



The Inclusion Habit



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By: Amanda J Felkey, Ph.D.

Thursday, September 17 | 1:00-2:00 p.m. ET

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The Inclusion
Habit

Pitfalls of Policy &
Programming

Multiple Equilibria

The Technology

The Inclusion Habit

Our Brains
& Our Biases

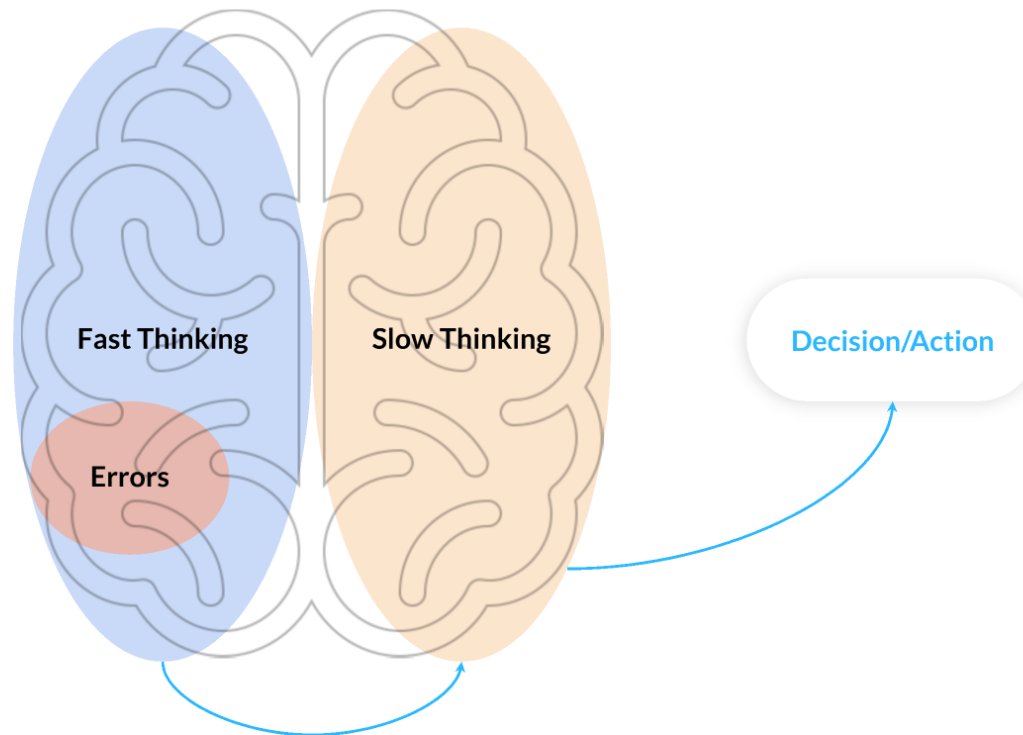
Experience

Undergraduate
Behavior Change
Evidence

Inclusion
Case Study

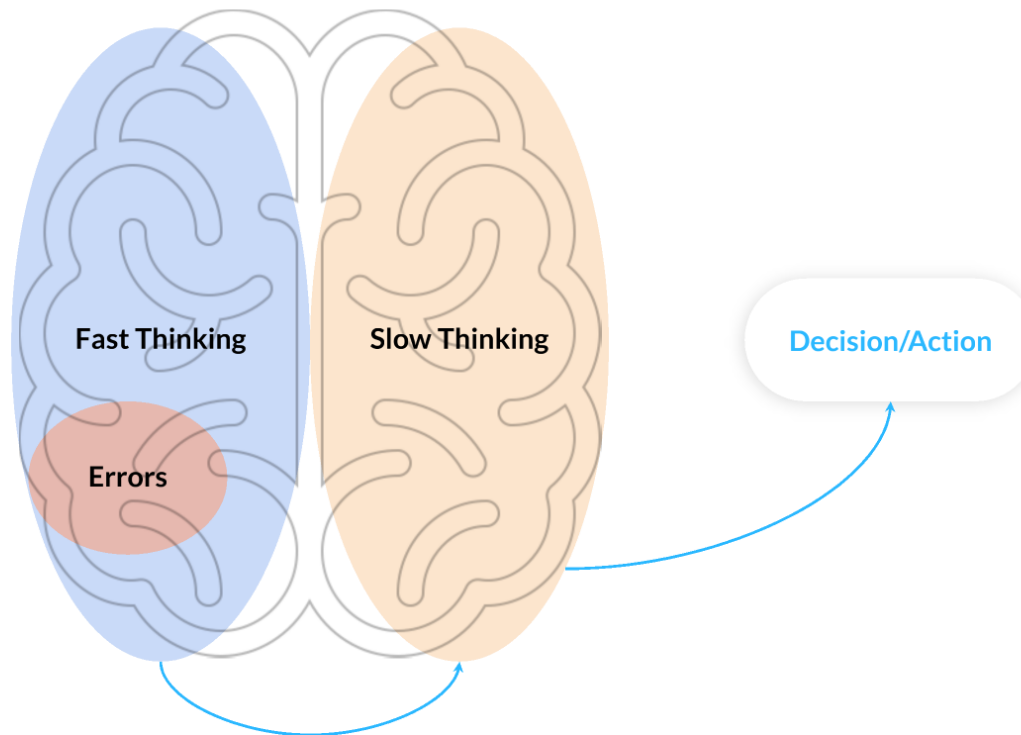
How we think and the origins of our biases

Your Brain

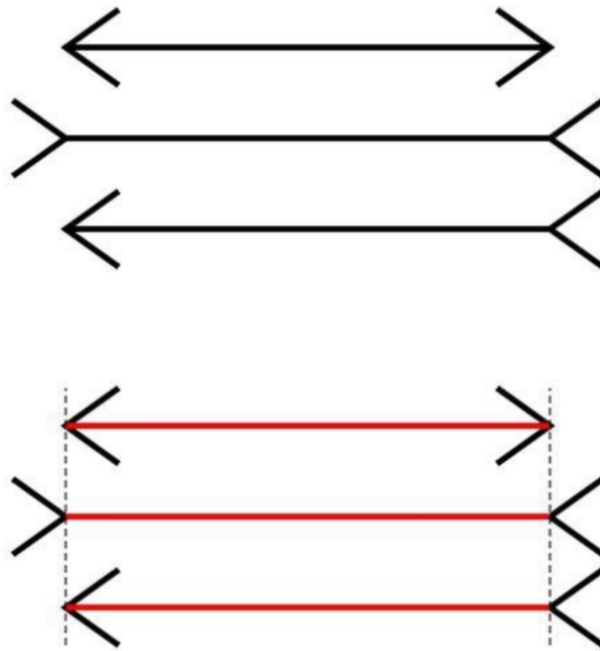


How we think and the origins of our biases

Your Brain



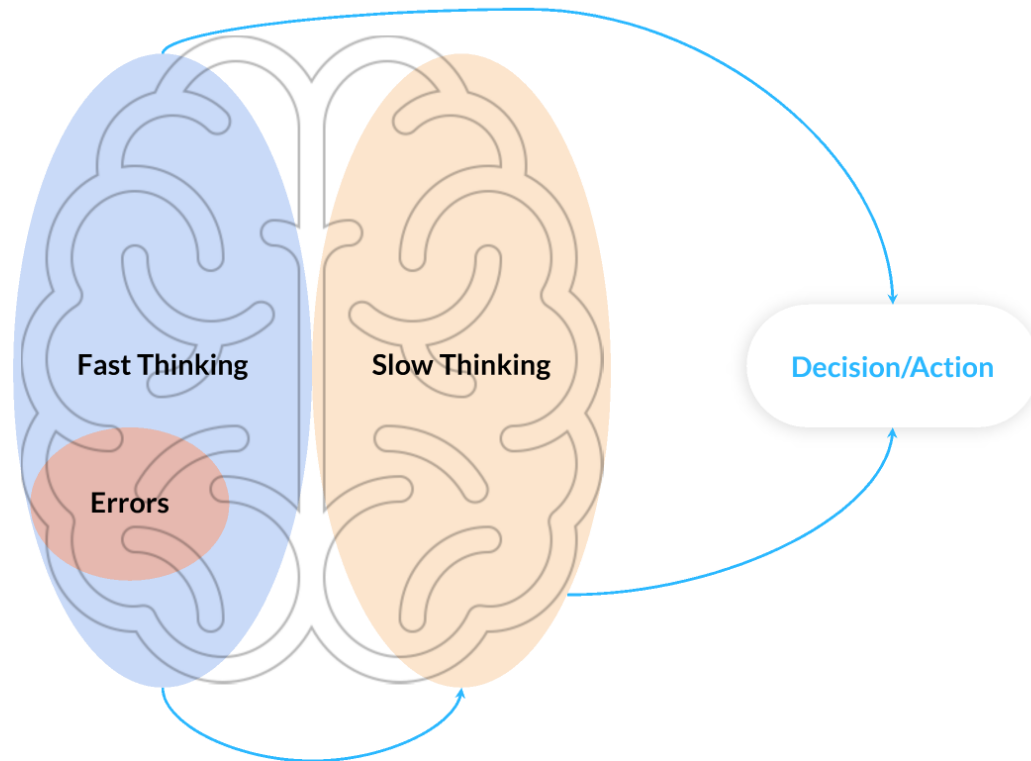
How we think and the origins of our biases



The Muller-Lyer Illusion

Your Brain is Efficient

Your Brain



Your Brain is Efficient

A baseball and a bat cost \$1.10.
The bat costs \$1.00 more than the baseball.

How much does the baseball cost?



Your Brain is Efficient

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The bat costs \$1.00 more than the baseball.

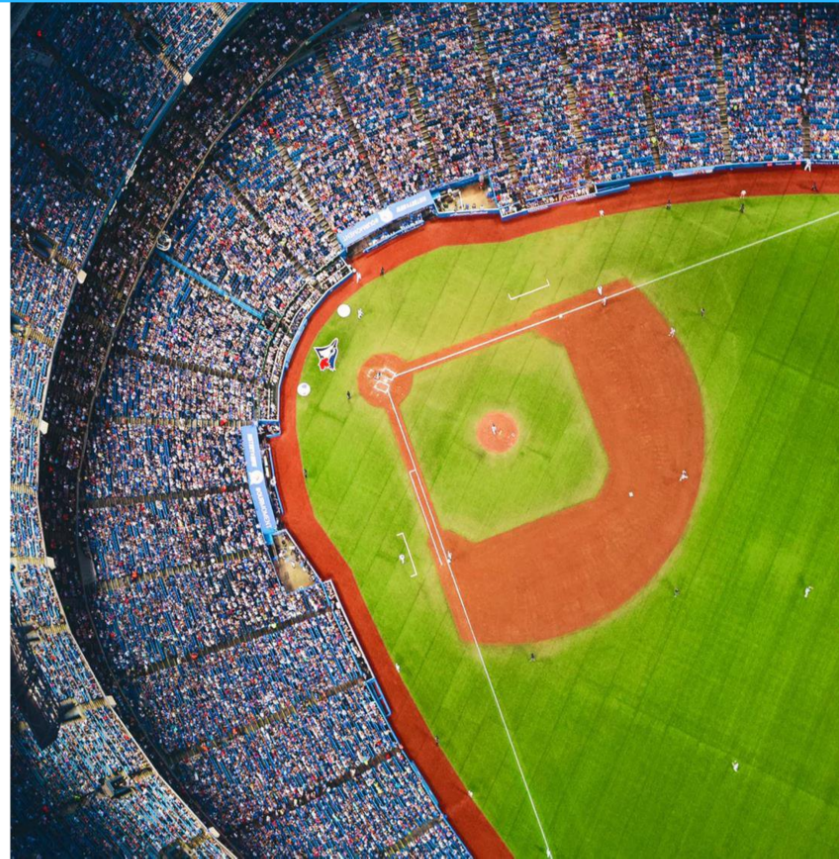
How much does the baseball cost?

$$P(\text{Ball}) + P(\text{Bat}) = \$1.10$$

$$P(\text{Ball}) + \{P(\text{Ball}) + \$1.00\} = \$1.10$$

$$P(\text{Ball}) + P(\text{Ball}) = \$0.10$$

$$P(\text{Ball}) = \$0.05$$



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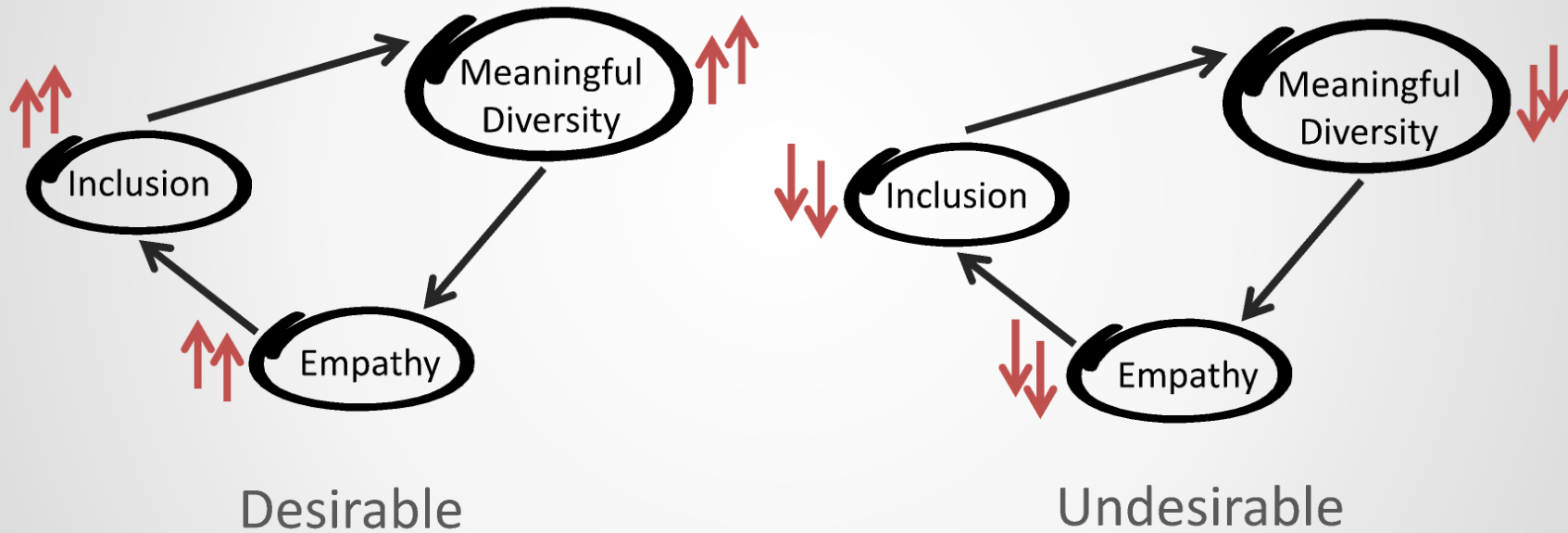
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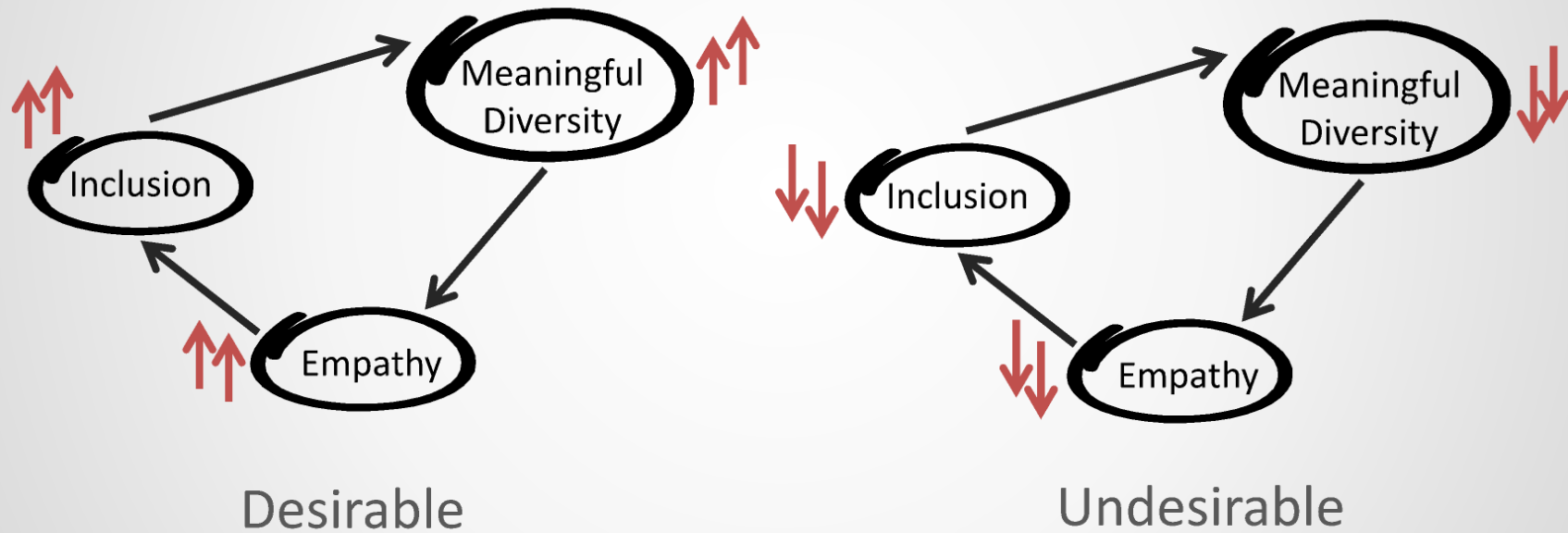
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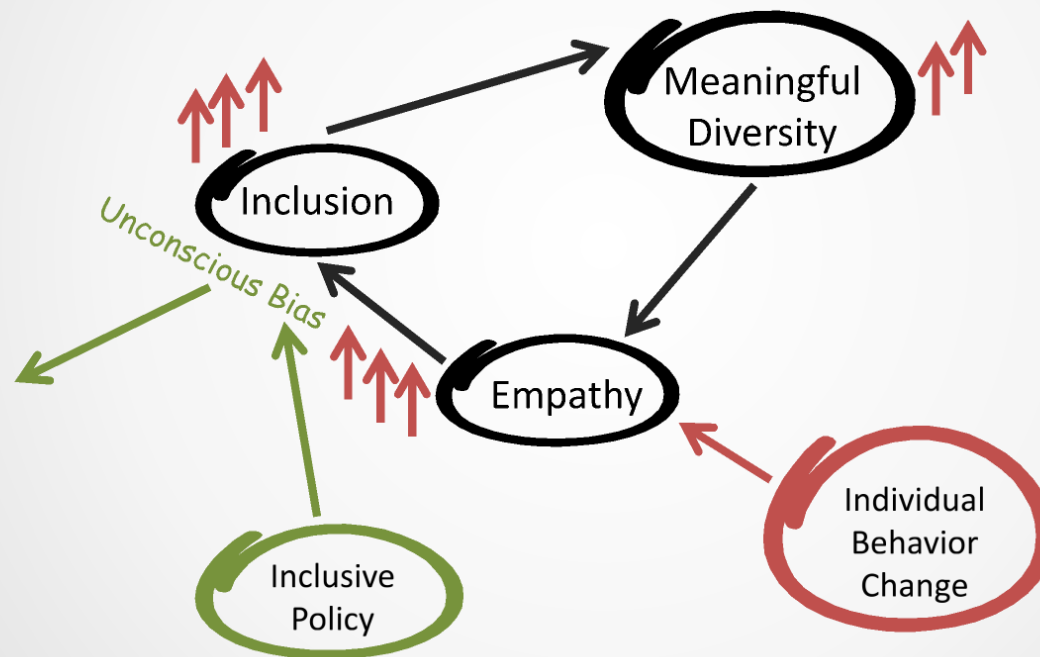
Multiple Equilibria for Organizations



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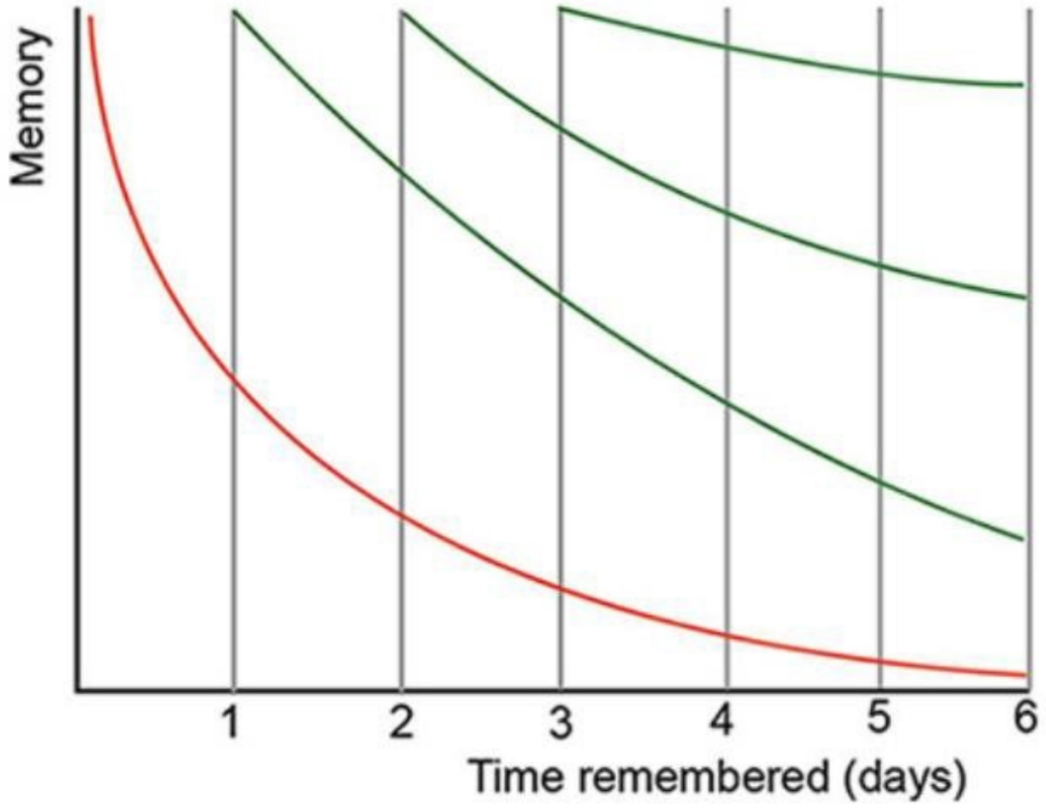
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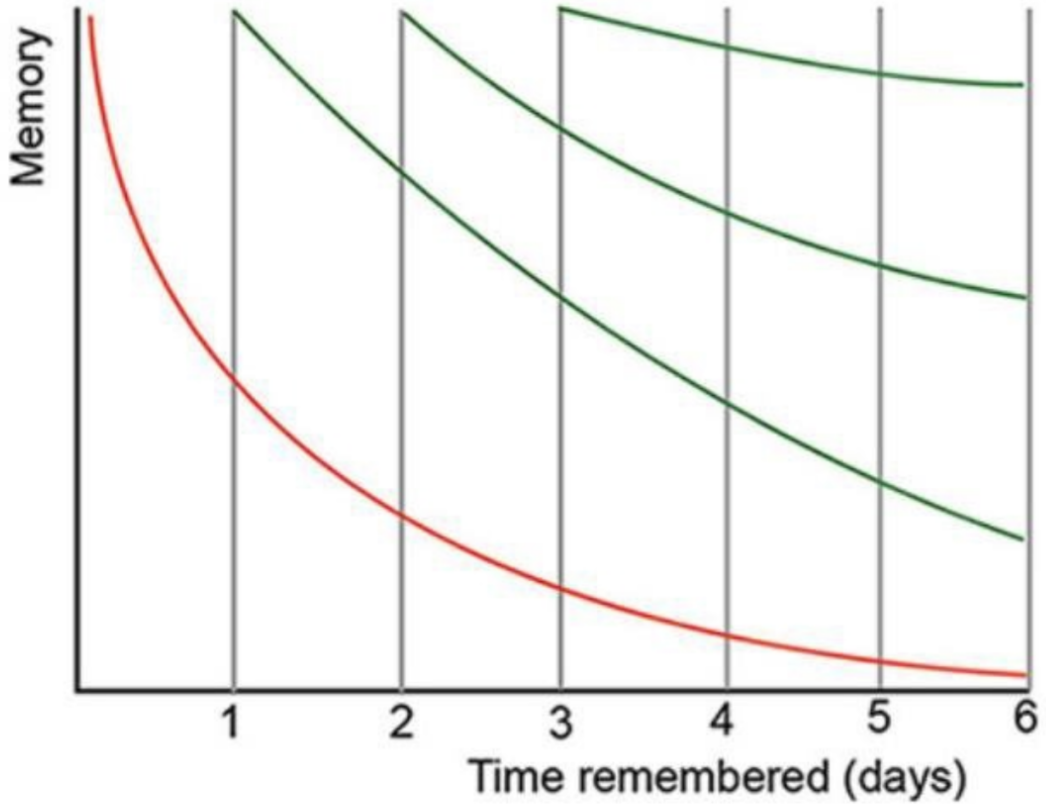
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The Forgetting Curve



The Forgetting Curve



A man in a suit and tie stands on the right side of the frame, looking towards the camera. To his left is a large, dark silhouette of a muscular man flexing his biceps. The word "Overconfidence" is written in white text across the center of the image, overlapping both the man in the suit and the silhouette. The entire scene is set against a dark background and is framed by a blue border.

Overconfidence

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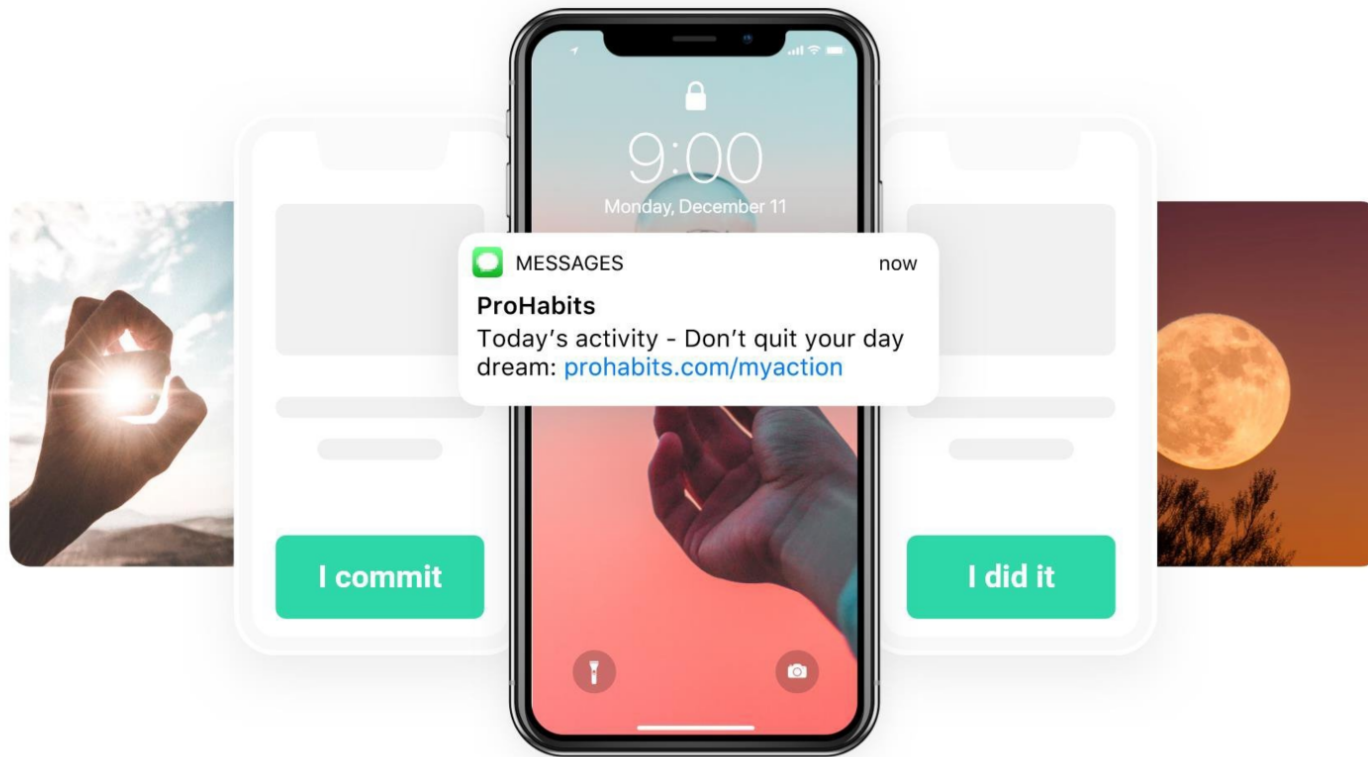
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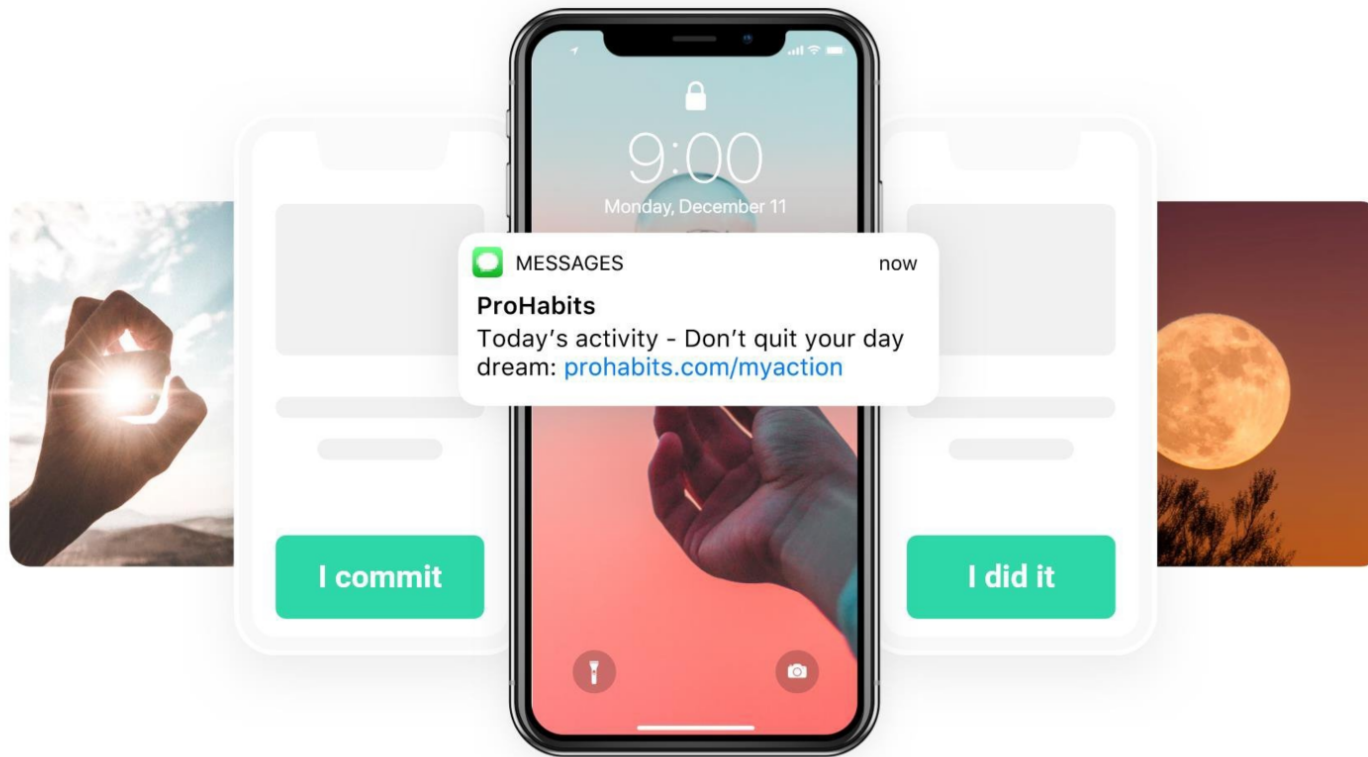
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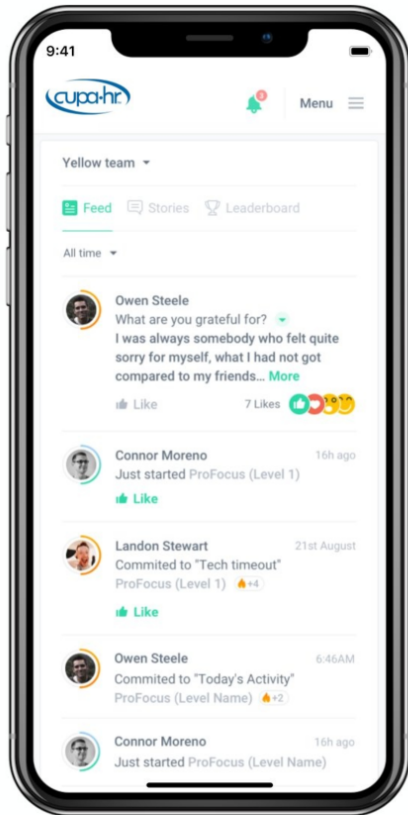


1-click actions. Email or text.

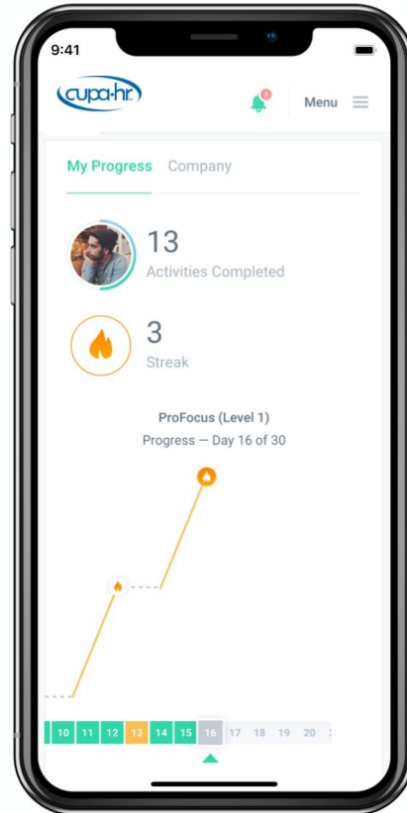


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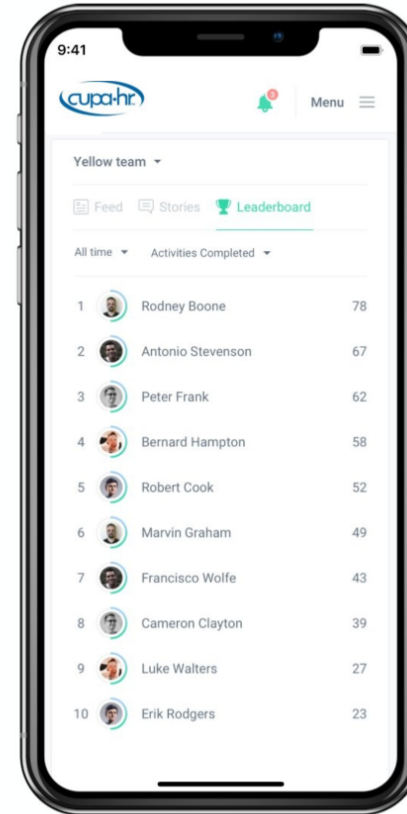
Social



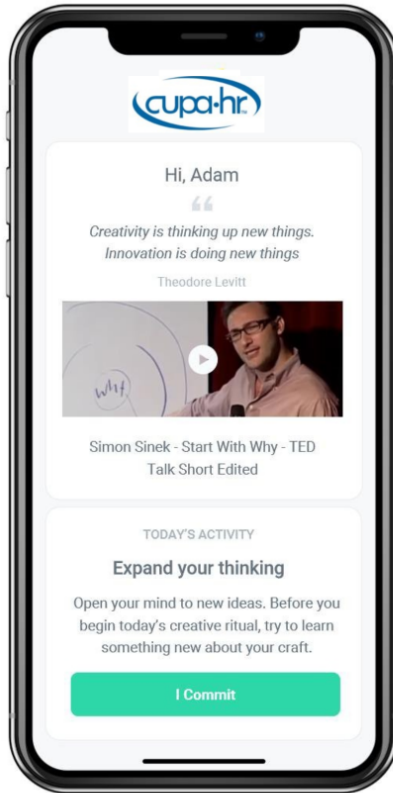
Personal



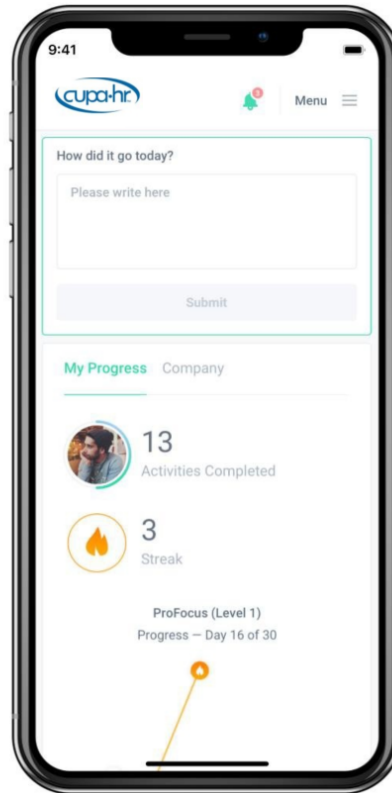
Gamified



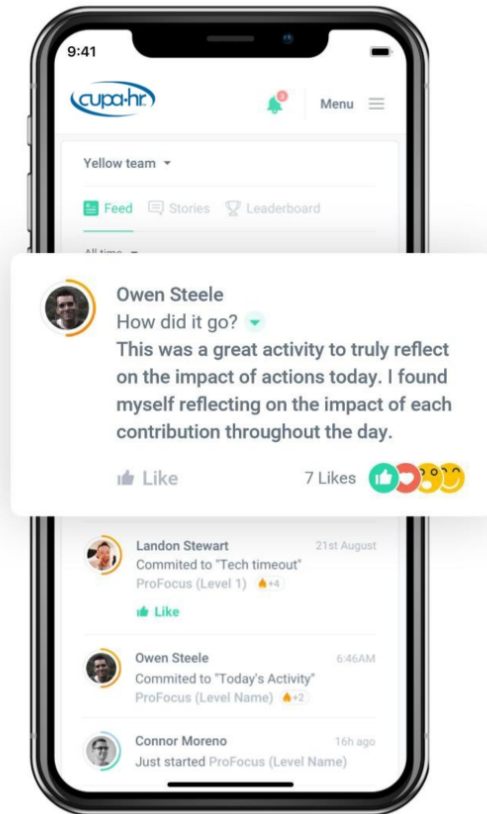
MicroAction



How did it go?



Story



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THE INCLUSION HABIT

A Fortune 100 financial services firm employed The Inclusion Habit to support their Diversity, Equity, Inclusion and Belonging initiatives. The Inclusion Habit is an evidence-based solution that transfers inclusion work to the individual and focuses on changing behaviors and habits. The program is designed to help individuals be proactive in making their behavior more inclusive through six habit-building phases. Among those surveyed, 90% indicated they were behaving more inclusively by the end of the 2 month experience.

Engagement Metrics



77%
Enrollment



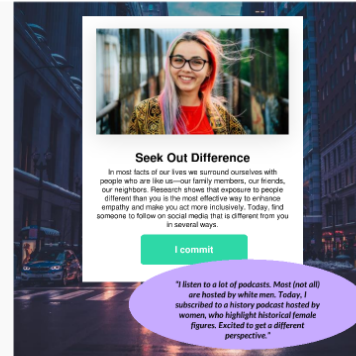
2
Months



1,246
Commitments to
MicroActions



92%
Completion Rate
of MicroActions



Seek Out Difference

In most facets of our lives we surround ourselves with people who are like us—our family members, our friends, our neighbors. Research shows that exposure to people different than you is the most effective way to embrace empathy and make you act more inclusively. Today, find someone to follow on social media that is different from you in several ways.

I commit

"I listen to a lot of podcasts. Most (not all) are hosted by white men. Today, I subscribed to a history podcast hosted by women, who highlight historical female figures. Excited to get a different perspective."

Inclusion Analysis

*based on participant surveys and shared stories which were qualitatively coded to measure impact of the actions.

90% Reported More Inclusive Behavior

46% Indicate Changes in Interactions

14% Indicate Changes in Perceptions

35% Described Improved Mindfulness/Reflection

27% Described Greater Sense of Community

24% Reported Enhanced Connection



"The Inclusion Habit was a quick and easy way to get me mindful about how I can be more effective if I just take a moment to understand the proclivities of others and how those tendencies and inclinations can be leveraged for better relationships and outcomes."

- Vice President, Human Resources



"As the name suggests this exercise definitely becomes a "Habit", I look forward to reading the day's habit as soon as it pops-up. There are many interesting stories and experiences that people share on the storyboard which are both enlightening and thought provoking."

- Associate, Services Technology

ProHabits

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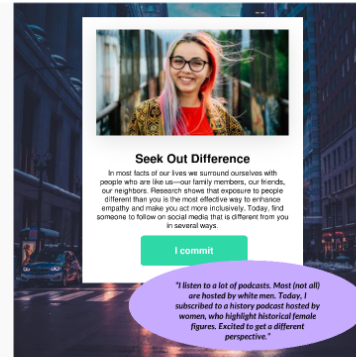
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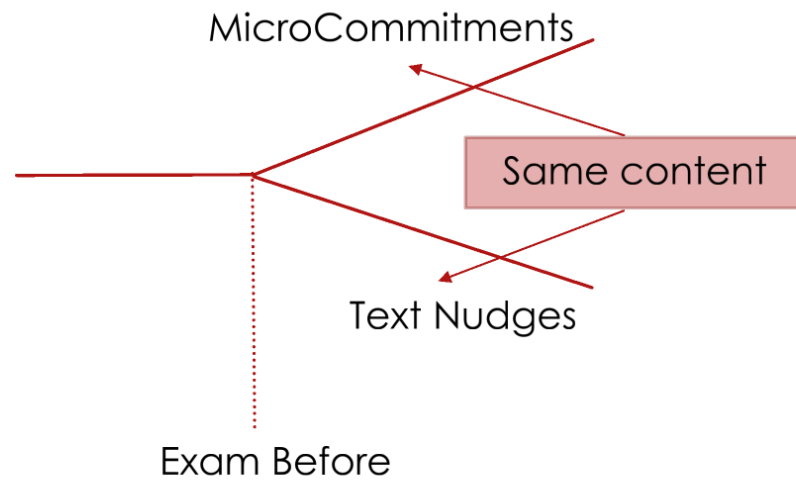
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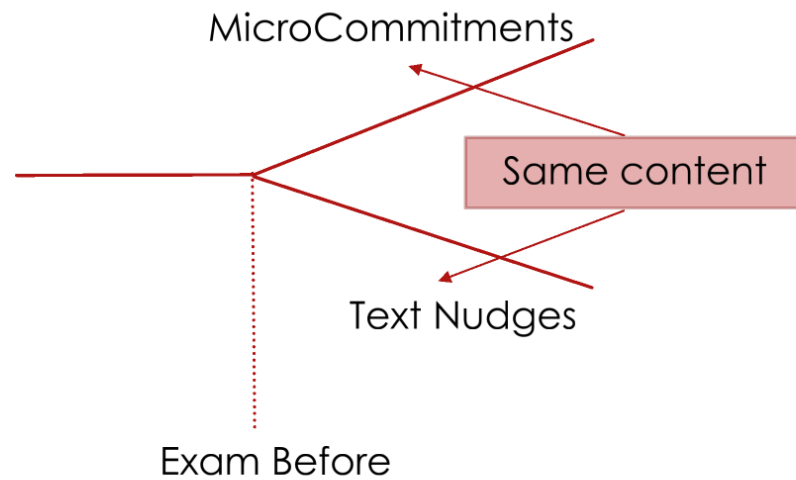
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The Experiment



The Experiment



The Experiment

