



WHAT

This page will help you to identify strategies that you can leverage to shield against the biases that come your way tied to your identities.

WHY

The impact of bias can be potent. Knowing this, you want to be proactive in protecting yourself from the negative impact.

HOW

Complete the exercise below and repeatedly come back to your responses in key moments where you need to shield against bias.

Biases Harm You

Not only do biases feel extremely unjust and hurtful, they cause us to engage in negative self-talk, to feel like an impostor, to self-hate, and more. This is particularly so for those of us who have more biases coming our way because of our cultural identifies, personal attributes, learning styles, etc. Because of their pervasiveness, the onus for interrupting biases is on each of us — we all dish it out, so we should all own our role in working to prevent biased behavior. But in this Empower Page, I want to focus on how to help you minimize the impact of bias on your personal and professional development.

How to Shield Against the Biases Coming Your Way

I'd be the first to acknowledge that the perpetrators of bias (again, every one of us!) are responsible for stopping biased behavior. That said, you can proactively work to shield against the biases that come your way. There are a few key steps and strategies to use to help you to make this happen:

01

Know what biases are coming your way.

To help you with this inquiry, you can leverage my Understand How Bias Affects You Empower Page. You'll need to have a good understanding of what biases you're on the receiving end of before you can engage in the following strategies.

The biases that come my way are:

02

Use your voice to stand in your power.

You can leverage a powerful tool that I call scripting to help you plan out what you'll say the next time you experience biased behavior. And I have an Empower Page on scripting that you can use to help you out! Check it out and then engage in the following reflection for each of the biases you noted above.

The language that I will use the next time I experience this bias is:

Choose to strategically adapt your behavior.

You can choose to adjust your behavior to address some of the biases that come your way. For example, as a soft-spoken person, people may judge you as lacking confidence, even though you feel empowered. If it feels okay for you to do this, you can choose to speak louder in meetings or use more non-verbal communication to signal that you're confident.

The behavioral adjustments that I am comfortable making to shield against biases are:

THANKS FOR USING MY EMPOWER PAGES!

I carefully created these guided monthly worksheets to help you better understand your authentic self (who you are at your core!) so that you can live better, flourish professionally, develop more meaningful relationships, and much more! I have personally done all these exercises, and now I want to share them with you. As you reflect on each question, my hope is that you'll start to uncover who you are more and more. So dig deep and answer the questions honestly and whole-heartedly. And remember, this self-work is worth it!

With love and gratitude,



CONNECT WITH ME!



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MY STORY

I didn't always feel empowered to be an unapologetic, fiercely authentic person. While I was successful and living the "corporate dream" as a lawyer in my early career, I had a realization that the person I was in my day-to-day life bore little resemblance to my true self. After much soul-searching, I decided I needed to transform my life. I completed my MBA, left my job, and launched my own business. Most importantly, I committed to living as authentically as possible.

I've now presented in front of thousands of leaders around the world to inspire them to be more inclusive and to encourage those who have experienced oppression to be more authentic and empowered. I have also dedicated my life to helping people to cultivate self-love so that they can live their best with confidence. And I want the same for you. In particular, I want you to embrace what makes you different and unique. I want you to shine!

READ MY EMPOWERMENT BOOK, THE AUTHENTICITY PRINCIPLE



My Amazon bestselling book, *The Authenticity Principle*, is more than just a call to "be yourself". Combining the latest neuroscience, leadership, diversity, and mindfulness research with a wealth of practical exercises, my book will provide you with a framework for living more authentically, so that you can thrive in all spheres of your life. It's also filled with my personal stories, and stories of others, about how to overcome barriers to living authentically. Learn more about *The Authenticity Principle*, including where to buy it, at www.ritubhasin.com/book.

MY NEWSLETTER

Get my monthly Empower Pages delivered straight to your inbox! Sign up for my newsletter at my website to receive the Empower Pages and other tools to help you live your best!

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