



# BUKI MOSAKU KEYNOTE OVERVIEW

## Navigating Unconscious Bias In The Workplace

**“Unidirectional strategies for tackling unconscious bias are creating a diversity and EXCLUSION nightmare in the corporate world”**

**Buki Mosaku, Workplace Bias Expert**

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# GREAT LEADERS RECOGNIZE THAT UNCONSCIOUS BIAS IS NOT A ONE-WAY STREET

Unidirectional strategies for tackling unconscious bias are creating a diversity and EXCLUSION nightmare in the corporate world” Buki Mosaku-Workplace Bias Expert

## Traditional Bias Eradication Model



### The Problem with this Model:

- It puts 100 percent burden on majority leaders to change.
- It excludes minorities/marginalized in creating solutions.
- It perpetuates a dynamic wherein:

Minorities are consciously/unconsciously seen as **hapless victims**.

Majority leaders are consciously/unconsciously seen as **guilty perpetrators**.

Why not equip **both** with skills to **navigate** multi-directional workplace bias, thereby dismantling victimhood and guilt?

Source -“I Don’t Understand” – [Navigating Unconscious Bias In the Workplace](#), Buki Mosaku

When it comes to tackling career-stifling and profit draining unconscious bias in the workplace organizations tend to follow one of four ill-fated unconscious strategies:

### DNNS - Do Nothing Now Strategy

This is typically denying that there is a problem of career stifling unconscious bias, delaying doing anything at all or doing the bare minimum, that is just enough to tick boxes and give a veneer of caring one way or another. Such environments run the risk of low output, disengagement and deep unspoken tensions between majority and marginalised groups that could spill over in any moment.

### DFTS - Do For Them Strategy

This is the most prevalent of the four strategies used by corporates. The problem is that it creates a 'them and us' or 'us and them' situation where the burden is on a presumed guilty majority leadership to create equal career opportunities for the presumed poor hapless minority/marginalised victims- both perspectives are unconscious biases in and of themselves. They also leave majority leadership in a perpetual state of self-correction and minority/marginalized groups in a perpetual state of reliance on the majority leadership for the advancement of their careers.

### DWTS - Do With Them Strategy

This is the least common and most collaborative of the four unconscious strategies. Typically, it is characterized by allyship and collaborative DE&I initiatives to ensure equal opportunity for career progression. The problem with this strategy is that ultimate accountability for change still rests with the majority leadership.

### DWAS - Do With Allies Strategy -

This is typically a strategy that focuses on nurturing an environment of allyship that supports inclusion and equal opportunity. The only problem with this strategy is that it implies a need for allyship to counter the potential for inequity from the presumed guilty majority leadership. Again, sole accountability rests with majority leadership.

All four strategies have one thing in common: they are **unidirectional**. They are based on the premise that unconscious bias is a one-way street that starts and ends with majority leadership. They unconsciously subscribe to and perpetuate a corrosive 'Guilty Perpetrator versus Hapless Victim' mindset. To date these strategies have contributed to painfully slow increases of minority representation in senior leadership roles as indicated below:

6 CEOs across the FTSE 100 come from a minority ethnic background and 16 minority ethnic CEOs lead FTSE 250 companies  
Source - Parker Review

1 FTSE100 - listed business to have females in its top jobs: CEO, CFO, Chair  
Source - City AM

7 Black CEOs in the Fortune 500 -1%  
Source- Forbes

0 black chair, CEO or CFO in any FTSE 100 company.  
Source - Green Park

While accounting for 13% of professional positions at large employers, Asian Americans hold just 6% of senior management positions Source - Goldman Sachs

50 Female CEOs in the Fortune 500 - 10%  
Source - Forbes

**It's time to think differently.**





# GREAT LEADERS ADOPT A DO - TOGETHER - STRATEGY

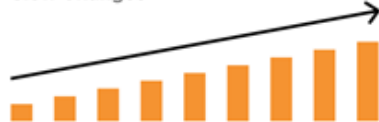
Buki shows how unconscious bias in the workplace is a two-way street.

In other words: there is a multi-directional nature to career-stifling workplace bias which requires a deliberate, Do-together-Strategy to harmoniously address the problem effectively and successfully 'in the moment,' when it is sensed, and where it has the potential to do so much damage.

This is known as Bias Navigation and what Buki's IDU? Methodology and keynotes address.

## Compound Growth Theory

Linear Shifts Lead to Slow Changes



Implementing Structural Change without IDU?

=  
Slow Results

Source - ["I Don't Understand" – Navigating Unconscious Bias In the Workplace, Buki Mosaku](#)

## What Bias Navigation is not:

Spending **inordinate** amounts of time on:

- Bias awareness training
- Bias interruption training
- Checking majority fragility
- Checking majority privilege
- Anti-'isms' policy and procedural change

## What Bias Navigation is:

Accepting the **multi-directional** nature of unconscious workplace bias 'in the moment' and collectively learning:

- ✓ How to Think,
- ✓ What to Say,
- ✓ When to say it, and the
- ✓ Way to say it

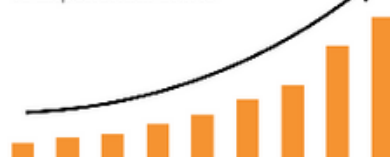
So that through the law of compounding you can put ALL career-stifling and conflict generating bias behind you, your colleagues, your team, and organization once and for all.

"Little drops of water, little grains of sand make the mighty ocean and the pleasant land."

**Julia Abigail Carney - Little Things Poem**

## Compound Growth Theory

Compound Change Leads to Exponential Shifts



Navigating Bias by Empowering Victims with IDU?

+  
Implementing Structural Change  
=  
Rapid Results

Source - ["I Don't Understand" – Navigating Unconscious Bias In the Workplace, Buki Mosaku](#)

## GREAT LEADERS ADOPT A DO - TOGETHER - STRATEGY

### What's the Payoff?

Dozens of studies have found that diversity of all kinds is good for business. When you equip an organisation's people with bias navigation skills, you catalyse diversity and inclusion organically, and exponentially expedite increases of minority representation in senior roles:

McKinsey: research shows companies with more gender diversity in their top teams are more profitable than average.

Morningstar: found companies with equal numbers of men and women on their boards achieved higher stock returns.

Nazdaq: A medium-sized firm who appoints a Black executive will experience a 3.1% increase in market capitalization within three days of an announcement.

Goldman Sachs: Despite representing less than 10% of the population, Asian Americans contributed \$1.5 trillion in current dollar terms to the growth in gross domestic product.

“Buki Mosaku's powerful new book shares unparalleled insight into navigating unconscious workplace bias and provides practical solutions for every manager, decision-maker, and employee. I Don't Understand is the definitive guide to calling out unconscious bias in the workplace.”

—The European

**Book Buki to Speak**

## WHAT DOES A SUCCESSFUL DO-TOGETHER- STRATEGY LOOK LIKE WHEN IMPLEMENTED?

When implemented correctly a do together strategy is characterised by:

- Company-wide recognition that career-stifling unconscious bias in the workplace is not a one-way street.
- All staff equipped to effectively navigate unconscious workplace bias when sensed in the moment.
- Managers / leaders equipped to effectively navigate sensed misinterpretations of unconscious bias attributed to them.
- All staff feeling equipped to harmoniously navigate career stifling unconscious bias if they 'sense' it, using the IDU? Methodology.
- Periodic bias navigation surveys that assess the extent to which ALL staff feel equipped to navigate multi-directional workplace bias.

## THE TRUTH ABOUT WORKPLACE BIAS...AND WHAT TO DO ABOUT IT!



## BUKI'S BIG 5 TRANSFORMATIONAL IDEAS AND QUOTES

"Career-stifling unconscious bias is not a one-way street...Accept the multidirectional nature of workplace bias"

"Strategies predicated on unidirectional views of workplace bias are creating a Diversity and EXCLUSION nightmare in the corporate world"

"There is an over-reliance on the structural dismantling of career-stifling bias in the workplace"

"Traditional victims have as much of a role to play in dismantling career-stifling workplace bias as traditional perpetrators".

"Once we accept the multidirectional nature of workplace bias, we can learn:

How to think

What to say

When to say it, and the

Way to say it

So that we can put career-stifling and conflict generating bias behind us once and for all"





## ABOUT BUKI MOSAKU

Born in west London to Nigerian parents, Buki started his corporate career in media and advertising before moving into consultancy in the City of London. He then went on to found RosAcad, an international business and sales training consultancy and latterly DiverseCity Think Tank- Bias Navigation Experts and D&I consultants. In his work as a communication expert, consultant, and coach to tens of thousands of global clients' staff over more

than two decades, he became acutely aware of the impact of the multidirectional nature of workplace bias in stifling otherwise prosperous careers including his own at times.

Buki also became aware of popular, well-meaning yet unworkable so-called expert and academic theories to combat racial, disability, gender, sexual orientation bias etc, such as IAT- Implicit Association Tests, traditional microaggression training, 'White Fragility,' 'Anti-racist Consulting' and so on, that actually hinder the people they purport to help as well as reduce group-wide productivity. Buki himself has grappled with unconscious (and indeed conscious) bias with varying degrees of success in his employed career and as a consultant in the city.

Frustrated with his own challenges and the inadequacy of behavioural experts, celebrity activists, authors, and consultants' attempts to address workplace bias, he set out to develop a fair, equitable results-oriented methodology to tackle person(s) to person(s) bias effectively in the workplace. His forthcoming book "I Don't Understand" –Navigating Unconscious Bias in the Workplace is the culmination of more than two decades of working, observing, and interacting with over 50,000 individuals throughout the world as a consultant, communications expert, trainer, and coach.

With disarming honesty, humor, enthusiasm, and a rare breed of clarity void of guilt or pain, Buki empowers and equips audiences of leaders and staff alike to effortlessly navigate what he describes as "the inevitability of workplace bias".

Buki has cracked the code for calling out unconscious workplace bias to stop it in its tracks. The basic premise is simple: Traditional corporate strategies for tackling workplace bias are unidirectional and tend to follow the counterproductive model of Guilty Perpetrator v Hapless Victim. Buki will explain why this approach is unproductive and counter intuitive. Even better, he will present a more effective model to navigating ALL workplace bias and show audiences **How to Think, What to Say, When to Say it and the Way to Say it**, so that you can put career stifling and conflict generating workplace bias behind you, your colleagues and team once and for all. As a leading business consultant Buki has worked with global industry giants including: Shell, BNP Paribas, M&S, Goldman Sachs, American Express, Aon, HSBC and more.

## AUDIENCE FEEDBACK

"Thanks, Buki. We loved your presentation, and it was a fantastic start to our forum!! Many people commented about how this had set the tone for the day. We certainly hope there are further opportunities to work with you again. Best regards and thanks again."

**Ivan Cauley – Vice President Portfolio Management, Worley**

"I enjoyed the peeve and leave part. As a person of color, I do tend to get peeved at certain things and I realised that I do have some reverse bias, so I am now learning to be more aware of these and leave things be to not let it ruin my day".

**Precious L**

"I must say my colleagues are still positively referencing your session Buki... People on both sides of the Atlantic found it a very invigorating discussion"

**Julian Lynne -Chief Commercial Officer, BNY Mellon, Newton Investment**

"Excellent session - really engaging and thought-provoking - challenged our preconceptions and ideas and pushed us as a group to make a bold decision".

**Richard G**

"Really empowering. Buki managed to shine new light on the subject of navigating bias and microaggressions. I was lucky enough to work with him on the planning for the session and, as I said at the time, I would do the same again in heartbeat. Thanks so much".

**Joel Pergande – Aon**

"It was extremely thought provoking as well as practical - I loved the peeve or leave theory". Great lively delivery and interaction

**Julie H**

The session was delivered with such energy, respect, and pragmatism. We still use quotes in our meetings today. A really clear strategy was laid out as to how to categorise interactions and then options for responses which moved away from the victim, blame and reaction to personal choices and liberation from stereotypes. Buki was right in the moment with us, totally engaged and utterly engaging - you couldn't help but be inspired.

"... I particularly liked the focus on bringing both sides together to be able to move forward, rather than entrenching existing views through a victim/perpetrator mindset".

**Matthew Byrne, Head of Actuarial Function, NFU Mutual**

"Buki is a complete Professional. Really opens your eyes".

**Chris S**

"I thought it was fantastic... I thought that the way of reframing and rethinking how to deal with gender bias was impactful. Your statement of us continuing to do the same thing over and over expecting different results resonated with me. And the tangible skills provided for calling out bias in a manner of enquiry were very valuable".

**MERCEDES M – Director of Culture & Recruiting, Prime Electric**

"It was an incredibly insightful session, which all should take notes from. Discussing sensitive topics that corporate companies usually don't like to talk about was needed to break the barrier of formality. I would recommend all to join the session".

**Minahil C**

"I enjoyed the session. Very thought provoking and we are continuing these discussions in our team".

**Deb C**

The workshop I attended was invaluable in helping me to understand different types of microaggressions in addition to how I, as a p.o.c. can respond to these situations positively.

Very well conveyed and expressed, Buki inserted himself into the training in terms of his own life and not just talking about these issues in general terms which made it much more realistic and practical.

**Tasian J**

"Very energetic, powerful, insightful, and thought-provoking. Thoroughly enjoyed the discussion". Carla- Lee Brown. Aon

"Buki was a high-energy speaker with useful and different frameworks for approaching unconscious bias. He conducted a great session with our non-profit".

**Nozi H**

"Genuinely one of the most thought-provoking and useful sessions I've had in my career. Can't thank you enough".

**Andy W**

## KEYNOTE AND SPEECH TOPICS



- What they don't tell you about unconscious bias in the workplace
- Navigating Gender Bias in the Workplace: Lessons from Tackling Racial Bias
- X-Factor- Exponential Growth for Diverse teams
- Diversity, Equity and Inclusion: What You Need to Know and Why it's Good for Business
- Fireside Chats: M.O.S.T - Senior Leadership - Mindset. Objective. Strategy. Tactics., MO2DE - Leaders/Managers - Management Open to Developmental Enquiry, IDU? - All Staff - Navigating Unconscious Bias In the Workplace.

**Worley**  
energy | chemicals | resources

**AON**

THE  
FEMALE  
LEAD

**AVIVA**

BNY MELLON  
**NEWTON**  
The Power of Ideas

**AXA**

**sky**

**BBC**



THE  
**EUROPEAN**  
Est. 2008

## WORKSHOPS

Adding a customised workshop(s) after the keynote is a great way for attendees to start applying Buki's trainings on multidirectional bias navigation throughout their work and life. Email [info@bukimosaku.com](mailto:info@bukimosaku.com) to discuss your group's specific needs.



**Workplace  
Bias  
Navigation  
Training**  
Modules &  
Interventions



## PRAISE FOR THE IDU? METHODOLOGY

"It's fascinating what you do... I've learnt a bit more... You've done a fine job, so I'm grateful." — **Nick Ferrari LBC and SKY Presenter**

"I have just listened to Buki's summary – “THE TRUTH ABOUT WORKPLACE BIAS covering directional bias, reverse bias and defensive fragility and it's powerful stuff. Worth a listen and consideration, as the industry looks to embrace D&I.” — **David Sparks, Head of Compliance and Training – The British Insurance Brokers' Association**

"Wow Buki you really do talk so much sense, I could listen to you all day. We need to have a better understanding of reverse bias and work together. You should be a mandatory part of any firm's training program". — **Tracey Robb – Founder Trivium London Consultants-HR Advice to the Alternative Asset Management Sector**

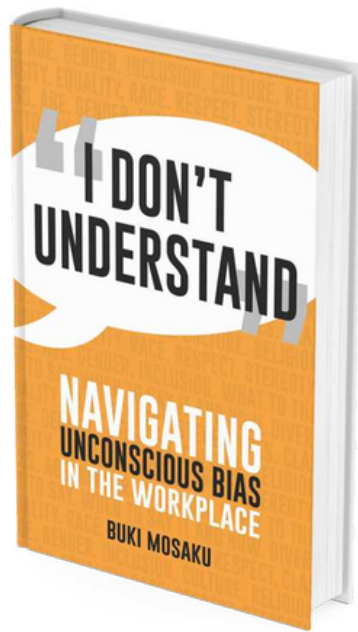
"This is excellent! What I like is that it gives a clear blueprint on what to do and how to fix things." — **Amina Appiah-Lewis. Director of Alpha One Marketing**

"...some positive advice on how to tackle this issue. We need to address all kinds of unconscious bias that affect corporate diversity or the lack of..." – **Gary Humphreys, Underwriting Director, Markerstudy Group**

"A simple question, 'I don't understand....?' but a powerful and non-confrontational way to address possible unconscious bias..." — **Nicola King, Premises Manager at the Royal Latin School**

"Very insightful and love that you are offering ways for individuals to deal with this. Bravo!" — **Peter Dediare, Angel Investor, Marco Polo**

## BUKI'S FORTHCOMING BOOK



**"If there was ever a time we needed this book, it is now. Highly recommended" - Business Matters**

"I thoroughly recommend this book to anyone seeking to achieve long-term, sustainable success in addressing bias in the workplace. Your model makes traditional unconscious bias development or training events seem 'tired' while highlighting their failure to achieve real change."— **Caren Thomas, human resources director, Chartered Insurance Institute**

"After reading the book, I am confident that this book will rise to the hands of not only the corporate world but also the academic and training associations... Either organizations climb aboard or be left behind." — **Dr. Michael Provitera, Author Level Up Leadership: Six Factor Leaders**

"This is great! The guilty perpetrator versus hapless victim is an appropriate perspective on an age-old issue that continues to inhibit performances at various strata of society. You have painstakingly shifted focus from the perpetrator or victims...guiding them to turn otherwise destructive situations by responding with openness, without being judgmental or emotional." — **Funmi Alakija, PhD**

"The session was delivered with such energy, respect, and pragmatism. We still use quotes in our meetings today. A really clear strategy was laid out as to how to categorise interactions and then options for responses which moved away from the victim, blame and reaction to personal choices and liberation from stereotypes. Buki was right in the moment with us, totally engaged and utterly engaging - you couldn't help but be inspired." — **Kate Howlett, Executive Coach**

## DETAILS FOR YOUR EVENT



### Details for Your Event

Use the following guidelines and resources to help plan and run your event. For more assets, go to: [bukimosaku.com/speaking](http://bukimosaku.com/speaking)

### Approved Short Bio

This short bio can be used in any promotional material for your event:

"Buki Mosaku is the leading expert on work-place bias navigation. He is the author of "I Don't Understand" – Navigating Unconscious Bias In The Workplace and his articles and Let's Stop Campaign on bias navigation have been read and viewed by over 5 million people."

### Requirements for Audio & Video

Please ensure that your facilities have the following equipment:

1. LCD Projector with Keynote presentation capability
2. Lavalier or Countryman microphone with fresh batteries
3. Two handheld wireless microphones for audience Q&A
4. Wireless presenter "clicker" for the Keynote presentation
5. Pens for each attendee to write with during interactive segments

### Onstage Intro

"Buki Mosaku is the leading expert on bias navigation. He is the Founder of DiverseCity Think Tank, author of "I Don't Understand" – Navigating Unconscious Bias In the Workplace, Creator of the IDU Methodology and Mosaku's Bias Navigation Test. His clients include AON, J.P. Morgan, AXA, SKY TV, Worley, BNY Mellon Newton to name a few. Please welcome Buki Mosaku"

## FREQUENTLY ASKED QUESTIONS

### **How can I arrange for Buki Mosaku to speak at my company?**

Contact [info@bukimosaku.com](mailto:info@bukimosaku.com) in order to proceed with a speaking engagement, he will need to know certain information about your planned event: the date and time, the location and venue, the purpose or theme of the event, and the size and composition of the audience. Once these details are established, he will work with your company to finalize a speaking agreement.

### **How far in advance do we need to book Buki as a speaker?**

Buki is in high demand as a keynote speaker, and cannot guarantee availability for all engagements. It's best to reach out at least four to six weeks in advance of your preferred date, but he will do his best to accommodate special circumstances.

### **Will we be able to speak with Buki before the event?**

Yes. Four to six weeks before the event, a call will be arranged with Buki to discuss the outcome of his time with your organization. Typically, you will inform him about your organization's current issues, goals and challenges, as well as the general makeup of the keynote audience, in order to make sure that everyone gets the most out of the experience.

### **Can we record Buki's presentation?**

No audio or video recording or broadcast of Buki's presentation is allowed without prior written approval.

### **How do we get copies of Buki's books?**

Please contact [info@bukimosaku.com](mailto:info@bukimosaku.com) for information on how to obtain copies of his books. For the books to arrive on time for your event, we need to receive the delivery address at least four weeks in advance of the event date. To accommodate Buki's itinerary, please ensure you specify in advance to include time for book signing at the event.

### **Who is responsible for making the travel arrangements for Buki?**

We will make airline and ground transportation arrangements. We ask that the client make Buki's hotel arrangements (1 junior suite king) and provide the reservation information to [info@bukimosaku.com](mailto:info@bukimosaku.com).

### **What else can Buki do to help us navigate career-stifling unconscious bias in our organization?**

Buki provides solutions to help organizations build more inclusive cultures, team cohesion and drive productivity. A blended solution is recommended: Live or virtual customized training programs.



If you're ready to move forward, or want  
to discuss further, let me know:  
[info@bukimosaku.com](mailto:info@bukimosaku.com)

To learn more, visit:  
[www.bukimosaku.com](http://www.bukimosaku.com)  
[www.navigatingbias.com](http://www.navigatingbias.com)

