

All Levels

# Understanding Unconscious Bias

Diversity is fundamental to the advertising industry and our ability to understand unconscious bias can create a better internal environment which creates better opportunities, improves output, and overall impact on our audiences within the advertising world.

To improve diversity within the industry we must first understand one of the key barriers to diversity: unconscious bias. Run by Diversity Works, in partnership with the Comms Council, this three-hour workshop will explore the latest research from the field of neuroscience underpinning unconscious bias. Guided by ex-advertising professional H el ene Dechamps, participants will be given real-life issues and engage in critical discussion exercises to explore how unconscious bias can manifest. Participants will engage with examples of best practice as well as be given techniques that will help to challenge their thinking and build new connections. Lastly, participants will be given strategies to manage and mitigate bias, which can be applied immediately at their agencies.

## Who is this qualification for?

This course is encouraged for all roles within the industry and is designed for individuals and leaders who are eager to expand their awareness and understanding of unconscious bias.

## Learning outcomes

- Understanding the neuroscience underpinning unconscious bias
- Be able to identify how bias can manifest
- Reflect on best-practice from local and global leaders
- Challenge your thinking and build new neural connections
- Learn strategies to manage and mitigate unconscious bias

## How is the qualification delivered and assessed?

- Three-hour face-to-face training session
- Pre-reading required

## Booking deadline /course date

Booking deadline: 11 September 2024  
Course date: 25 September 2024

## Price

\$215 + GST members