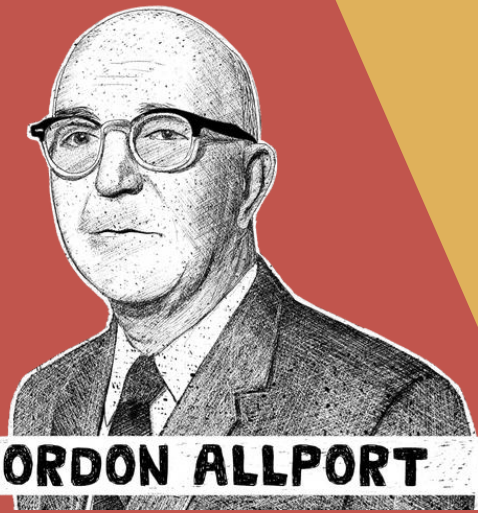


PERCEPTION AND PREJUDICE

Workshop by Kiran, Mandeep

Guest: Olha

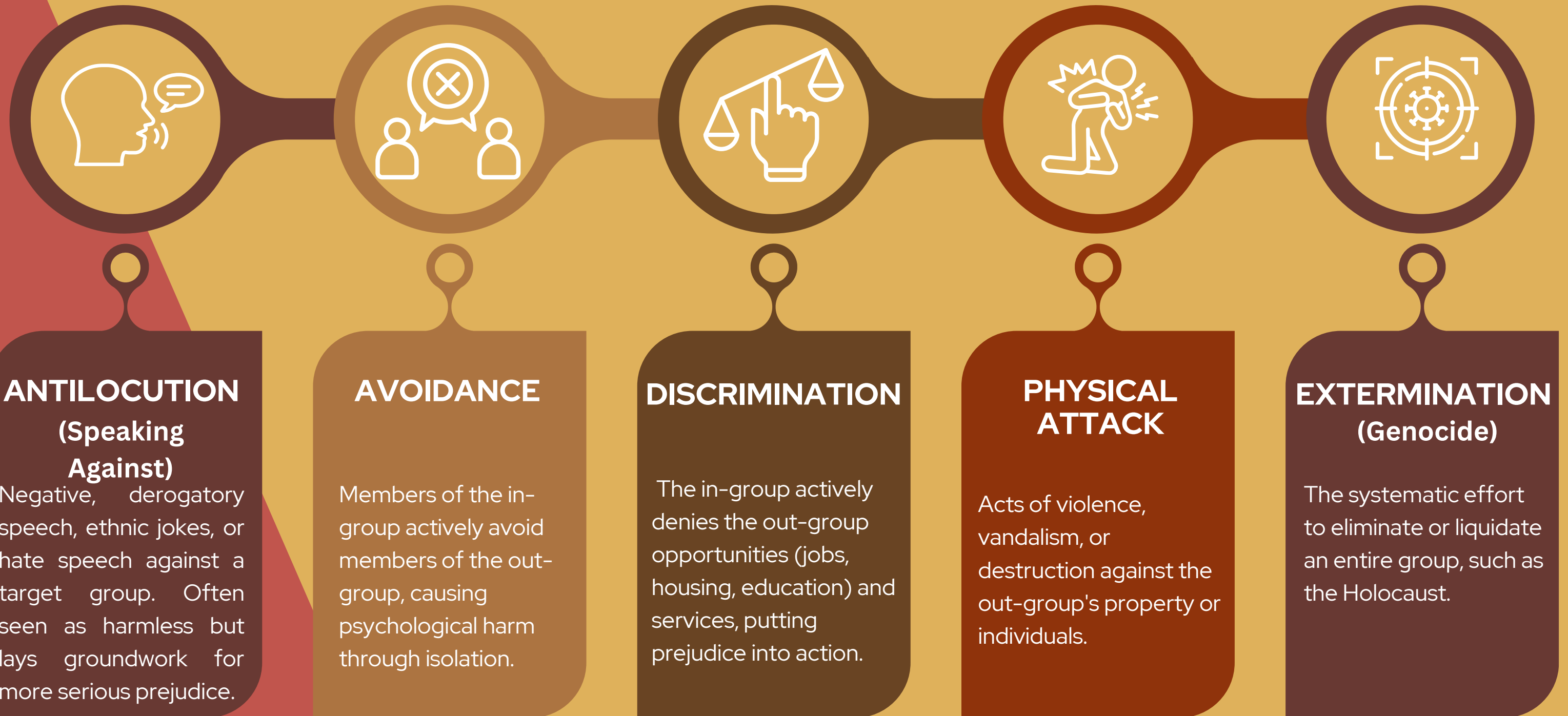




MODELS: GORDON ALLPORT SCALE OF PREJUDICE

5

stages
of Allport's
Scale





10

minutes

WORK IN GROUPS

reflect on how this model can be represented in the workplace

Attacks on life, genocide, bombing
EXTERMINATION

Attacks, acts of vandalism
PHYSICAL VIOLENCE

Worse, unequal treatment, exclusion, persecution
DISCRIMINATION

Marginalization, isolation, dehumanization, demonization
AVOIDANCE

Hate speech, exclusive language, hostile language, spreading myths, stereotypes, gossip, malicious jokes
VERBAL DISAPPROVAL



IN THE WORKPLACE

Antilocution – negative speech, news, media, social media, politics, comedy a certain group

Avoidance – work based situations – friendships, social gatherings, connection, history, similarities, hierarchical structures, been in the service a long time, this is the way it is done, encouragement to apply for roles given to those who represent the majority, bias, conscious and unconscious

Extermination – responses to dominance – leaving the organisation, sense of self goes and acquiesce to discrimination, no progression

Discrimination – you raise a concern but are met with defensiveness, denial, it's your problem, this is the first time, senior management not interested.

Physical attack – physical and mental health, feelings of isolation, ridicule, how you are spoken to and spoken about – attack on the person

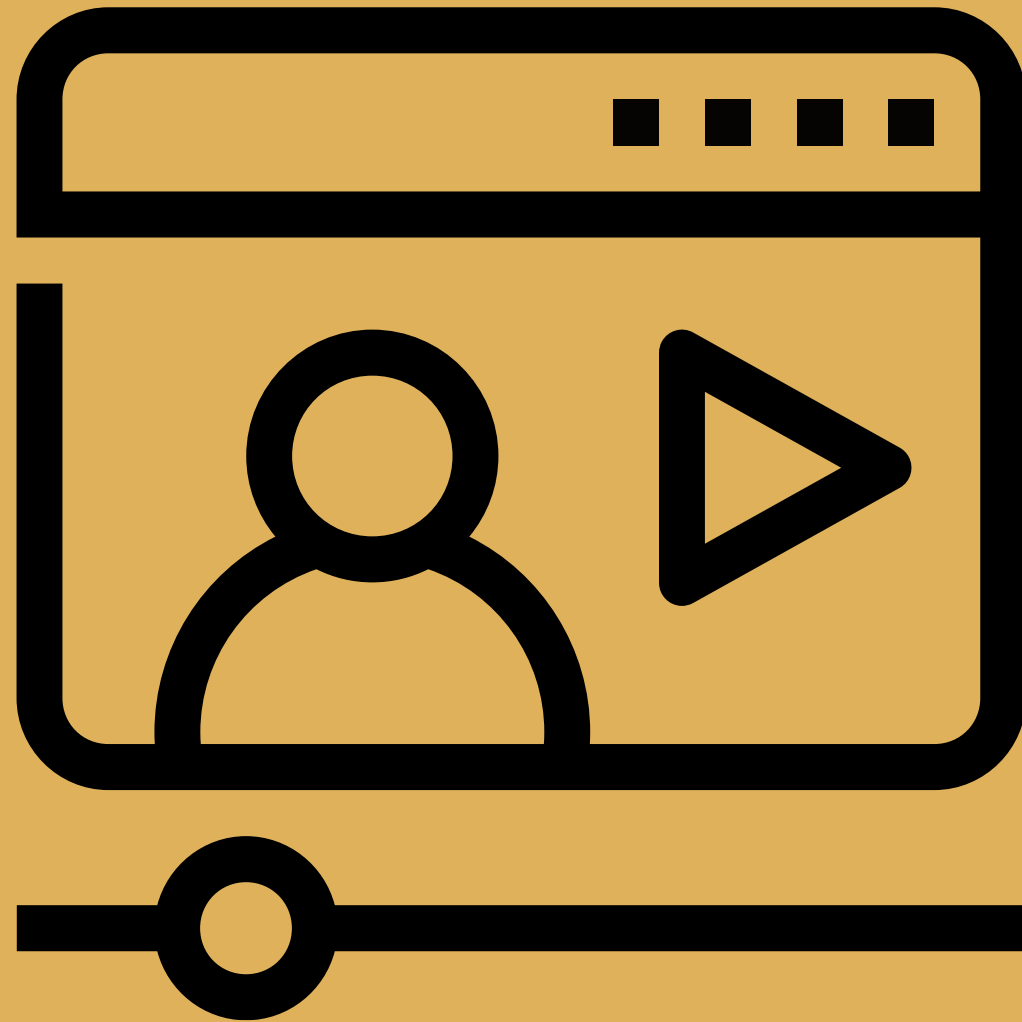


BIGGEST PREDICTOR IS POVERTY – THE OTHER IS TO BLAME

Allport's scale illustrates that prejudice isn't static; it can build and escalate, demonstrating how seemingly minor biases (like hateful jokes) can pave the way for severe societal harm and violence, as seen in historical events like Apartheid or the Nuremberg Laws.



WHAT DO WE FEEL?



WORK IN GROUPS

consider the video, how do you feel, what do you see, how does this impact progression in the workplace



10

minutes



BELIEFS AND VALUES – WHAT ARE THEY ?



BELIEFS

- Beliefs don't need proof
- Beliefs are assumptions we make about others and ourselves
- Beliefs grow from what we experience and think about
- Beliefs affect our morals

VALUES

- Values stem from our beliefs
- Values govern the way we behave and interact with others
- Values are things we deem important
- Values affect behaviour and character

“Golden Thread”

Leader beliefs → Staff experience → Practice decisions → Service user outcomes

- **Service Users: Where Bias Becomes Consequence**

Bring it back to children, young people, and families.

- **Critical areas in children’s services:**
- **Risk perception** (who is seen as neglectful, aggressive, disengaged)
- **Communication judgments** (articulate vs difficult)
- **Cultural misunderstanding** in parenting practices
- **Disproportionality** in referrals, interventions, or escalation
- **Key insight:**

Two families with similar circumstances can receive *very different responses* based on perception

“In children’s services, perception isn’t neutral.

It shapes who is supported, who is judged, and who is heard.

And as leaders, the environments you create determine whether bias is challenged or quietly repeated.”

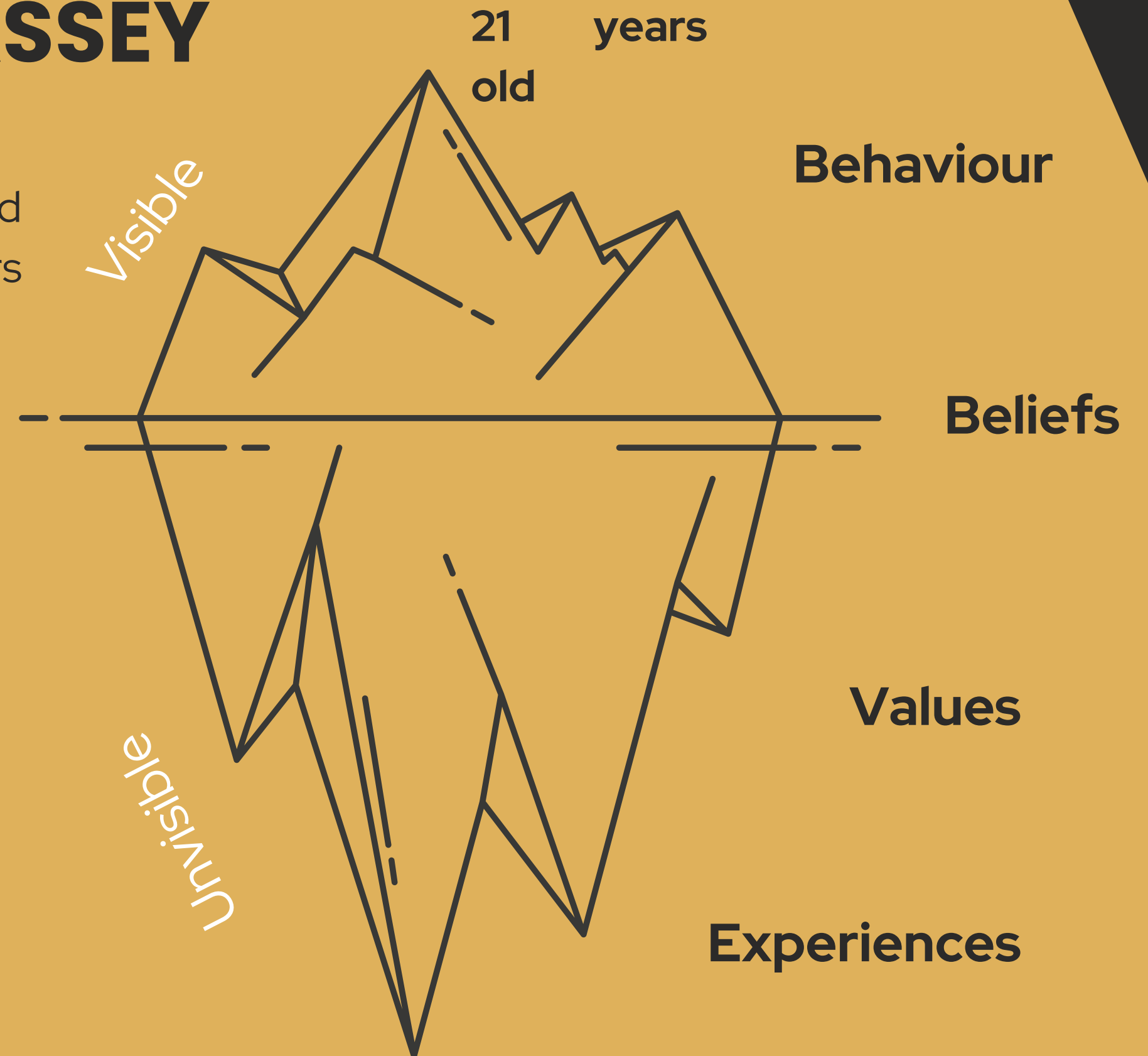


VALUES AND BELIEFS BY DR MORRIS MASSEY

He believed that by 21 we had developed our values and beliefs – change occurs through a significant emotional event ;

Education, job, relationship, children, loss etc

Friendships – change your experience, changes value, beliefs and behaviours



HOW DO WE ACKNOWLEDGE OUR PREJUDICES AND HOW DO WE CHALLENGE OURSELVES AS LEADERS



BELONGING

INCLUSION

DIVERSITY

EQUITY

IDENTITY



**Reflections &
Thank you!**