The Inclusion Habit
The Inclusion Habit
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
- The Technology
- Our Brains & Our Biases
- Experience
- Undergraduate Behavior Change Evidence
- Inclusion Case Study
How we think and the origins of our biases

Your Brain

Fast Thinking

Errors

Slow Thinking

Decision/Action
How we think and the origins of our biases

Your Brain

Fast Thinking

Slow Thinking

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Decision/Action
How we think and the origins of our biases

The Muller-Lyer Illusion
Your Brain is Efficient

Your Brain

Fast Thinking

Slow Thinking

Errors

Decision/Action
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

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

How much does the baseball cost?

\[ P(Ball) + P(Bat) = 1.10 \]
\[ P(Ball) + \{P(Ball) + 1.00\} = 1.10 \]
\[ P(Ball) + P(Ball) = 0.10 \]
\[ P(Ball) = 0.05 \]
The Inclusion Habit
Multiple Equilibria for Organizations

Desirable

Undesirable
Multiple Equilibria for Organizations

- **Desirable**
  - Inclusion
  - Empathy
  - Meaningful Diversity

- **Undesirable**
  - Inclusion
  - Empathy
  - Meaningful Diversity
Multiple Equilibria for Organizations

- Inclusion
- Empathy
- Meaningful Diversity
- Inclusive Policy
- Unconscious Bias
- Individual Behavior Change
The Inclusion Habit
Overconfidence
The Inclusion Habit

- Pitfalls of Policy & Programming
- Multiple Equilibria
- The Technology
- Our Brains & Our Biases
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1-click actions. Email or text.
1-click actions. Email or text.
MicroAction

Hi, Adam

Creativity is thinking up new things. Innovation is doing new things.

Theodore Levitt

Simon Sinek - Start With Why - TED Talk - Short Edition

TODAY’S ACTIVITY

Expand your thinking

Open your mind to new ideas. Before you begin today's creative ritual, try to learn something new about your craft.

I Commit

How did it go?

How did it go today?

Please write here

Submit

My Progress

Company

Activities Completed

13

Streak

3

Progress — Day 16 of 30

Owen Steele

This was a great activity to truly reflect on the impact of actions today. I found myself reflecting on the impact of each contribution throughout the day.

Like

7 Likes

Story

Landon Stewart

Committed to "Tech timeout"

ProFocus (Level 1)

Like

Owen Steele

Committed to "Today's Activity"

ProFocus (Level Name)

Like

Connor Moreno

Just started ProFocus (Level Name)
The Inclusion Habit

Multiple Equilibria

Our Brains & Our Biases

Experience

Pitfalls of Policy & Programming

Undergraduate Behavior Change Evidence

The Technology

Inclusion Case Study
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% Retention
- 2 Months

- 1,246 Commitments to Microactions
- 92% Completion Rate

**Inclusion Analysis**

- 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 take a moment to understand the perspectives 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, Service Technology
THE INCLUSION HABIT

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Engagement Metrics

77% Farewell
7 Months

1,246 Commitment to Microlearning
92% Collaboration with colleagues
2

Inclusion Analysis

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- Associate, Service Technology
The Inclusion Habit
The Experiment

MicroCommitments

Same content

Text Nudges

Exam Before

29.
The Experiment

MicroCommitments

Same content

Text Nudges

Exam Before
The Experiment

MicroCommitments

Exam Before

Exam After

Final Exam

Text Nudges