

The Illusion of Inclusion: Global Inclusion, Unconscious Bias, and the Bottom Line

Helen Turnbull

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Helen Turnbull : The Illusion of Inclusion: Global Inclusion, Unconscious Bias, and the Bottom Line before purchasing it in order to gage whether or not it would be worth my time, and all praised The Illusion of Inclusion: Global Inclusion, Unconscious Bias, and the Bottom Line:

0 of 0 people found the following review helpful. The Illusion of Inclusion will open your eyes and change your life. By Bruce E Turkel As my grandfather would have said, "Unconscious Bias. Who knew?" Dr. Turnbull's seminal work is a fascinating review and deep dive into a phenomenon that affects us all. But besides being extremely well-

written and providing fascinating insight, if you're honest with yourself, *The Illusion of Inclusion* can be a life-changer. This book will open your eyes to the pre-conceived notions that not only affect your behavior but that you are not even aware of. To quote another influential thinker (besides my grandfather), Socrates said, "First know thyself." *The Illusion of Inclusion* can help you accomplish Socrates' admonition. That alone makes it well worth your time and money.

We may say we want to be inclusive, but what if we really don't? What if our brains are hard-wired for selfishness and similarity and not for diversity and altruism? Having a diverse workforce is no guarantee that the work environment is inclusive. Companies hire for diversity and manage for similarity. We hire people for their difference and then teach them directly and indirectly what they have to do to fit in to the corporate culture. *The Illusion of Inclusion* exposes a myriad of diverse reasons why people are not more fully engaged and offers you the key to unlock the "Geometry of Inclusion". This book takes the lid off Pandora's box and explores the complexity of inclusion; where affinity bias or "mini-mer" syndrome and the need to fit in are unconsciously blocking our ability to be inclusive. It offers a road map and an easy to comprehend model on how to minimize the impact of unconscious and conscious biases in order to embed an inclusive organizational culture.

About the Author Dr. Turnbull is a world recognized Thought Leader in global inclusion and diversity. Her PhD dissertation research was on stereotype threat, covering and internalized oppression across cultures and she has a deep knowledge and understanding of what it takes to create an inclusive environment. She is the author of two psychometric assessment tools on UB and Inclusion - Cognizant and the ISM profile and a new E-Learning program on Unconscious Bias and Inclusion. In May 2013 she spoke at TEDx on "The Illusion of Inclusion" and has recently developed a new model on the complexity of embedding an inclusive workplace culture. She keynotes on these topics globally and has spoken to senior executives in Australia, Asia, Europe, UK and the USA. Dr. Turnbull has five Award winning clients. We have made major contributions in assisting Texas Instruments to win the Catalyst Award and was instrumental in developing programs for both J. P. Morgan Chase and Citigroup Europe to win the prestigious Opportunity Now Award and Business in the Community Awards. Commonwealth Bank of Australia also won the 2012 Catalyst Award attributing their win in part to Cognizant, an Unconscious Bias tool developed by Dr. Turnbull and QBE Insurance Australia has been named Australian Employer of Choice in 2015 attributing their win in large part to Human Facets work on Unconscious Bias and Inclusion with 450 of their top leaders. She is also a CSP (Certified Speaking Professional) member of the National Speakers Association, and The Global Speakers Network and an accomplished keynote speaker, particularly in the area of Global Inclusion and Unconscious Bias.