

EMPOWERING PEOPLE TO

BREAK THE BIAS HABIT

EVIDENCE-BASED APPROACHES TO
REDUCE BIAS, CREATE INCLUSION,
AND PROMOTE EQUITY

24TH ANNUAL MULTICULTURAL SEMINAR
FRIDAY, JANUARY 6, 2023

(616)331-3266 | 206 Student Services Building | gvcounsel@gvsu.edu



ABOUT THE SEMINAR

Over the past 15 years, Dr. Cox and his colleagues have developed and experimentally tested the bias habit-breaking intervention, which Dr. Cox will present in this session. This training

1. equips attendees with a deeper understanding of ways that race bias, gender bias, or other intergroup biases can seep into judgments and behavior unintentionally, and
2. empowers people to reduce the influence of those biases by teaching a set of concrete evidence-based tools for reducing biases and creating inclusion.

The bias habit-breaking intervention was the first, and remains the only intervention that has been shown experimentally to produce long-term reductions in bias and increases in inclusion and equity.

In contrast to many diversity or bias trainings that are neither evidence-based nor experimentally tested, the habit-breaking intervention's effectiveness has been rigorously demonstrated in many randomized-controlled experiments. This training empowers people to become impactful, autonomous agents of change, both within their own minds and behavior and in the social institutions they inhabit.

ITINERARY

JANUARY 6, 2023

GVSU ALLENDALE CAMPUS
KIRKHOF CENTER ROOM 2250

11 a.m. - 12 p.m. ● Check-in, Lunch, and Networking

12 p.m. - 4 p.m. ● Presentation

REGISTRATION

Please register online by December 19, 2022 at:

gvsu.edu/counsel/mcseminar

THE SPEAKER

Dr. William Taylor Laimaka Cox is a scientist-practitioner in the realm of social justice. His work all serves the ultimate goal of understanding and reducing the injustice, human suffering, and disparities that arise from stereotyping and prejudice.



Dr. Cox is the Founder/CEO of Inequity Agents of Change, a 501(c)(3) nonprofit dedicated to widespread dissemination of evidence-based methods to create lasting, meaningful change. They provide training and resources to individuals and organizations around the world, harnessing the science of cognitive-behavioral change to empower people as agents of change to reduce bias, create inclusion, and promote equity.

Dr. Cox received his Ph.D. in Social Psychology at the University of Wisconsin-Madison. His contributions to basic and translational research on stereotyping and bias reduction were recently recognized by National Institute of General Medical Sciences at NIH in the form of a Maximizing Investigator's Research Award. He and his work have been featured several times on NPR and WPR, and has appeared in The New York Times, The Washington Post, CNN, Vanity Fair, and other major outlets.

COST

GVSU Faculty/Staff: \$50.00

Currently Enrolled GVSU Students: \$25.00

Community Members: \$99.00

*Refunds will not be issued after December 19, 2022.

CONTINUING EDUCATION

This program satisfies the implicit bias training requirement for healthcare professionals. It is approved by the Michigan Social Work Continuing Education Collaborative for 4 SW CEs. It is also approved by the Michigan Psychological Association for 4 Psychology CEs. An additional administrative charge of \$10 is required for CEs and will be collected at registration.

QUESTIONS

If you have any questions or require any accommodations to participate in this seminar, please contact Maha Baalbaki at baalbakm@gvsu.edu.

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