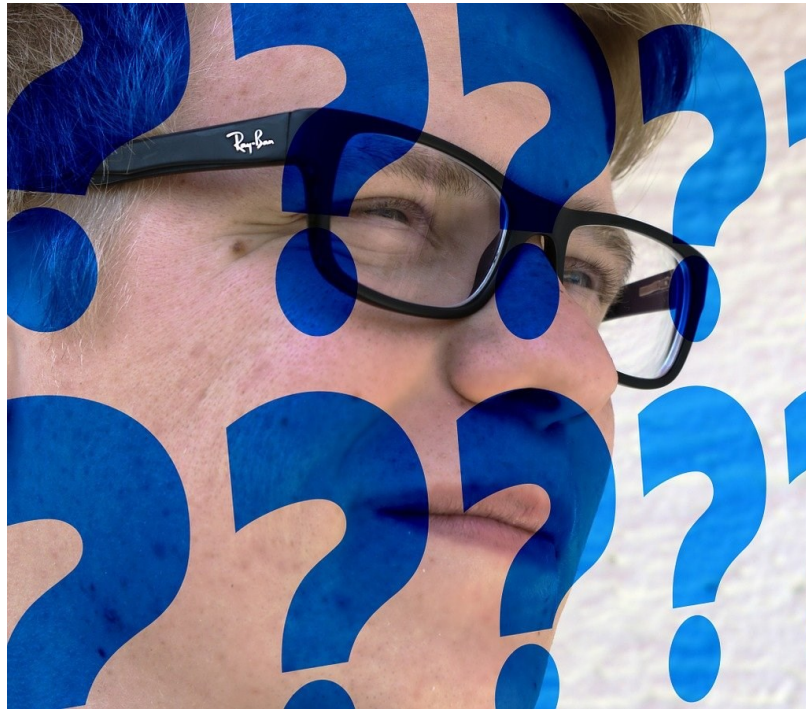
**40-50 pieces  
of information get  
absorbed**

# Which Biases are Ours?

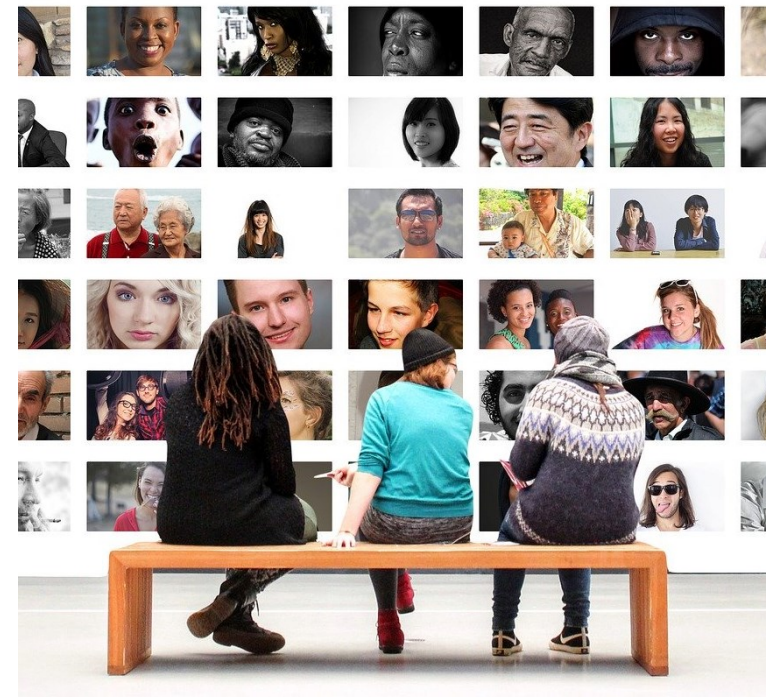
Personality Sexual Orientation Class  
Name  
Appearance Height Disability  
Race Religion  
Accent Age Gender  
Skin Tone  
Education Weight  
Political Affiliation



**Start with  
Self**



**Practice  
Intellectual Humility**



**Burst Your  
Bubble**





**Say the Silent  
Part Out Loud**



**Don't Defend,  
Object, or Justify**



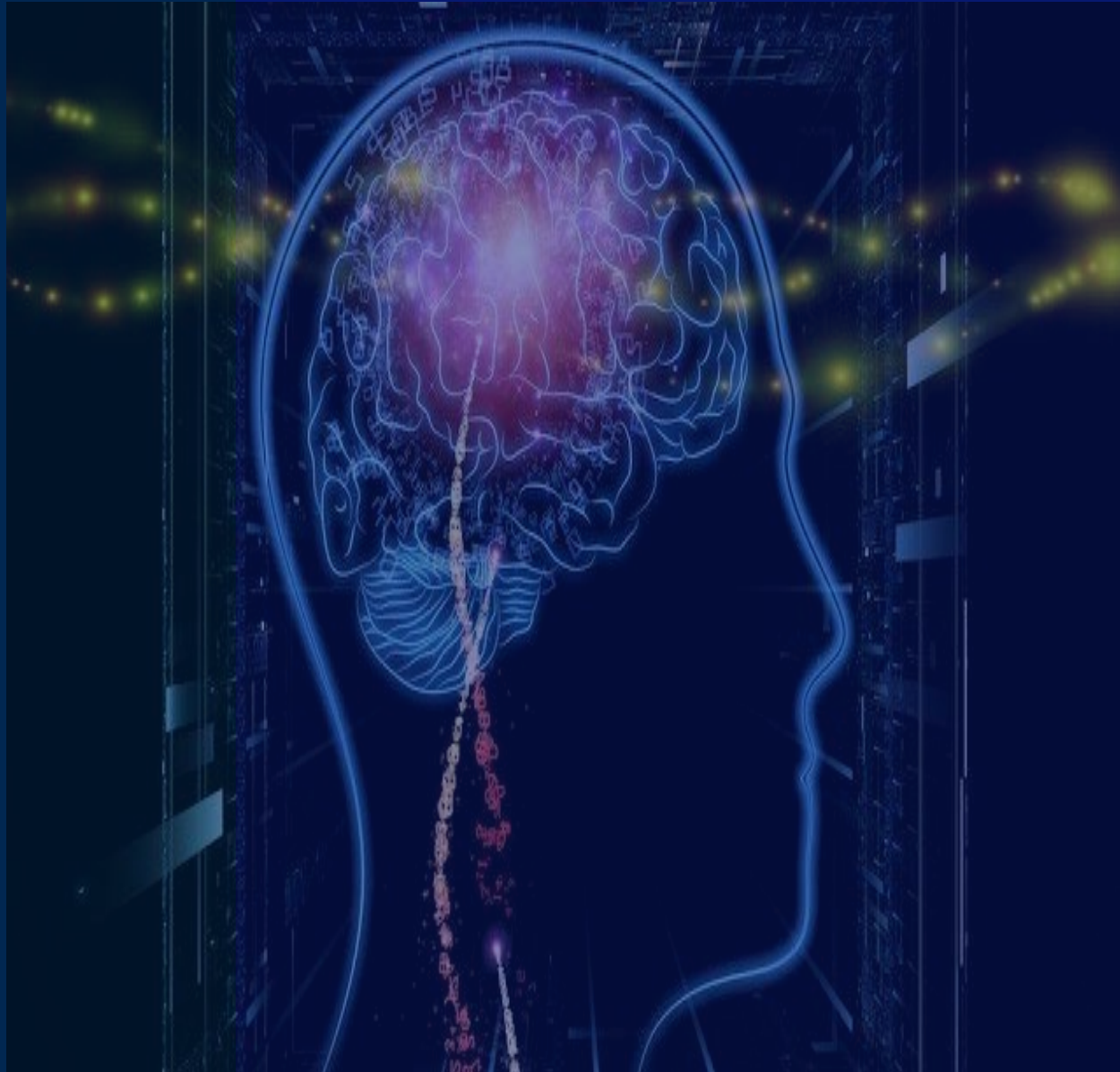
**Stay in  
Your Lane**





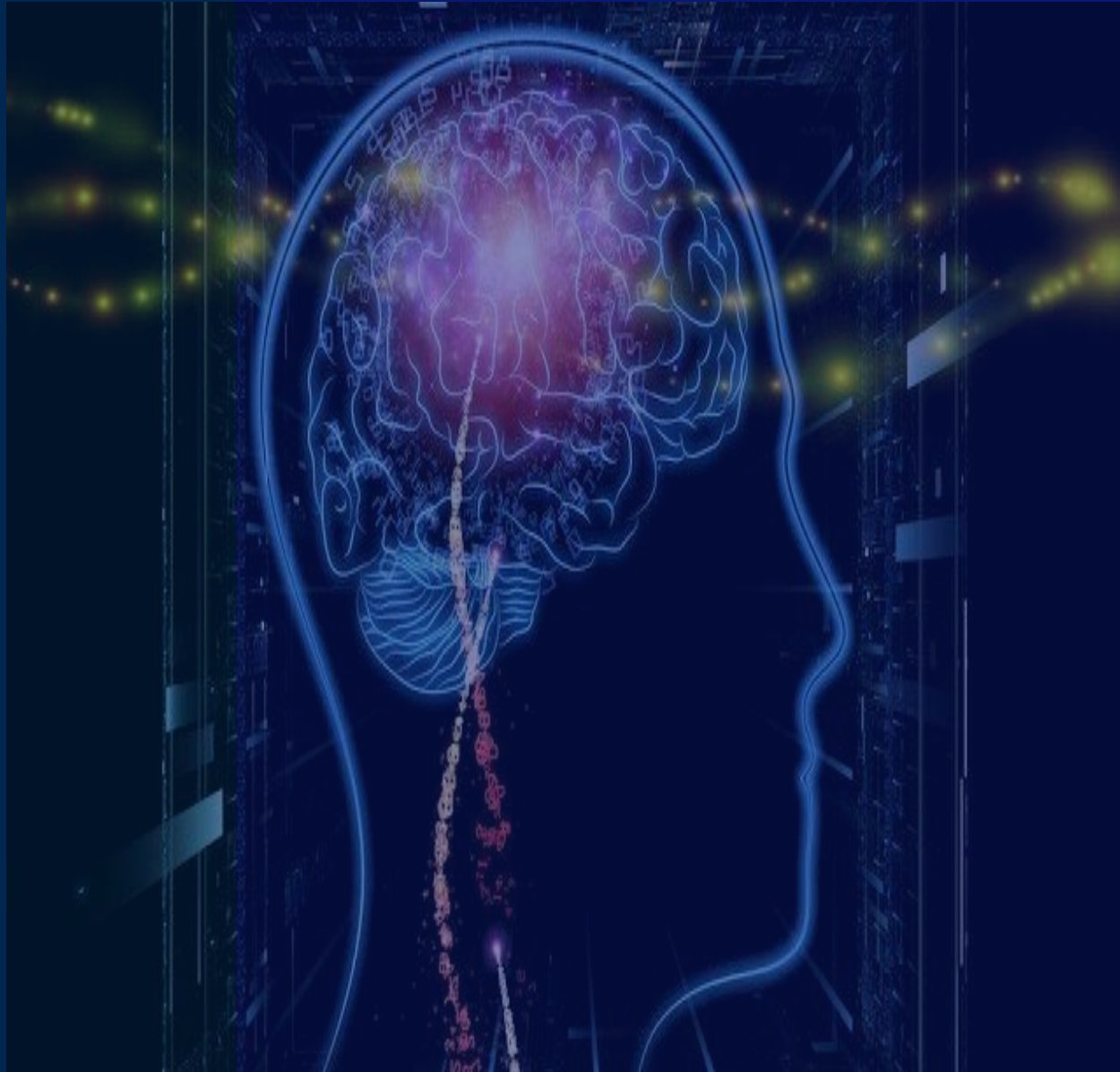
<https://implicit.harvard.edu/implicit/>

# Strategies for Minimizing our Biases



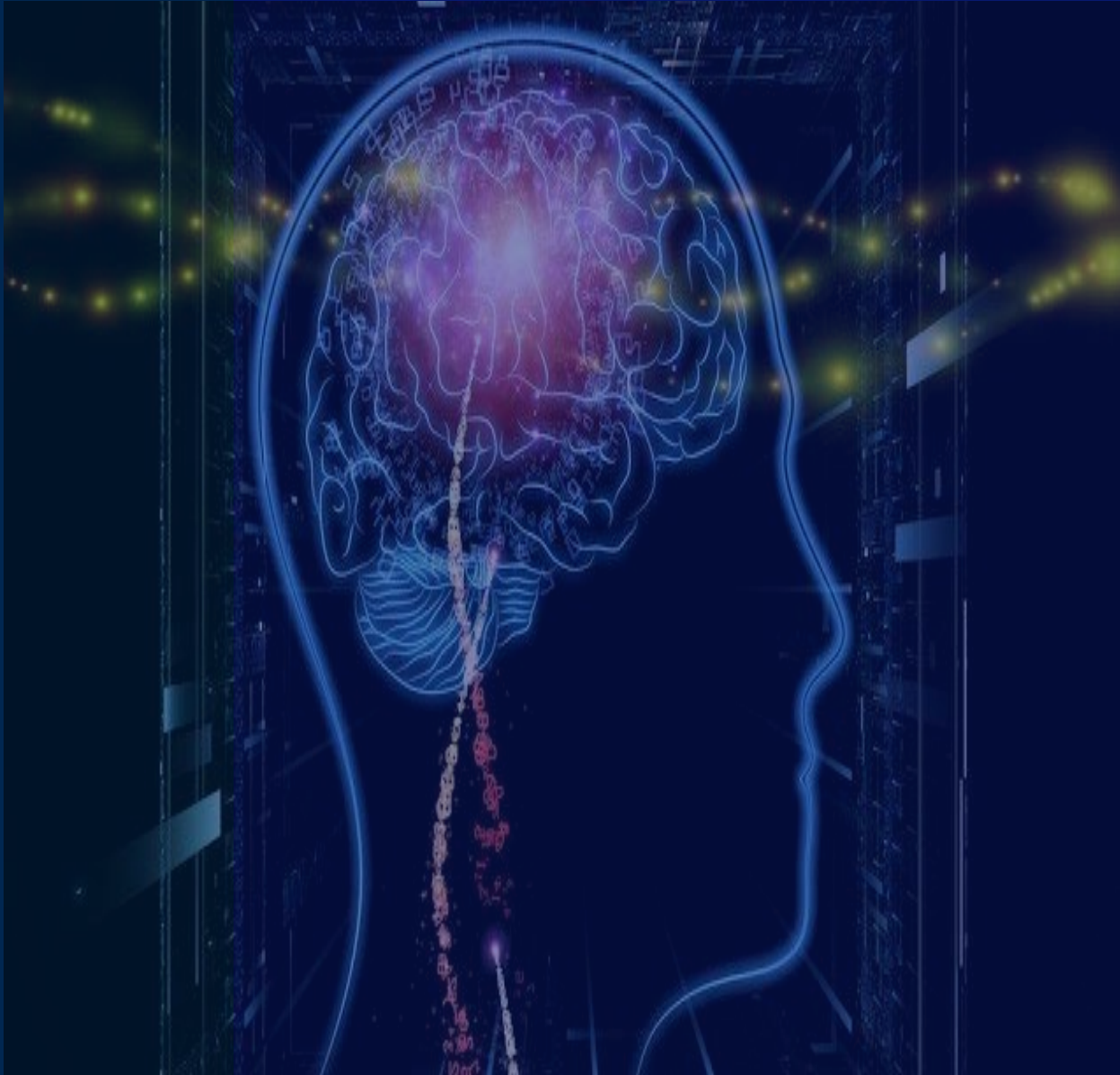
- 1. Acknowledge your first impressions. ASK: Is it based on a stereotype or bias?**
- 2. Acknowledge your own biases.**

# Strategies for Minimizing our Biases



- 3. Ensure all voices are heard. Invite diversity of thought.**
- 4. STOP and THINK before making a decision. Practice Mindfulness.**

# Strategies for Minimizing our Biases



- 5. Use objective criteria to hire, evaluate, promote, assign, terminate, etc.**
- 6. Expand and expose yourself to difference (engage with “the others”).**

# Strategies for Minimizing our Biases



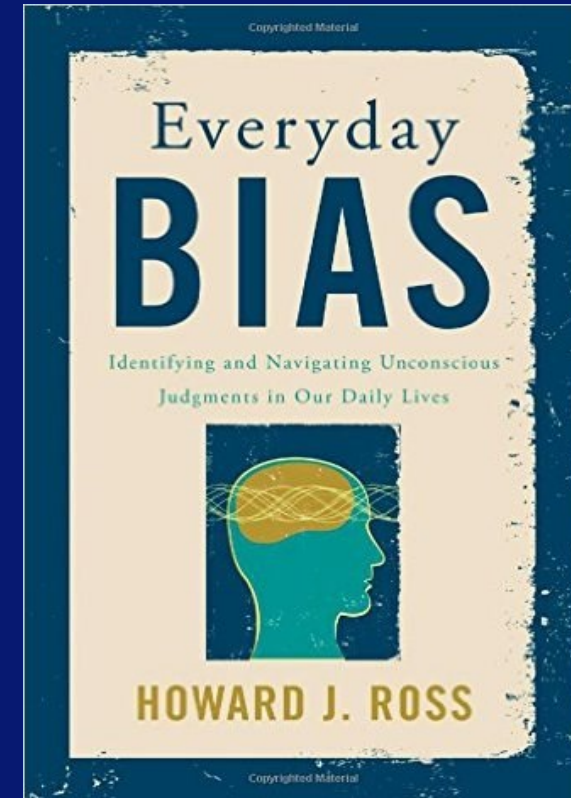
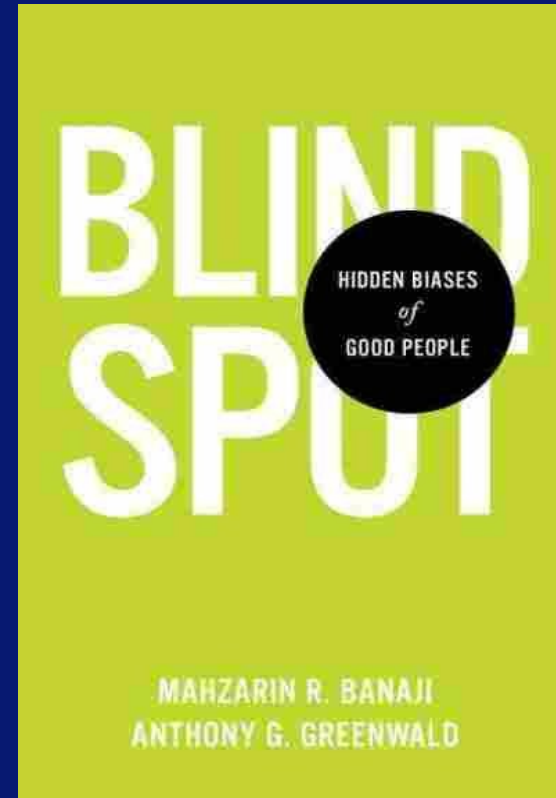
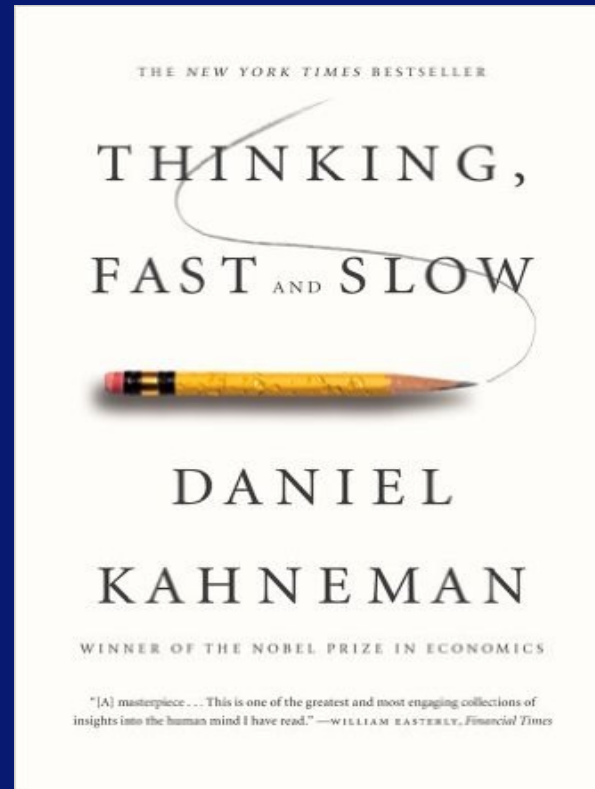
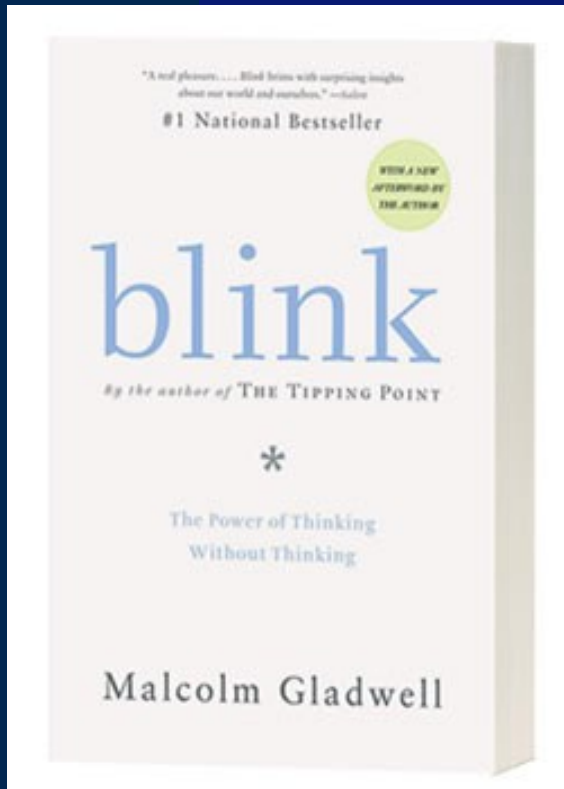
**7. Create a sense of belonging.**

**8. Encourage accountability.**

# Questions/Key Takeaways

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Recommended Readings



# COMMITMENTS TO ACTION

**Identify 1-2 key actions you will commit to take over the next 90 days.**

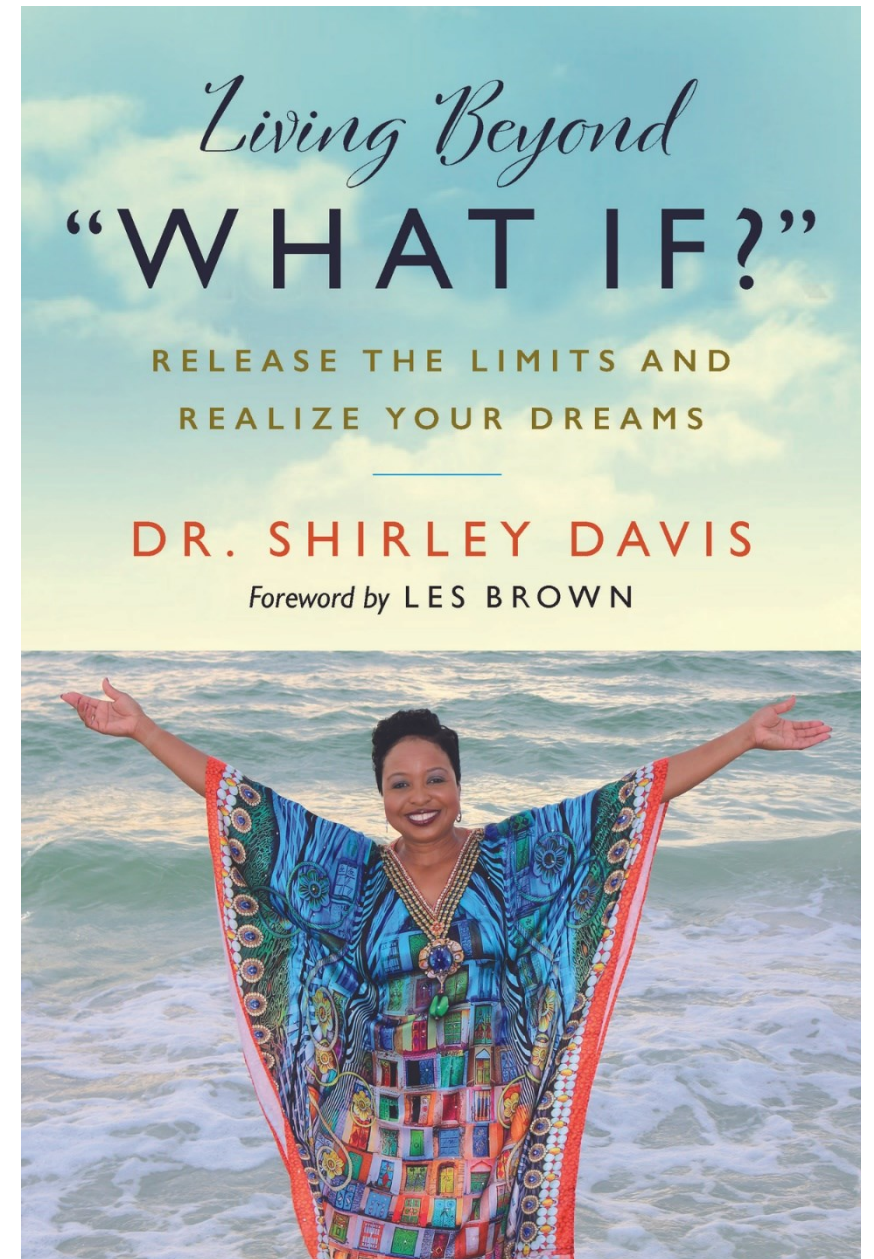


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# **Personalized Coaching Session**

**on**

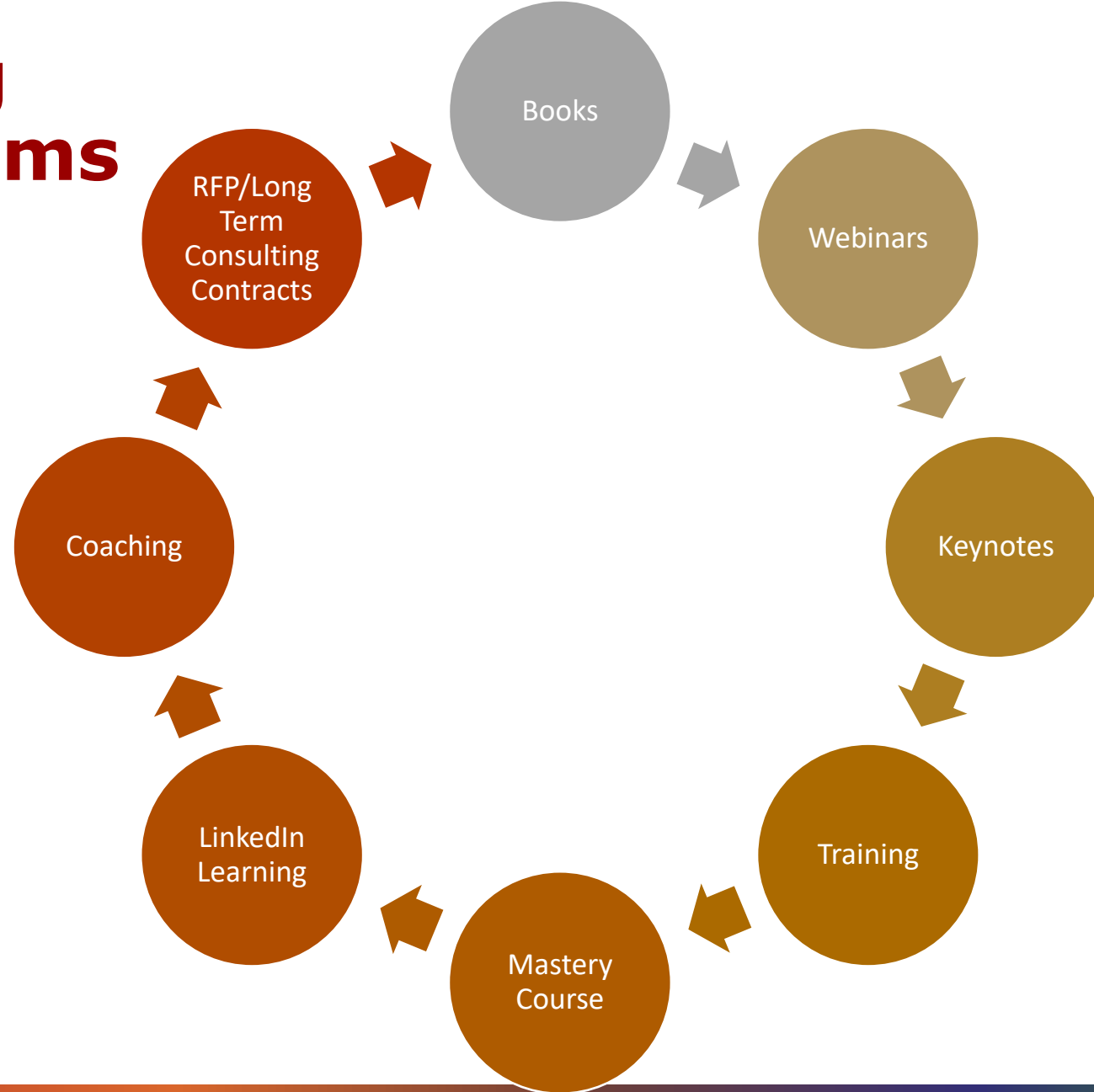
# **REINVENTING REVENUE STREAMS**

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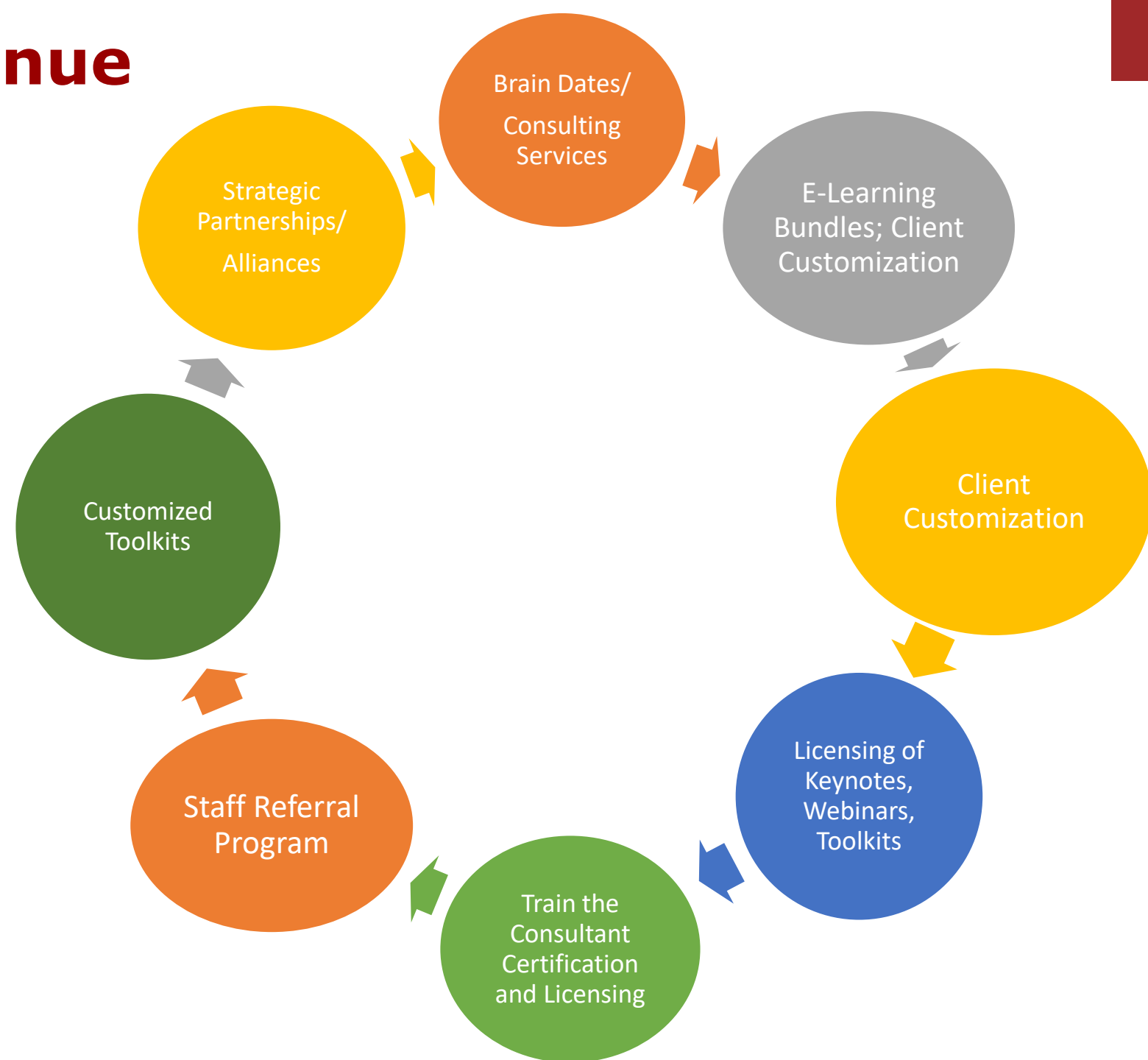


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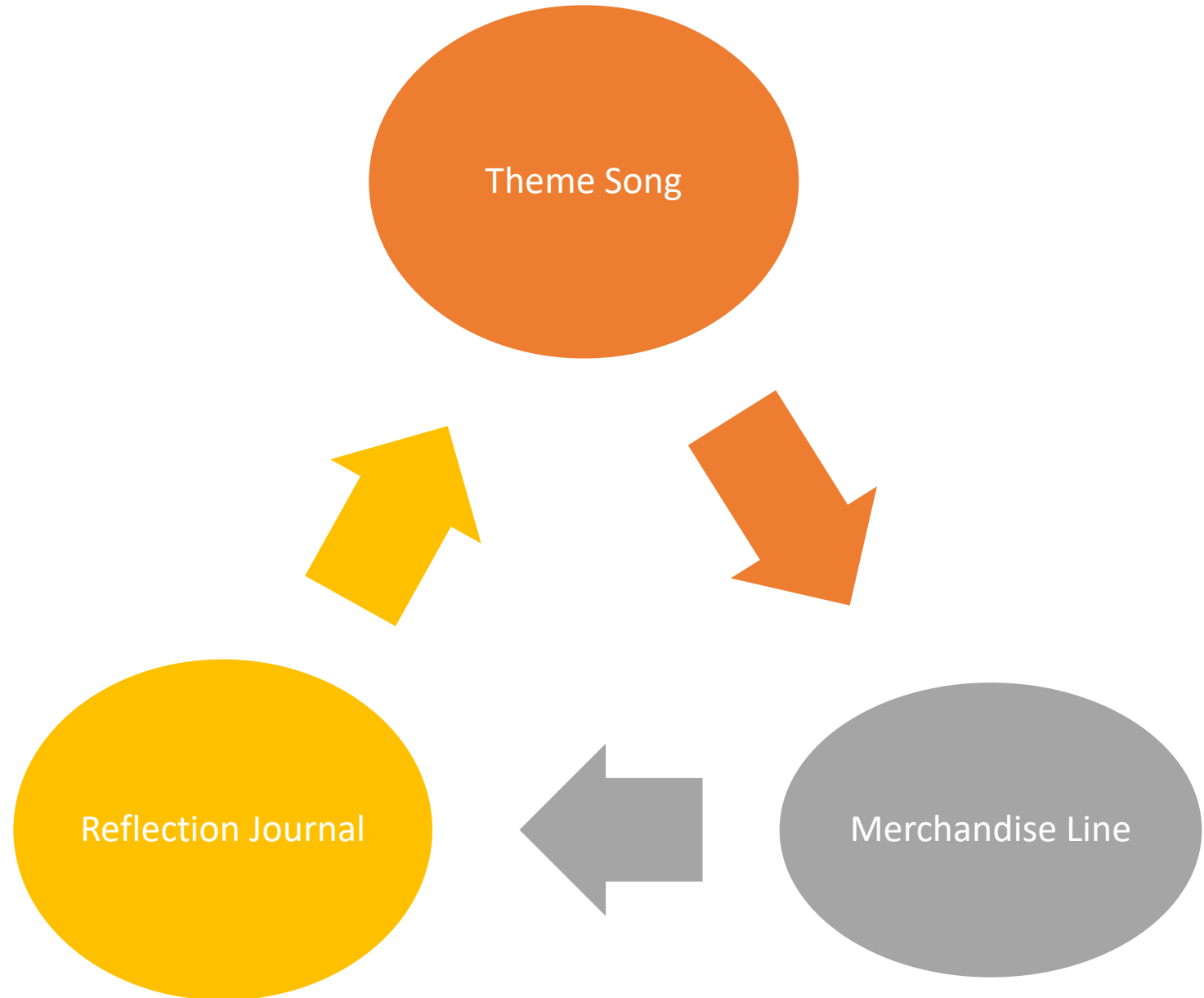
# Reinventing Revenue Streams



# + MORE Revenue Streams



# + MORE Revenue Streams



# REINVENTING REVENUE STREAMS

**Only 3 being offered  
today**

**for only  
\$799**



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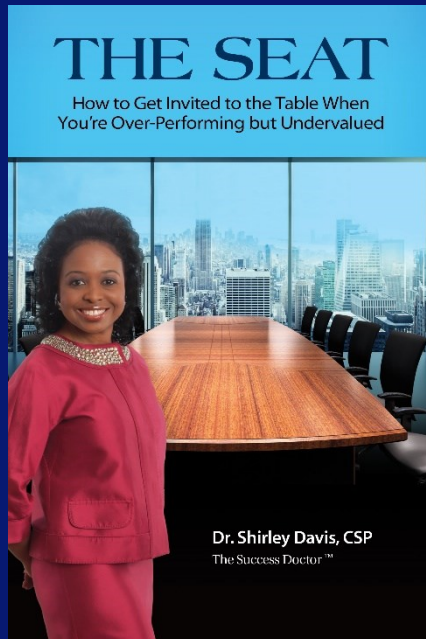
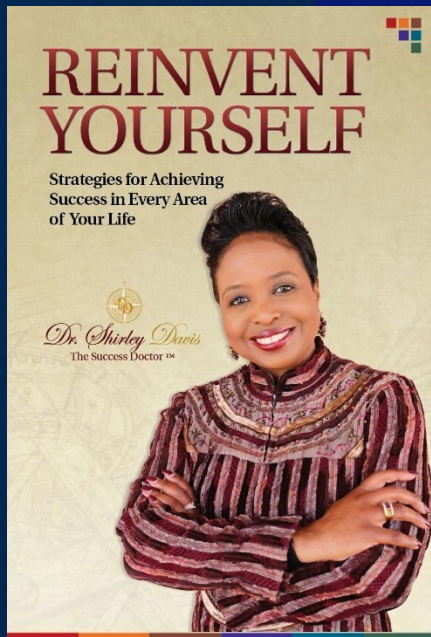
**Use Code: NTEXASNSA2021**



# Stay Connected

Website: [www.drshirleydavis.com](http://www.drshirleydavis.com)  
Email: [drshirleydavis@gmail.com](mailto:drshirleydavis@gmail.com)

LinkedIn (Shirley Davis Ph.D.)  
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