

WiN UK Annual Conference WORKSHOP SUMMARIES

29th January 2020

Church House, Westminster

#NUDGEWINUK2020

#CUEWINUK2020



1. Nudging people to opt in: how changing language in job adverts can attract greater diversity

Emily Hutchinson, EJH Consulting and Caroline Brown, Atkins

Summary

Most people will be familiar with the much-cited research that demonstrated that women will only apply for a job if they meet 100% of the requirements when men will apply if they meet 60%. Equally we know that some less confident men may also opt out of applying for a role, even though they could be brilliant. In this workshop we will show how to change job adverts to nudge the right people to opt in (and the wrong people to opt out!).

We will share the approach that we have been taking to introduce strengths-based recruitment. Within one Atkins business this has enabled recruitment for future roles that were yet to be fully understood, as well as switching great candidates from an opt-out to an opt-in mindset. We will explain the approach, share some case studies and invite you to bring along job descriptions which we can help you to reshape.

2. Stop Talking, Start Listening: Nurturing the Strengths of Introverts

Sarah Montgomery and Nicola Boyle, Delve OD

Summary

In a world where extroverts are rewarded and you are encouraged to 'come out of your shell' and 'speak up in class' from a young age, how do we ensure that our work communities are places where both introverts and extroverts can thrive? We will explore some of the micro-cues that exist which exclude introverts and devalue thinking and reflection which are essential for creativity and innovation. Group Think is overrated and there are small actions you can take to collaborate more effectively and inclusively, nurturing the superpower of introverts.

3. The Attainment Trap: Understanding the micro cues that create our risk appetite

Margaret Edge and Ana Pacheco, ExecPipeline

Summary

Understanding the impact of micro cues, how they influence our behaviours and how that affects women vs men throughout life. We will explore how men and women throughout the world are socialised and how this impacts the decisions they make in the world of work and leads to the gender gap.

4. Getting your Feedback together when you just want to scream!!

Sarah Cave, Primeast

Summary

When you are on the receiving end of bias, micro cues or just poor behaviour what do you do? You may just want to scream, or crawl away into a dark corner but the right thing to do is often so much harder. Giving feedback could help to raise awareness of how behaviours impact others and in turn change the world we operate in...but it's hard to do well.

In this workshop we will share a simple feedback model which allows you to take the emotion out of the conversation, puts you in control and ensures your feedback is heard and understood. We will look at several micro cues and use these to practice giving feedback so that you leave the workshop ready to tackle any bias's which come your way. And as always we will have fun whilst we learn!

5. The Unconscious Revealed

Alex Pett, River Leadership Consulting

Summary

To become more inclusive we need to acknowledge that our level of inclusion or exclusion is primarily driven unconsciously.

The more we can identify and recognise the micro patterns of inclusion or exclusion then we can start to shift our behaviour in a way that shifts the behaviour of those around us. In this session we will explore the core beliefs that release us into a more naturally and sustainably inclusive life.