



B.E.S.E.E.N. TRAINING

Bias Education & Techniques

Complements Your Existing D.E.I. Training

Our Goal: Weaving our program into your existing initiatives for added support.

Our Training Shows How Unchecked Bias:

- Blocks the flow of communication
- Creates misunderstandings
- Escalates conflicts
- Halts productivity
- Leads to high turnover
- Results in dissatisfied clients

Save Your Organization Thousands of Dollars

The cost of unchallenged biases run around \$4,000 - \$6,000 per team member. That doesn't include the costs of:

- High turnover due to a toxic environment
- Hostile environment lawsuits
- Hits to your bottom line and brand reputation when slow productivity and miscommunication results in poor service & performance

Fighting Bias with Fiction: Creating a Safe Space to Recognize & Challenge Bias



Fiction helps people spot and address biases by allowing them to step into the shoes of the characters and see the world through their eyes.

That's why we incorporate Nikki T. Anthony's award-winning novel, *The Price We Pay*, into the training

Providing a Common Language and Shared Experiences

"One reason fiction works so well in the workplace is that characters, plots, and settings in foreign locales help anchor difficult discussions. The narrative allows participants to work through sensitive and nuanced issues in an open and honest manner." – Christine Seifert, Harvard Business Review.

Turn Bias Into an Asset, Rather Than a Liability

When people understand why bias exists and the positive side of it, they can leverage it to work for – instead of against – them.



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4 Keys to Overcoming Bias

S)ervice: Bringing a sincere desire to serve into every interaction

E)mpathy: Trying to see things as others do

E)mpowerment: Looking for ways to support others in their efforts and growth

N)egotiation: Working toward win-win solutions that benefit everyone involved

Introductory Offer: Just \$199 for Individual Self-Paced Training

Enroll now for just \$199 per person (regularly \$299) and get 12 months access to our online training plus 90 days of access to our Private Online Social Learning Platform (a \$149 value). Practice communication skills as you discuss the content in a safe, supportive, forgiving environment. Visit

<https://ptppress.com/course/b-e-s-e-e-n-enterprise-version> to enroll.

What's Included



A digital copy of Chapter 1 of *The Price We Pay*



Catchy, singable theme song outlining Bias problems



Digital Workbook with Reflection & Discussion Questions



Digital Study Guide offering practical examples of the B.E. S.E.E.N. principles at work



12 months access to 1-Hour of Pre-Recorded Online Video Instruction



Private Online Learning Social Platform

Additional Training Options Available

We offer live in-person/virtual workshops as well as group or one-on-one coaching, conversation, and communication programs. Email brandy@pathtoconnections or call 702-827-6865 for pricing and availability.