



Hello TomTom'ers,

As a global multinational and multicultural company, we aim to foster a diverse, open and inclusive culture that thrives on people's differences. Everyone should feel included and valued, no matter what.

One setback to creating a diverse and inclusive workplace is unconscious bias. Unconscious bias leads us to judge people too quickly and often incorrectly. We want to help you recognize and face your biases.

This is why we want to invite you to the upcoming workshop **An Introduction to Unconscious Bias**. In this online workshop, you and other TomTom'ers globally will learn how to identify unconscious biases, try to understand them and learn how to start overcoming them.

### **What is unconscious bias?**

Unconscious biases are learned stereotypes about social or identity groups that are automatic, unintentional and ingrained. Based on our tendency to categorize

What's challenging about having unconscious biases is how often they make us apply different standards to people, without even realizing it's happening. For instance, what words come to mind when you picture an engineer? What about an assistant?

Unconscious bias comes up a lot in access to opportunities and hiring practices. To level the playing field, it's necessary to recognize and understand unconscious biases and then to take them apart.

A great example of recognizing and tackling unconscious biases is how [orchestras are working to overcome sexism](#). In the US, women made up less than 5% of the top five orchestras prior to the 1970s.

To overcome sexist hiring practices, orchestras implemented blind auditions so that talent took center stage. Candidates performed behind a screen and were even be asked to remove their shoes so that a jury couldn't hear the sound of high heels.

When unconscious bias was removed as part of the audition process, more women were given opportunities they should have had. By 1997, the percentage had shifted to 25% or more.

## **An Introduction to Unconscious Bias**

In the workshop 'An Introduction to Unconscious Bias', you'll learn how to identify biases you may have, where they come from and the steps necessary to begin overcoming them, all in a safe and open environment.

Led by our Talent Development specialists and local D&I ambassadors, the workshop will consist of the following activities:

- Presenting the TomTom vision for Diversity & Inclusion
- Defining unconscious bias, including its most common types
- Taking deep dives into particular biases in smaller groups
- Discussing and presenting learnings on biases

## REGISTER FOR THE WORKSHOP

*\*Before signing up, please check with your manager if they haven't arranged a private team workshop already.*

Are you a manager who wants to schedule a private 'An Introduction to Unconscious Bias' workshop for your team? Please contact us at [talentdevelopment@tomtom.com](mailto:talentdevelopment@tomtom.com).

We look forward to seeing you in the workshop. Take care.

Best,  
Talent Development

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What are you working on?



There aren't any conversations about this yet.

Boost your team's



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