

## IT'S ALL IN YOUR BRAIN

Presented for NIEAPA Conference ♦ Oak Brook, IL ♦ June 6, 2017  
 Tatyana Fertelmeyster, MA, LCPC ♦ Connecting Differences, LLC

## Meet Your Presenter



**Tatyana Fertelmeyster, MA, LCPC**, founder and principal of Connecting Differences LLC is a nationally and internationally recognized expert in Intercultural Communication, Diversity and Inclusion. Tatyana specializes in assisting leaders and teams in navigating complex intercultural, interpersonal, and intrapersonal processes. Her unique technique of Spontaneous Facilitation allows her to work with individuals and groups with maximum concentration on the reality of the present moment. She leads her clients in arriving at deeper levels of insight and the development of practical and sustainable skills.

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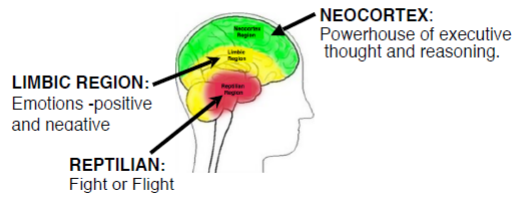
<https://www.connectingdifferences.com/>

## BRAINSTATES™, SELF-AWARENESS AND CONSCIOUS CHOICE

### TRIUNE / EVOLUTIONARY BRAIN

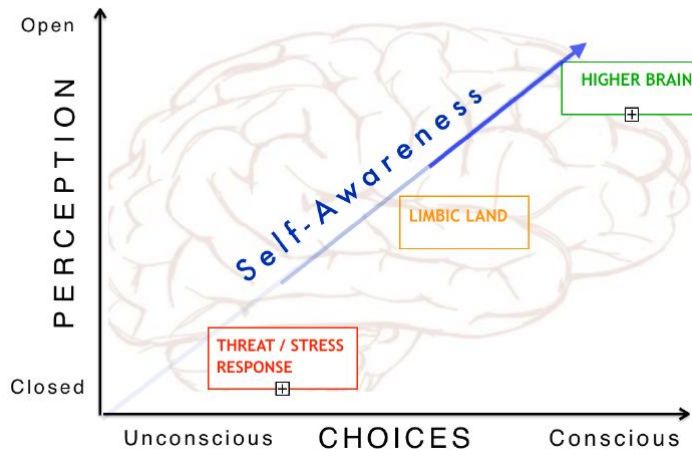
The brain evolved in three main stages:

- The **Neocortex** (Higher Brain)
- The **Limbic Region** (Middle Brain)
- The **Stress/Threat Response** (Reptilian Brain)



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### BrainStates Management™ Model



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# Survival Brain & Social Threats



**BUDGET CUTS**

## SOCIAL THREATS



**BOSS' EXPECTATIONS**



**URGENCY**

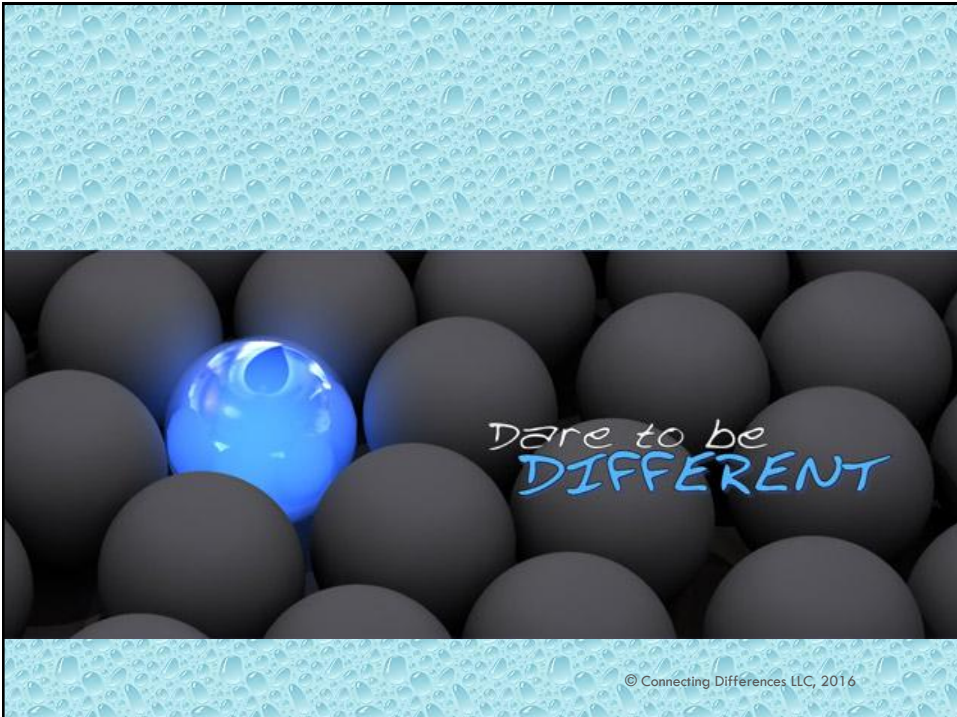


**OTHER PEOPLE**



**MISTAKES**

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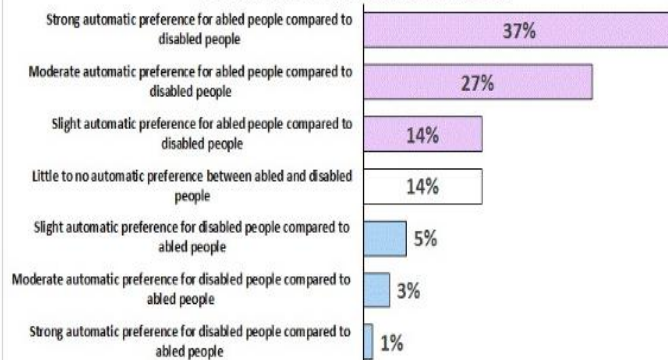


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Project Implicit®

#### Percent of web respondents with each score



This distribution summarizes 305,739 IAT scores for the Disability task completed between April 2004 and December 2015.

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# Unconscious Bias

# Intent vs. Impact

Google red cross swimming poster

All **Images** News Shopping Videos More Settings Tools

1484 x 1113 - washingtonpost.com

The image shows a Google search interface with the query 'red cross swimming poster'. Below the search bar, there are six identical posters displayed in a 2x3 grid. Each poster features a swimming pool with children and a sign that reads 'Be Cool, Follow The Rules'. A red cross logo is visible in the bottom right corner of each poster. The source '1484 x 1113 - washingtonpost.com' is noted at the bottom left of the first poster.

## Conformity Bias

**Exhibit 1**

**Exhibit 2**

A B C

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The diagram illustrates conformity bias using two exhibits. Exhibit 1 shows a single vertical black bar. Exhibit 2 shows three vertical black bars labeled A, B, and C. Bar A is the same height as the bar in Exhibit 1. Bar B is significantly shorter than bar A. Bar C is the same height as bar A. This setup is used to demonstrate how the presence of others (bars B and C) can influence the perception of the height of bar A.

## Similarity Bias



find your  
people

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## Effects of **Unconscious Bias**

- **Our Perception** – how we see people and perceive reality.
- **Our Attitude** – how we react towards certain people.
- **Our Behaviors** – how receptive/friendly we are towards certain people.
- **Our Attention** – which aspects of a person we pay most attention to.
- **Our Listening Skills** – how much we actively listen to what certain people say.
- **Our Micro-affirmations** – how much or how little we comfort certain people in certain situations.

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## Is There Hope for Us?

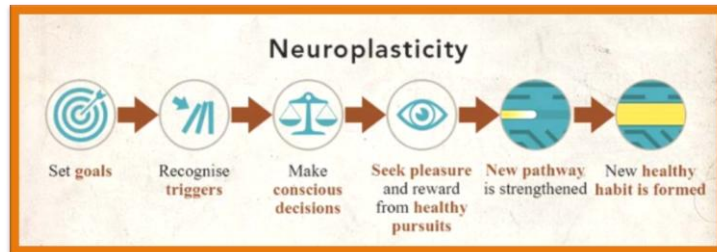


There is little hope for us until we become tough-minded enough to break loose from the shackles of prejudice, half-truths, and down-right ignorance.

— *Martin Luther King* —

AZ QUOTES

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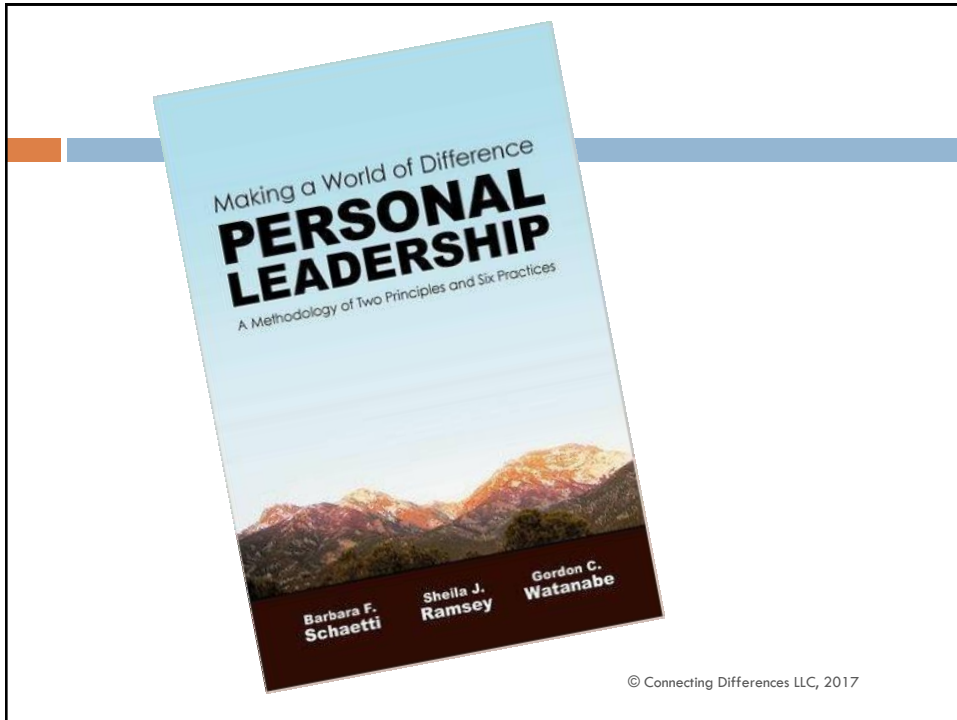
The power of brain training means that the brain can not only learn new tricks, it can actually **restructure itself, even in old age**.

Neuroplasticity promises **remarkable new therapies** for mental illness and addiction.

From Buddhist monks to London taxi drivers, whether trying to overcome addiction or learn a new language, **we can all harness the power of neuroplasticity and rewire our brains.**

<http://bigthink.com/ideafeed/this-nifty-infographic-is-a-great-introduction-to-neuroplasticity>

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## Gift Yourself before the End of June

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- Communication and building trust
- Decision making

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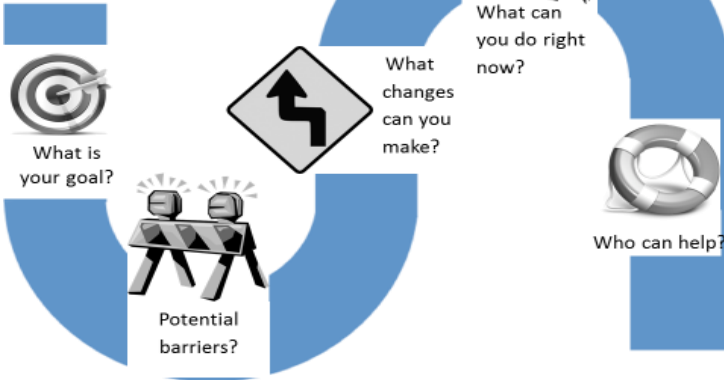


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# what's next

## Action Plan



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