

We in
Nexans



International Women's Day, March 8

#IWD2022 #BreakTheBias

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What is Bias?

inclination or prejudice

for or against one person or group

especially in a way considered to be unfair

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Affinity Bias

Favour those
who have something in common with us

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Confirmation Bias

Seek out evidence
that confirms your initial perception
ignoring contrary information

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Perception Bias

Form stereotypes about certain groups
that makes it hard to form an objective judgement

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Halo Effect

Think everything about a person is good
because your first impression of him/her was good

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Horn Effect

Make assumptions about someone
based on very little information

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Groupthink

Try too hard to fit into a group
by agreeing with the majority



What is your bias?

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