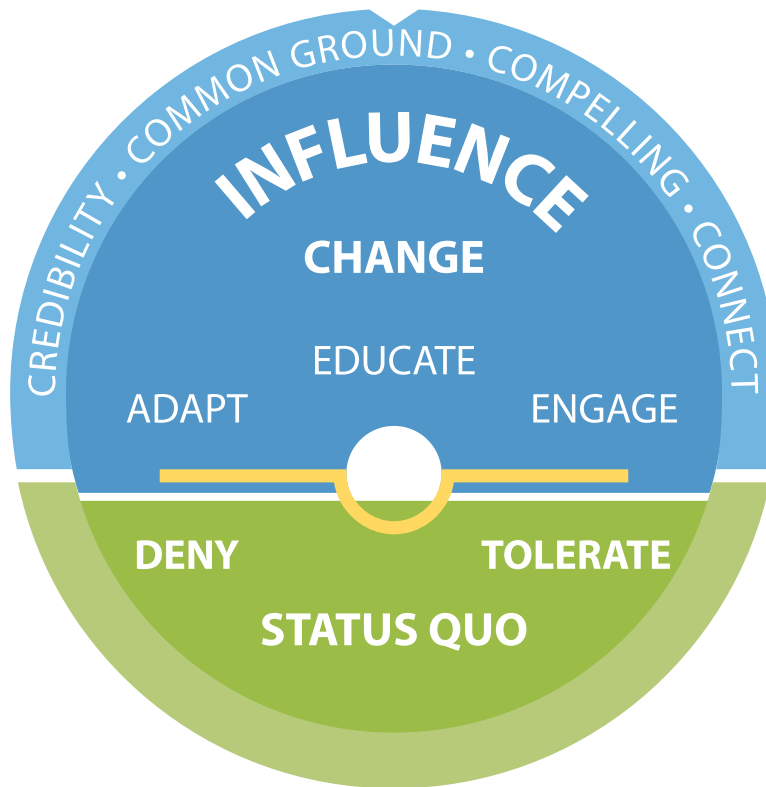




BIAS ATTITUDE INDICATOR

How Will You Respond?



When we observe biased action, it is much easier to stay on the ground and maintain the status quo vs. taking flight and trying to influence change.

When working to influence change, you can:

Adapt	Your behavior to establish trust and fit in. Influence without drawing attention to their bias by using the 4 C's
Educate	Influence the person by helping them notice their bias by using the 4 C's
Engage	Influence them directly by confronting and calling them out on their bias

There is not a good, bad, wrong or right choice...it depends on the level of risk you are willing to take, the degree of credibility you have with the person demonstrating a biased action and how critical it is that it changes.