



EXERCISE: BRADY BUNCH BIAS



Read the following descriptions and identify the potential bias in the performance review that is due in a month. Then share a time when you've been guilty of the bias in question (meaning it wasn't representative of the overall trend/performance):

1. **Marsha's a good performer but recently failed to call back a major influencer on a big account.** As a result, the customer sent out an RFP to solicit other bids for the services you provide. You're going to bid and have a chance to retain the customer in question but may lose the account.

What's the potential bias? When have you been guilty of it?

2. **Almost everyone likes Greg—a lot.** Unfortunately for Greg, your CFO thinks he's a moron. The truth is he's a middling performer. Your CFO is notorious for pouring over merit increases and performance reviews and chatting openly about his agreement/disagreement.

What's the potential bias? When have you been guilty of it?

3. **Peter came from a company you think is a hotbed for throat-cutting, unethical assassins.** You inherited him on your team when you were hired, and he recently landed a big account that put him over his quota—although he cut some corners to do it.

What's the potential bias? When have you been guilty of it?



The phrase "Brady Bunch bias" is usually used to refer to typical gender stereotypes.