



### WHAT

This page will help you to identify the unconscious biases you may be holding, tied to cultural identity characteristics like race/ethnicity, gender identity, sexual orientation, and more.

### WHY

Biases cause us to treat some people less favorably based on their cultural identities. If you want to be more inclusive, it's imperative that you identify your biases.

### HOW

Use the exercises on this page, alongside my previous bias Empower Pages, to identify the biases that you may have so that you can behave in a more inclusive way.

### What is Bias?

Bias happens when we judge people based on how our brains categorize their cultural identities, both consciously and unconsciously. With unconscious bias, what essentially happens is that our brains group people into “in-group” and “out-group” in under a second. We then treat them better or worse depending on which group our brain thinks they fit into. (Watch [my video](#) on bias to learn more.)

The impact of bias can be powerful, because our judgments cause us to question people's intelligence, abilities, worthiness, character, and so much more — and our biased judgments are rarely correct.

## 3 Strategies to Identify Your Biases to be More Inclusive

# 01

### Take Harvard's Implicit Association Test (IAT)

The IAT is a free tool designed to help you uncover your unconscious biases. My suggested “must take” IATs are the Skin-Tone IAT, Race IAT, and Gender-Career IAT. Take them [here](#). Your reflection:

- Based on the IAT, the unconscious biases I hold are:

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# 02

### Identify Your Physical Signal for Bias

Bias lives in both our bodies and our minds. Since your body will tell you when you're engaging in biased behavior, it's critical to identify what your physical signals are for when this is happening. For example, when I'm being biased, I instantly feel agitation in my chest. Your reflection:

- My physical signals for bias are:

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# 03

### Hear Your Biased Thoughts

Once you're aware of the unconscious biases you hold, you'll want to be more mindful about hearing the biased thoughts in your head. Ask yourself, “What is my brain saying about this person and their cultural identities?” It's important to take a pause to hear your thoughts in order for you to reframe your thinking. Your reflection:

- The biased beliefs I hold for certain cultural identities are:

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## 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/authenticity-principle](http://www.ritubhasin.com/authenticity-principle).

## 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!

# Ritu

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