

PRESS KIT

**“ I DON'T
UNDERSTAND ”**

**NAVIGATING
UNCONSCIOUS BIAS
IN THE WORKPLACE**

BUKI MOSAKU

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AUTHOR



ABOUT
BUKI

As the founder of DiverseCity Think Tank and creator of the IDU? Methodology, **Buki Mosaku** has worked with thousands of companies over two decades as a communications and workplace-bias expert. In the process, Buki has cracked the code for calling out unconscious workplace bias to stop it in its tracks through a fair, measurable, and equitable solution called the IDU? Methodology. With disarming honesty, enthusiasm, and a rare breed of clarity that is void of guilt, Buki empowers and equips leaders and staff alike to effortlessly navigate inevitable-workplace bias. To participate in his workplace bias-navigation assessment and gain instant clarity on the bias-navigation strategy that's right for your firm, visit www.NavigatingBias.com

I DON'T UNDERSTAND: NAVIGATING UNCONCIOUS BIAS IN THE WORKPLACE

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What if you could call out career-stifling unconscious bias in the moment and recondition the perpetrator without being seen as:

- Hostile,
- A non-team player,
- Bigoted,
- Having a chip on your shoulder, or
- Projecting your own bias?

How can you address career-stifling and conflict-generating bias that comes from your boss, staff, or colleagues without losing your composure?

Leading Workplace-Bias Expert Buki Mosaku offers a proven, practical toolkit for navigating all forms of workplace bias—whether related to race/ethnicity, sexual orientation, gender identity, disability, age, sex, etc.—through his groundbreaking IDU Methodology. Its tools empower minorities, marginalized groups, and the majority to effortlessly dismantle bias whenever they sense it, without inciting unwanted results.

Discover the only practical guide to navigating multidirectional unconscious bias in the workplace that empowers the victim, whoever they may be, to respond quickly and effectively—removing related disengagement, under-representation, lawsuits, attrition, and reputational damage once and for all.

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TESTIMONIALS

“I thoroughly recommend this book to anyone seeking to achieve long-term, sustainable success in addressing bias in the workplace.”

—Caren Thomas, HR 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, Associate Professor of Organizational Behavior, Author of Level Up Leadership: Six Factor Leadership

“This is great! The guilty perpetrator versus hapless victim is an appropriate approach to 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 into capital by responding with openness, without being judgmental or emotional.”

— Funmi Alakija, PhD

TESTIMONIALS

“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 first encountered Buki Mosaku and his work a couple of years ago prompting me to read “I Don’t Understand” Navigating Unconscious Bias in the Workplace. Thought provoking and powerful – “I don’t understand....?” so simple, easy to remember and yet so powerful.1st class advice and thoughts. Thank you for sharing”

—Adam Thomas, Head of Data, SKY Media

“To anyone seeing this for the first time, I cannot recommend highly enough that you invite Buki to come and talk to you and your colleagues. Eye-opening, thought-provoking and actually reassuring too.”

—Aon Reinsurance Solutions, Joel Pergande

PRESS QUOTES

“Buki Mosaku is the world’s foremost expert on navigating unconscious workplace bias...His book promises to make true understanding a priority in the modern workplace.”

- The London Economic

“If there was ever a time we needed this book, it is now.
Highly recommended.”

- Business Matters

“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

"This eye-opening analysis on tackling career-stifling unconscious bias is the must-read for every HR professional."

-HR Grapevine