

Discover your SuperPowers



The concept of the discover tool.

DISCOVER

Discover your SuperPowers, learn how to use them and make them stronger.

What are SuperPowers, what are my SuperPowers and how can I put my SuperPowers to work?

- *Introduction to SuperPowersNow (video)*
- *Why five SuperPowers, what do they represent + examples*
- *Discover you SuperPowers as an individual or company;*
- *Where to focus your SuperPowers*
 - *Learn about three main causes of inequality*
 - *Understanding implicit bias*
- *Putting your Superpowers to work*

A SuperPowers introduction

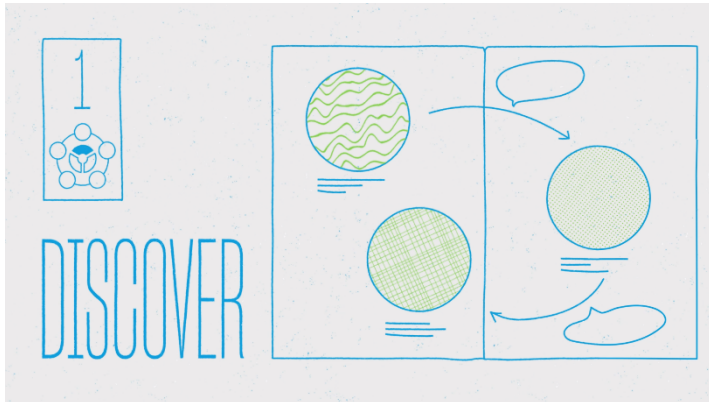


Why



SuperPowers Now is an initiative aimed at turning our individual or company skills and behaviors into SuperPowers to eliminate gender inequality – now. Now is the time to set a new norm in this new normal.

We each have the SuperPowers within ourselves to make gender equality and inclusion a reality by taking actions, every day, however small we may think they are. We each have skills that we can turn into SuperPowers by choosing to use them, even when we feel we are standing up to the existing norm. That is exactly what makes these SuperPowers.

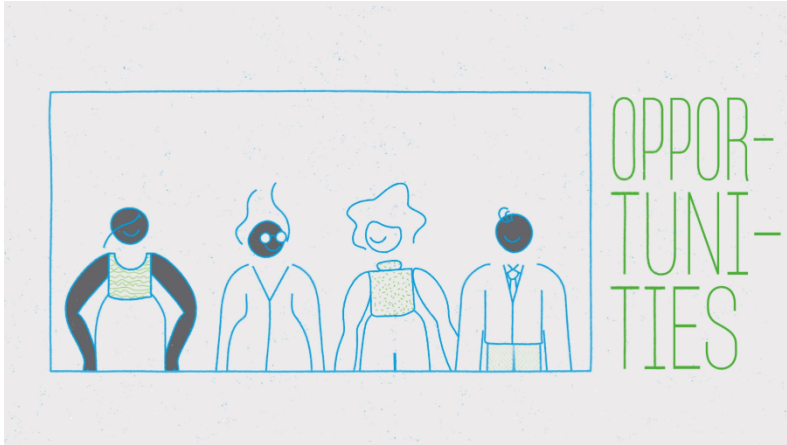


Five different individual or company skills and behaviors to make gender equality and inclusion a reality:

1. We can create **opportunities**, so there's room for everyone to flourish.
2. We can raise **expectations**, so our organizations know what good looks like.
3. We can build **habits**, so the actions that drive change become 'how we do things here'
4. We can inspire **beliefs**, so everyone works towards the same goal
5. And we can give people **courage**, so when the going gets tough, they keep going



Start to **Discover** opportunities



1. We can create **opportunities**, so there's room for everyone to flourish.

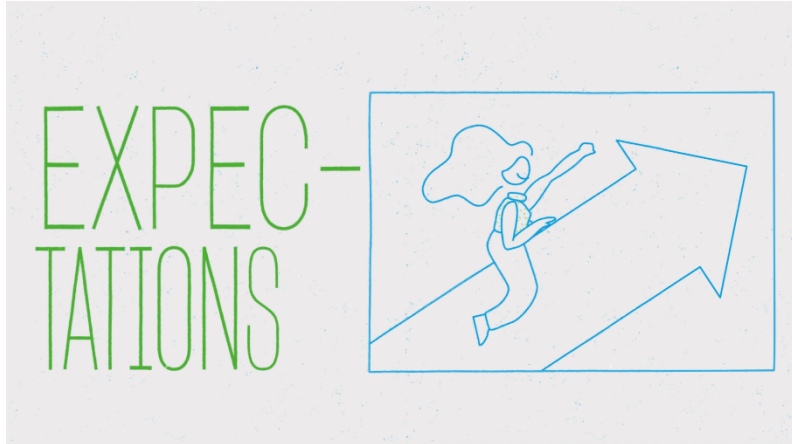
Making time, focus, attention on gender diversity – that empowers individuals to rise (ie, time on an agenda, filling a role in a team, ensuring everyone has equal chances to get the next promotion)

*An **Opportunities** example: - Listen to a recorded story with a great example from Alexandra Leppert - IBM*

DISCOVER What is your **opportunities** story?



Start to **Discover** expectations



2. We can raise **expectations**, so our organizations know what good looks like.

Raising **expectations** Have individuals discover the current best practices, tools and benchmarks (e.g. targets in recruiting; including gender diversity in performance scorecards; brand teams working only with gender balanced production teams)

*An **expectations** example: - Listen to a recorded story with a great example from Jason Lester - EY*

DISCOVER What is your **expectations** story?



Start to **Discover** habits



3. We can build **habits**, so the actions that drive change become ‘how we do things here’

Building **habits** – Sharing and reinforcing new practices to help individuals discover what actions drive gender parity and empowering them to create new habits. (ie, ensuring the team is asking “how many diverse candidates did you consider ?”)

*An **habits** example: - Listen to a recorded story with a great example from Dario Cristiano – P&G*

DISCOVER What is your **habits** story?



Start to **Discover** beliefs



4. We can inspire **beliefs**, so everyone works towards the same goal.

Inspiring **beliefs** – helping individuals and organizations to discover mindsets (their own, others), and empowering them to change the current mindsets to drive gender parity (ie, challenging individuals frame of reference on ‘traditional’ roles)

*An **beliefs** example: - Listen to a recorded story with a great example from Elaine Parr - IBM*



DISCOVER What is your **beliefs** story?

Start to **Discover** courage



5. And we can give people **courage**, so when the going gets tough, they keep going.

Giving **courage** by encouraging individuals to strive for what's possible (ie, mentoring individuals, sharing stories, opening the eyes on “the system”); helping a person discover they have the power to take on something new/ bigger/different

*An **courage** example: - Listen to a recorded story with a great example from Rabinder Jhinger – Mondelēz International*

DISCOVER What is your **courage** story?



Discovering my stories



Write an example of how you used your power for each of the five superpowers.

My habits story is:

My courage story is:

My opportunities story is:

My expectations story is:

My beliefs story is:



Additional: Inspire and get inspired; (organise and invite to a session where you) share and talk about your stories with 5-10 fellow members.

Discovering where to focus your SuperPowers



Three main factors that drive gender inequality are:

- Unconscious or implicit bias
- Norms; opinions of the majority
- and Privileges

In the next five slides we will focus on the first factor;

implicit bias & how to use your Superpowers to tackle this driver of inequality

Discovering where to focus your Superpowers

1: implicit bias:

What is a Stereotype ?

A Stereotype is a generalization about a group in which identical characteristics are assigned to all members of the group regardless of actual variation among the members (i.e. age, gender, workers, Europeans etc.)

Kernel of truth:

it sometimes is the case that a group possesses a trait to a greater extend than other groups but that does not mean that every member of the group is likely to poses the trait.



Your turn:

- Think of a stereotype about your gender
- What % of people in your gender group do you think actually poses the trait or behaviour?
- What % of people of the opposite gender do you think posses the trait or behaviour?

Discovering where to focus your Superpowers

Explaining implicit bias:

Stereotype

A generalization about a group in which identical characteristics are assigned to all members of the group regardless of actual variation among the members (i.e. age, gender, workers, Europeans etc.)

Example:

Belief: women will avoid conflict

Prejudice

A positive or negative attitude, judgement or feeling about a person that is generalized from attitudes or beliefs (stereotypes) held about the group to which the person belongs.
Based on social comparison in which one's own group is the point of reference (norm/ideal)

I do not like female leaders because they avoid conflict

Discrimination

The behavioural manifestation of prejudice: positive or negative behaviour towards a person based on positive or negative attitudes one holds toward the group to which that person belongs.

I will not hire a female as team leader because she will avoid conflict which I dislike

Discovering where to focus your Superpowers



Explaining implicit bias:

What is implicit bias?

Varying degrees of stereotyping, prejudice and/or discrimination **BELOW** conscious awareness in a manner that benefits oneself or one's group. It involves a limited or distorted perception of others. We are all implicitly biased !

Why bias exists?

- Simplifies the process of thinking about other people, conserves energy and mental effort: Cognitive Misers
- We learn it : Socialization (teachers, peers, family, media, experiences)
- We lack exposure to diversity in other groups



How biased on gender are you? Take the test: <https://implicit.harvard.edu/implicit/takeatest.html>

Discovering where to focus your Superpowers



Explaining implicit bias:

Findings on implicit bias:

- We are all implicitly biased , even towards our own group.
- Implicit bias is more prevalent than explicit bias due to the cognitive process in our minds where we encode and store associations between traits and groups we have not consciously processed.
- Implicit bias often but not always affects our day to day behaviour or the way we treat others.
- Not emotions or anecdotes but data are the most likely to reveal implicit bias.

How can implicit bias be reduced?

- Awareness through implicit bias training; becoming aware of your biases and learning to recognize you may unconsciously apply them to others.
- It takes a long time to change biased thinking, it takes less time to tackle reduction of biased practices.
- Increase exposure to outgroup members by increase in diversity in your teams, network etc.
- Measure.

Putting your SuperPowers to work.



Write an example of a bias observed and how you will put your Superpower to work.

The bias/biased practice I want to tackle:



Which SuperPowers I will use & how:

The bias/biased practice I want to tackle:

Which SuperPowers I will use & how:



Additional: Inspire and get inspired; share your experience on our SuperPowers website to inspire others & help reach gender parity.

More on implicit bias & SuperPowers



<https://outsmartinghumanminds.org/> a website that shines light on our implicit biases. Explores the mind's blind spots with episodes and tests, and applies insights from the science to make better decisions in life and at work.

1 hour talk by Dr. Brian Wille Director of People Analytics at Google on Unconscious Bias with life exercises: this work/session is very engaging. <https://www.youtube.com/watch?v=nLjFTHTgEVU>

Howard Ross on Everyday Bias, you see an approach called *PAUSE*. This drives the effort to become more conscious and actively chose different responses.

- 1 hour Talk by Howard Ross at Google 'Everyday Bias: Identifying and Navigating Unconscious Judgments': <https://www.youtube.com/watch?v=v01SxXui9XQ>
- Short Talk by Howard Ross with some examples: <https://www.youtube.com/watch?v=aOyElZ5kXw0>

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[member platform](#)