

# ***LEVERAGING DIVERSITY, EQUITY, AND INCLUSION TO BECOME A BETTER FUNDRAISER***

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Harvard Business Review



ARTWORK: ROGER CLARKE, THE DEADLIEST TOXINS (JMM), 2009, POLYESTER RESIN, FIBERGLASS, VARNISH

DIVERSITY

# We Just Can't Handle Diversity

by Lisa Burrell

FROM THE JULY-AUGUST 2016 ISSUE



10



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It's hard to argue with the benefits of diversity, given the decades' worth of studies showing that a diverse workforce measurably improves decision making, problem solving, creativity, innovation, and flexibility.



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## Diversity benefits ignored as managers continue to hire 'mini-mes'

Hayley Kirton 26 Aug 2015 1 comment

CIPD study reveals unconscious bias remains a huge problem for recruiters

Managers are still recruiting 'mini-mes' despite being aware of the hazards of unconscious bias, a CIPD study has revealed.

The report, *A Head for Hiring: The Behavioural Science of Recruitment*, found that bosses employ people with similar hobbies, experiences, dress sense and mannerisms as themselves, despite the fact that these qualities have no bearing on a candidate's ability to do the job.

"We all hear about unconscious bias in things like recruitment, but the fact is we're not just biased – we're super biased," said Jonny Gifford, researcher advisor at the CIPD. "What this report shows is both how easily our decision making can be skewed and also in how many different ways it can be skewed."

He added: "If you go too far down the road towards having cultural homogeneity, then you won't be recruiting for difference. If you're not recruiting for difference, then you're going to have problems with diversity."

And the findings show that unconscious bias becomes more pronounced as fatigue sets in, with confirmation bias and 'selective hearing' creeping in as early as the fourth

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## IMPLICIT BIAS AND ITS ROLE IN PHILANTHROPY AND GRANTMAKING

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Written by: john a. powell  
Date: May 01, 2015

Philanthropy has proven itself a powerful mechanism for working toward a more equitable society by



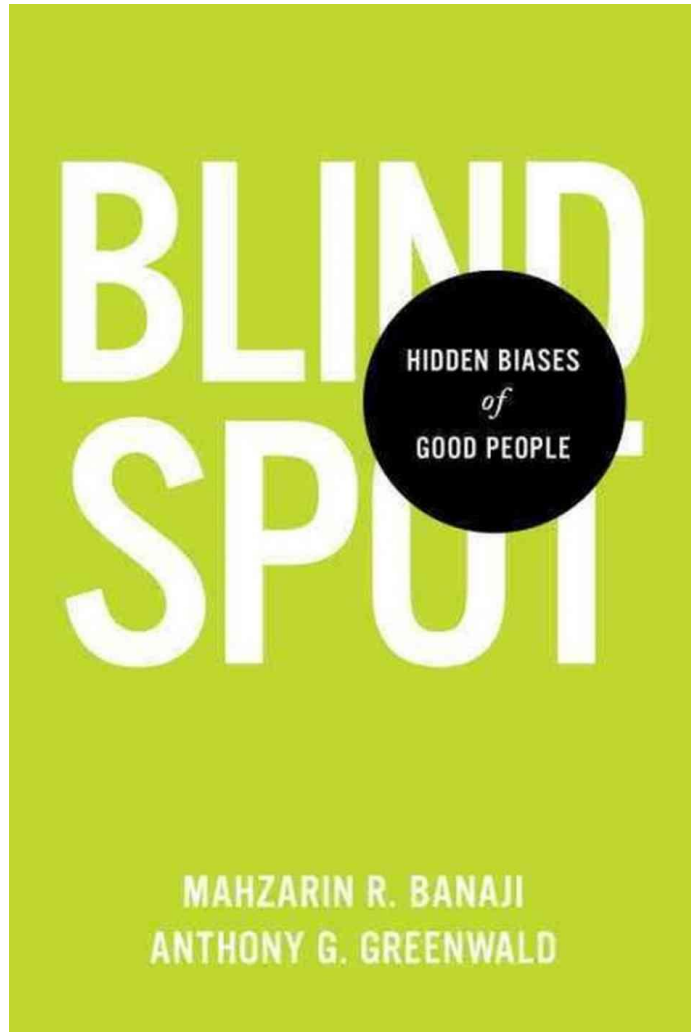
The screenshot shows the NonProfitPRO website interface. At the top, there is a navigation bar with a menu icon on the left, the text "NonProfitPRO" in the center, and a search icon on the right. Below the navigation bar is a banner image with the text "What's YOUR story" and "Find out more". The main content area features the article title "How to Conquer Your Biases in Fundraising" in large, bold, black font. Above the title, it says "PEELING THE ONION" and "August 31, 2016". Below the title is a small profile picture of two people and the text "By Otis Fulton and Katrina".

## The Inclusive Fundraiser: 3 ways to battle your bias

2017-11-15 | Emma Lewzey



# Take Five: Tips for Uncovering Bias



- 1. Acknowledge potential for bias**
- 2. Be wary of first impressions**
- 3. Learn about stereotypes**
- 4. Broaden your focus**
- 5. Expose yourself to alien experiences**

# Individual “Bias Interrupters”

Question your assumptions

Analyze

Take a risk

Disrupt the default

Speak out

Hold yourself and others accountable

Which of these might be actionable for you?

What additional learning might be helpful to you?

How might you set up a check-in with or follow-up?

# Resources

- ***Thought papers on Unconscious Bias by Howard Ross***  
<http://cookcross.com/services/thought-leadership/free-thought-papers/>
- **Inclusion Nudges:** <http://inclusion-nudges.org/>
- ***Outsmarting Our Brains*** [http://www.ey.com/Publication/vwLUAssets/Outsmarting-our-brains/\\$FILE/EY-RBC-Overcoming-hidden-biases-to-harness-diversity.pdf](http://www.ey.com/Publication/vwLUAssets/Outsmarting-our-brains/$FILE/EY-RBC-Overcoming-hidden-biases-to-harness-diversity.pdf)
- **How Unconscious Bias Affects Everything You Do**  
<http://www.fastcompany.com/3037359/strong-female-lead/how-unconscious-bias-affects-everything-you-do>
- **Microsoft Unconscious Bias training (free video)**  
<http://blogs.microsoft.com/blog/2015/11/02/uncovering-unconscious-bias/>
- ***Reflecting on the Small Things with Big Impact:*** [http://www.huffingtonpost.com/tanya-m-odom-edm/reflecting-on-the-small-t\\_b\\_5544845.html](http://www.huffingtonpost.com/tanya-m-odom-edm/reflecting-on-the-small-t_b_5544845.html)

# Resources

- **UnBiased video:** <https://www.youtube.com/watch?v=nbE0EoeXd-M>
- Catalyst Women resources on Unconscious Bias: <http://www.catalyst.org/unconscious-bias>
- **Microaggressions:**
  - [https://www.buzzfeed.com/hnigatu/racial-microaggressions-you-hear-on-a-daily-basis?utm\\_term=.abnommnvp#.tcEopp7V0](https://www.buzzfeed.com/hnigatu/racial-microaggressions-you-hear-on-a-daily-basis?utm_term=.abnommnvp#.tcEopp7V0)
  - Microaggressions in Everyday Life: <https://www.youtube.com/watch?v=BJL2P0JsAS4>
- **Building a Psychologically Safe Workplace:**  
<https://www.youtube.com/watch?v=LhoLuui9gX8>
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