

# Disrupting Unconscious Bias: A Primer for Men and Women - Workshop



*Unconscious biases shape our worldview and our expectations of others. And they're so very prevalent in all of us. The disconcerting fact is that those unconscious biases can be contrary to our conscious beliefs.*

Unconscious bias is present and active every second of our lives and impacts literally thousands of decisions we make daily. Men and women now represent a roughly 50/50 mix in the workplace. Understanding gender differences, rather than choosing to ignore them, will help progressive companies to drive more revenue, increase operating profit and enhance their corporate reputation.

This interactive workshop is designed not just explore the concept of unconscious bias, but to take a deep dive specifically into gender. Session participants will leave with the ability to:

1. Discuss the concepts and principles that drive unconscious bias
2. Understand the specific implications of unconscious bias through a gender lens
3. Write an action plan to uncover, manage and leverage gender as a competitive advantage

Jeffery Tobias Halter is the President of YWomen, a strategic consulting company focused on engaging men in women's leadership issues. YWomen focuses on driving actionable business plans and strategies to help organizations create Integrated Women's Leadership Strategies. Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company.

Jeffery is the author of two books, *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men* and *Selling to Men, Selling to Women*. He is a contributing writer to the *HuffPost*, *New York Daily News*, *Working Mother Magazine* and a two-time TEDx speaker. His work has been profiled in *Forbes* and *US News and World Report*. Additionally he is a regular contributor to Fox Business Radio and Good Morning Charlotte.

His clients include Walmart, Altria, Bristol-Myers Squibb, Bacardi, Citigroup, Deloitte, Novartis and dozens of other Fortune 500 companies. His best practice work focuses on other award winning companies such as McDonald's, The Coca-Cola Company, IBM, and GE.

---

*As one attendee noted, "I have to admit to joining this session solely because it was being provided by a man. He had such interesting facts and analysis that I was just glued to my seat. His presentation style was on pointe and I really enjoyed his presentation!"*

- Conference Attendee Feedback