

WHAT I CAN DO

**MOVE**



**THE ELEPHANT**



**FOR**

**INCLUSIVENESS**

NON-PROFIT CHANGE-ORGANISATION

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# INSPIRATION & PRACTICAL METHODS

## INCLUSIVE WORKPLACES AND HIDDEN BARRIERS

Watch this TEDx Talk by Tinna C. Nielsen: Nudge Behaviour for a more Inclusive World <https://www.youtube.com/watch?v=VggAqa0xOwM>  
*Do the exercise in the beginning and learn more about the research behind:*

### The Warmth & Competency Exercise

The dynamics of warmth and competence judgments, and their outcomes in organizations (2007), A. Cuddy P. Glick A. Beninger, Harvard Business School

Here is an info graphic illustrating **Why Diversity Matters:**

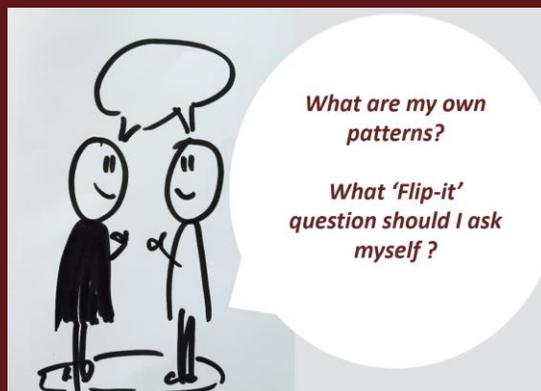
<http://www.catalyst.org/knowledge/diversity-matters>

## THE APPROACH TO BEHAVIOURAL CHANGE

Psychologist Jonathan Haidt describes the two brain systems (Daniel Kahneman: system 1 and 2) as an elephant and its rider. The Elephant is system 1 and the Rider is system 2. When it comes to creating behavioral change this image is important, because there is no way the little rider can move a six-ton heavy elephant if it is not motivated to change behavior.

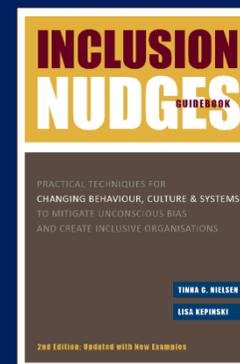
The unconscious is the system doing 90-99% of our behaviour and decision-making. When it comes to promoting inclusive behaviour we are talking to the wrong brain system meaning the rational mind with rational arguments and business cases and data, relying on this system to not only 'get it' but to do the work – the tiny rider. It's the elephant we have to appeal to. You can do that by helping people see and spot behavioural patterns, and by designing organizational processes and to reframe perceptions to make inclusiveness the default and the norm.

## PRACTICE TO CHANGE PERCEPTIONS AS PART FOR YOUR DAILY WORK



*Learn about this  
in the TEDx Talk*

**APPLY THE INCLUSION NUDGES CHANGE-METHODOLOGY TO MITIGATE BIAS, LEVERAGE DIVERSITY THROUGH INCLUSION  
- FOR BETTER PERFORMANCE, DECISION-MAKING AND INNOVATION AND USE IT AS A TOOL TO ENGAGE OTHERS**



Get 100 practical examples  
[www.inclusion-nudges.org](http://www.inclusion-nudges.org)  
And join the free global community  
Sharing Inclusion Nudges  
to improve the state of the world



## LEARN MORE

**Design behavioural interventions to achieved gender equality at work:**

<https://www.weforum.org/agenda/2016/02/is-this-why-we've-not-achieved-gender-parity-at-work>

**Making people 'see' inequality to leverage diversity:** <https://www.weforum.org/agenda/2016/03/we-all-know-workplace-diversity-makes-sense-so-why-is-change-so-slow>

**Mitigating bias for better decision making:** <https://www.weforum.org/agenda/2016/10/11-ways-to-outsmart-your-brain-and-be-a-better-leader/>

**Why unconscious bias awareness isn't working for behavioral change:**

<https://www.weforum.org/agenda/2016/08/these-simple-interventions-could-make-a-big-difference-in-your-workplace>

**Engaging all to lead for gender inclusion:** <https://www.linkedin.com/pulse/daughters-shoulders-men-stepping-up-lead-greater-gender-lisa-kepinski?trk=hp-feed-article-title-share>

**Download a free short version of the Inclusion Nudges Guidebook:** <http://inclusion-nudges.org/get-the-guidebook/>

# ENGAGE YOUR TEAM :: AWARENESS VIDEOS AND FACILITATION SCRIPT

## COUNT THE BASKETBALL PASSES

<https://www.youtube.com/watch?v=Ahg6qcgoay4>

Ask if anyone saw the bear the first time.

We do not see it because we are focusing on counting the passes. That is called *selective attention*.

It is a very practical brain function that we need. Through our five senses we receive 11 million pieces of information at any given moment and we only register 40-50 and can only focus on 7 (+/- 2). We need selective attention, not to suffer from information overload. What's tricky about this, is that we primarily register and notice what is important to us.

**So we need to ask ourselves and each other:**

*How many moonwalking bears are dancing right in front of us without us seeing them? What and who are we not seeing?*

## MCGURK EFFEKTEN

<https://www.youtube.com/watch?v=aFPtc8BVdJk>

Instruct half the group of people close their eyes and listen. Ask the other half to listen and look at the person saying the sound. Play the video several times. Ask the people who hear the sound BA-BA raise their hand. Ask them if they see a pattern. Those with their eyes closed here BA-BA. The others hear Da-Da or La-La. It because they hear the sound BA-BA, but see the mouth wording GA-GA. That confuses the brain and it makes up a new sound. We hear more with our eyes than we think.

Now imagine that we are collaborating with a person that deviates from the norm or looks very different or do not act in accordance with gender codes or cultural codes. The same process kicks in. It affects how we listen and process the information shared with us.

***One of the ways to change this (is not to close your eyes) but to ask 'flip-it-questions in the situation (interview, presentation, conversation etc).***

## THE ASCH CONFORMITY EXPERIMENT

<https://www.youtube.com/watch?v=qA-gbpt7Ts8>

How does this then affect the way we make decisions or solve tasks in our professional work life?

These are examples of how the power of group conformity influence how/if we express our opinions and the quality of our decision-making processes.

It could play out like this:

In a meeting a person feels that he/she doesn't understand the situation as well as the others. As they all seem to agree on the subject being discussed, the person doesn't raise any questions or ask for elaborations.

A decision is made quickly based on consensus in the group, and the people who do not agree, does not ask critical questions to avoid ruining the good atmosphere in the group and meeting.

***How is group conformity affecting our team and access you knowledge?***

You can find many awareness videos online  
You can use them to engage your colleagues and keep the changes going and make it stick

Also, use the method cards to enable them to do inclusiveness



TINNA C. NIELSEN

FOUNDER

MOVE THE ELEPHANT FOR INCLUSIVENESS

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Tinna is an anthropologist working in an intersection of multiple behavioural disciplines. Her passion is to make behavioural and cultural insights from science actionable for everyone. She has worked as Global Head of Inclusion and Diversity for Arla Foods, one of the world's largest organic dairy cooperatives. Previous to this, she worked for the Danish Institute for Human Rights. For the past 16 years, her passion has been to promote behavioural, cultural and systemic changes for inclusiveness. For this purpose she founded the non-profit organisation *MOVE THE ELEPHANT FOR INCLUSIVENESS* in 2013. Tinna has together with another practitioner Lisa Kepinski developed an approach to achieve inclusion and equity by designing interventions called Inclusion. They are co-founders of the global non-profit initiative [www.inclusion-nudges.org](http://www.inclusion-nudges.org) and co-authors of the annual Inclusion Nudges Guidebook. For this work they are listed as 'Top 10 Diversity Consultants' at The Global Diversity List 2015, 2016, and 2017.

Tinna has extensive experience in leadership development at all levels and in all functions, design and facilitation of interactive training and experiential learning, strategy and process design, along with team, cultural and organisational development focusing on innovation, performance and change. In every aspect of organisational and people development, Tinna focuses on mitigating unconscious bias and designing for inclusiveness. She works with private and public organisations worldwide.

Tinna has been selected by the World Economic Forum (WEF) as Young Global Leader 2015-21, where she is also the co-chair of the WEF Global Future Council on Behavioural Science, member of WEF Expert Network, and writes for their blog Agenda. She is a fellow at the RSA, Royal Society of Arts. She serves on several advisory boards (Diversity Charter, SAP, Citizen Design) and as faculty member of Amani Institute for social innovation in Kenya and Brazil, Open Innovation in Science (LOIS), the "D&I Academy" at TCB, and the Open University in Denmark. She is an influencer, keynote speaker, workshop facilitator, and change maker in many different domains. She is a trusted advisor at the United Nations.

Tinna lives in Denmark with her family of five and has lived in various countries.



*MOVE THE ELEPHANT FOR INCLUSIVENESS* is a non-profit change-organisation with a mission of contributing to a paradigm shift in mindset and behaviour in a rapidly changing global world. The organisation is founded on the belief that the *winning organisations of the future are those embracing the fact that the world has changed but the human brain has not changed accordingly*. A rational understanding of how the world is changing and an increasing need for inclusive growth is far from enough to ensure the needed behavioural changes.

The name of the organization is inspired by a brain analogy; the unconscious mind is an elephant and the conscious mind as its rider. When it come to sustainable behavioural changes and inclusion it's doesn't work when we target the rider (rational mind), we need to motivate and make it easy for the unconscious mind to change. It's the elephant we have to move.

Move the Elephant for Inclusiveness collaborate with and enable people, professionals, organisations, and social entrepreneurs worldwide to do this as a part of doing inclusive and sustainable business and social impact.

The financial surplus in *MOVE THE ELEPHANT FOR INCLUSIVENESS* is spend on pro bono work for United Nations, World Economic Forum, organisations and people that cannot afford to hire a specialist. It is financing the Inclusion Nudges Global non-profit Initiative; collecting and sharing examples of Inclusion Nudges from practitioners to practitioners to promote inclusiveness in communities, organisations, and institutions, globally. It is financing the annual Inclusion Nudges Guidebook and the online action platform [www.inclusion-nudges.org](http://www.inclusion-nudges.org).

This initiative is free access for all.

Move the Elephant is build on a foundation of sharing, giving, reciprocity, and inclusiveness. Those who have, pay. Those who don't, can get a gift (discount from the others). Everybody share examples of what works.

All the *MOVING*-organisations are thus in multiple ways a part of a global movement of promoting inclusive behaviours and cultures for successful changes that fit the changes of the world.

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