

Cook Ross Unconscious Bias Learning Lab

April 11-13, 2012

Are you looking to accelerate your diversity work firmly into the 21st Century? Are you looking for a strategy to significantly enhance your organizational culture? Have your diversity efforts reached the limits of their ability to impact the performance and reputation of your organization? Do you find yourself stuck in historic “us vs. them” patterns around diversity and inclusion work?

Diversity has been practiced in organizations for over 40 years, and yet some of the methods we are currently using are almost that old. Breakthroughs in the neurosciences and cognitive sciences are leading us to deeper and more powerful understandings of how the human mind sees and relates to other people, and how that contributes to our organizational and societal challenges around diversity, inclusion, and cultural competency.

The Promise

Participants in this program will gain profound insights into their individual and group identity, thinking style, and leadership behaviors. New skills will be gained in decision making, building inclusive teams and cultures, intercultural communication, and increasing employee engagement.

This Learning Lab will give participants an understanding of how unconscious bias develops, the purpose it serves, how it impacts us, and what we can do to influence it in a positive way. At the end of this experience, participants will be able to:

- Interpret their own patterns of beliefs, identity and perception so that they are better able to support inclusion for others
- Understand and advocate for strategies to reduce impact of bias on organizational ROI
- Identify strategies for mitigating bias in critical organizational decisions
- Identify key areas of bias in talent management activities and practice interventions to mitigate the impact of bias
- Explain how the brain influences our relationships with each other and particularly dominant and non-dominant groups
- Effectively navigate the relationship between culture and the unconscious mind
- Create educational experiences on unconscious bias for their organizations and clients
- Impact organizational strategies and systems to become more inclusive and culturally competent

Who Should Attend

- Internal and external diversity practitioners
- Coaches, counselors and educators
- Organization development and I/O psychology practitioners
- Organizational leaders who want to better understand their own decision-making
- People who want to develop a better understanding of themselves and what makes them “tick.”

Topics Include

- *ReInventing Diversity* – Understanding the changing paradigms of diversity work in the 21st Century and what to do to address them
- *The Workings of the Mind* – Understanding how the brain works and what current research on neuroscience and cognitive science is teaching us about the way we see the world and relate to others
- *The Structure of Identity* – Understanding how culture and life experience influences the formation of the background through which we see the world
- *Research on Unconscious Bias* – Academic and industrial studies that demonstrate the impact of unconscious bias on organizational behavior including race, gender, sexual orientation, body size, ethnicity, etc.
- *Personal Exploration* – Exploring the development of our own identities, the unconscious beliefs that we may have acquired, and how they impact the patterns of our own behaviors in doing diversity and inclusion work.
- *Application to Specific Areas* – Identifying ways that unconscious bias impacts specific diversity areas such as sexual orientation, disability, etc.
- *Simulation Exercises* that expose interpersonal dynamics, unconscious biases, and power, privilege and group identity
- *The Organizational Unconscious* – Ways to understand and expose unconscious patterns within the organizational culture and how to use these understandings to transform organizational culture
- *How to Work with People re: Unconscious Bias* – Ways to apply the learning to ongoing or new diversity, inclusion and cultural competency efforts; executive coaching or therapeutic work, and organizational decision-making.

Logistics

<i>Dates</i>	April 11-13, 2012
<i>Schedule</i>	Day One: 8:30am – 5:00pm Day Two: 8:30am – 5:00pm Day Three 8:30am – 4:00pm
<i>Location</i>	The offices of Cook Ross Inc 8630 Fenton St, Ste 824 Silver Spring, MD 20910
<i>Cost</i>	\$2495 includes breakfast & lunch each day \$2195 group rate available for additional people from the same organization EARLY BIRD: Register by February 29, \$300/off each registration

As Part of the Course, All Participants Receive

- Unconscious Bias Learning Lab Participant Guide
- Cook Ross Inc's *Unconscious Bias Workbook*
- A signed copy of Howard Ross' new book, *ReInventing Diversity*

NOW AVAILABLE: Become a Certified Cook Ross Unconscious Bias Educator!

To meet increasing demand for client training, Cook Ross is offering the opportunity to become a certified Unconscious Bias Educator. Certification provides:

- Classroom training and preparation to effectively deliver the standard introductory two-hour Cook Ross Unconscious Bias Workshop
- All the materials you'll need to lead the course, including a Facilitator's guide and PowerPoint presentation
- A two-year renewable license to use Cook Ross intellectual property, with attribution
- A two-year agreement which entitles you to reduced prices on Cook Ross Inc. Unconscious Bias products, as well as the freedom to resell:
 - *Unconscious Bias Workbook*
 - *Unconscious Bias eLearning module seats*
 - *Cultural Communication Guide*
 - *Disability Etiquette Guide*
- Ongoing coaching and cohort support teams for trainers via web-based coaching and refresher courses

Whether you are an individual looking to offer a unique training experience, or an organizational leader seeking to save thousands of dollars by training your internal trainers, certification and support is available at Cook Ross. *Certification price: \$500.*

Learning Lab Faculty

As Founder & Chief Learning Officer of Cook Ross Inc. Howard Ross has served more than 25 years as an influential business consultant to hundreds of organizations across the United States and in 21 other countries, specializing in leadership, diversity, and organizational transformation. He is a recognized thought leader on the topic of exploring and addressing Unconscious Bias. Howard is also the architect of award-winning training and awareness programs, notably CultureVision and The Diversity Toolkit. Howard was the 2007-2008 Johnnetta B. Cole Professor of Diversity-in-Residence at Bennett College for Women, the first time a white man has ever served in such a position at an HBCU. He is the recent author of [*ReInventing Diversity: Transforming Organizational Community to Strengthen People, Purpose & Performance*](#), published by Rowman Littlefield in association with the Society for Human Resource Management. Howard can be heard monthly on NPR, as a regular guest on The Kojo Nnamdi Show.

About the ReInventing Diversity Institute

The mission of The ReInventing Diversity Institute at Cook Ross Inc. is to develop, enhance, and collaborate in creating and sharing transformational skills for diversity practitioners. The Institute convenes top and emerging organizational leaders working together with innovators and experts to take diversity and inclusion work to new levels of personal and organizational impact and performance. Learning Lab topics for 2012-2013 will include: Unconscious Bias, Cultural Competency, Gender and Leadership, and Building Organizational Community. Learning Lab themes are built upon the content and tools featured in [*ReInventing Diversity: Transforming Organizational Community to Strengthen People, Purpose & Performance*](#) by Howard J. Ross.

REGISTRATION FORM
Unconscious Bias Learning Lab
April 11-13, 2012

Please print legibly.

Name _____ Organization _____
 Address _____ Bus. Phone _____
 _____ Cell Phone _____
 City/State/Zip _____ E-mail **Required** _____

Are you interested in our Unconscious Bias Educator Certification? YES NO

COURSE PRICE

	<u>Regular price</u>	<u>Early bird! – Register by 2/29</u>
Registration <i>(Includes breakfast & lunch)</i>	\$2495	\$2195
Group Rate <i>(Each add'l person from the same organization)</i>	\$2195	\$1895

PAYMENT

Your course price **DUE NOW** _____

Eligible for group rate? YES NO
 If 'yes' who is the lead contact/registant in your organization? _____

Type of card (circle one) MasterCard Visa AmEx Discover

Credit Card # _____ Exp date _____

QUESTIONS?

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