A Movement of Ideas for Growth Results

London, November 2015
Diversity and YOU
Definition of Terms: Unconscious Bias

Bias: preference (+ or -) for a group based on attitudes, stereotypes, etc.

Stereotype: Fixed image in the head
Prejudice: Attitude of the heart
Discrimination: Act or behavior

Explicit (aware/conscious) versus implicit (unaware/unconscious)
Attracting and retaining more diverse girls to your MO

‘Advertising’ channels – traditional and viral (girls and parents)
What day/time do you meet and/or do activities
Diversity and cultural sensitivity of activities
Cost of your activities
Accessibility of your meeting venue and/or activities
Uniforms/clothing