

# Breaking Biases in the Workplace



# TIPS FOR WEBINAR

- Engage with us by typing into the Zoom Chat
- Rename display name in Zoom
- Keep your mic on mute, except for Q&A
- Download webinar handout from Zoom Chat
- Recording and feedback link shared in follow up email



# Agenda

- 2 min - Welcome remarks
- 8 min - Introductions (Moderator and Panelists)
- 50 min - Discussion
- 15 min - Wrap up and Resources
- 15 min - Q&A from the attendees



# Lindsay Dent

- 10+ years in sales, marketing and social media
- Founder of [Pink Crown Creative](#) & Host of the [Have You Met Her Yet?](#) Podcast
- Woman of Influence Nominee for the RBC Canadian Women Entrepreneur Awards
- Recruits professionals at Smart Savvy & Associates
- Teaches social media at Blanche Macdonald



# Anna Chan

- Founder of [myMomentum](#)
- Passion for wellness, start-up & community
- 20 years in business development (Canada and abroad)
- Emerging impact investor
- Strong background in Finance, Investments, and Tech based start-ups



# Natasha Jeshani, CPHR

- President and CEO of [Career Contacts](#)
- Founder of [Training Arch](#)
- Global HR and Recruitment Consultant, Entrepreneur and published Author of The HR Insider
- Sociology degree from UBC, HR Management Cert. from BCIT and CPHR
- Board of Director for Vancouver International Children's Festival
- Mentor for Locelle and Young Women in Business



# Michelle Kwok

- Medical science student turned social entrepreneur
- Head of Community Growth at Scale
- Co-Founder and CEO of [FLIK](#)
- Partner and Part-time Chief of Staff at Rumor Avenue
- Recognized as BC Business' 30 Under 30, YWCA's Young Woman of Distinction and Conversationalist GenZ Honoree
- Featured in Forbes, BetaKit, The Hustle and Women of Influence



# International Womens Day

#BreakTheBias #IWD2022



# Discussion Topics



# Question #1

## What is bias and how does it play out?

# Question #2

## How can we break biases?

## Question #3

Why is it important to break biases in the workplace?

# Conclusion



# KEY TAKEAWAYS

- Step up, be aware, recognize and call out biases to **#BreakTheBias**.
- Breaking biases and inclusivity requires continuous ongoing work - not just a checkbox.
- This work is more than marketing, posts and talking - also focus on listening, changing and actions.
- Change your way of thinking and think outside of boxed solutions - never ONE way to do things & untie yourself from stereotypes!
- Influence behaviour and share your story. Look for opportunities to have your voice heard and seek out ways to uplift women who might not feel worthy enough.
- Celebrate womens' achievements one step at a time. Recognition and celebration at every milestone big or small is important. Encouraging success stories to be told and shared will help others feel their successes can be impactful too.

# KEY TAKEAWAYS

- Strike the IWD 2022 pose and share your #BreakTheBias image, video, resources, presentation or articles on social media using **#IWD2022** **#BreakTheBias** to encourage further people to commit to helping forge an inclusive world.
- [Join the IWD Community](#)



# Resources





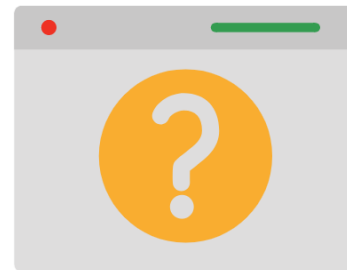
# REPORTS

- [Women in the Workplace Report](#)
- [Global Gender Gap](#)



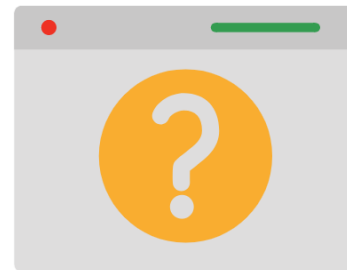
# RESOURCES

- [WeBC](#)
- [Forum for Women Entrepreneurs](#)
- [Locelle](#)
- [Young Women in Business](#)
- [Women in Leadership](#)
- [SheTalks](#)
- [Pink Crown Creative](#) & [Have You Met Her Yet? Podcasts](#)
- [FLIK](#)
- [The Connected Woman](#)
- [Women in Biz Network](#)
- [Mompreneurs](#)



# RESOURCES

- [Women Entrepreneurship Strategy by Government of Canada](#)
- [Funding Programs for Women in Business - Canadian Trade Commissioner](#)
- Additional Funding: [sbbc.co/funding](https://sbbc.co/funding)
- [TedTalk “Are you Biased?” Video](#) on conscious vs unconscious bias





**Thank you!**



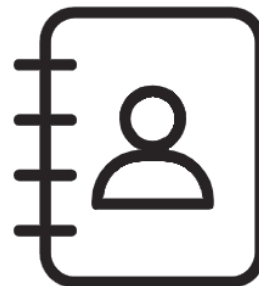
# Get In Touch

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Michelle Kwok, Co-Founder and CEO of FLIK  
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# What's Next?



## More Webinars This Week Led by Women in Business

- Mar 9, 9am – 12pm  
[Blogging to Promote Your Business](#) Presented by Ashley Doan “Writer Gal”
- Mar 10, 10:30am - 12:00pm  
[Financing for Indigenous Small Business](#) by Indigenous Business Development Services and Vancity
- Visit [sbbc.ca/education](http://sbbc.ca/education) for more upcoming webinars