

A Movement of Ideas for Growth Results

London, November 2015



Diversity and YOU



The Diversity Onion



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



