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The Illusion of Inclusion

Global Inclusion, Unconscious Bias and the Bottom Line

Helen Turnbull, PhD

From Freud to Buckminster Fuller to US presidential campaigns, *The Illusion of Inclusion* holds all of us up to the often unpleasant mirror of our own biases and excuses and then informs us how to improve that image.

Dr. Helen Turnbull has traveled the world demonstrating to internationally diverse clients that her concepts and approaches to inclusion are unerringly accurate and incredibly powerful in increasing engagement, productivity, and profits.

—Alan Weiss, PhD, author, *Million Dollar Consulting*,
Million Dollar Maverick and over 60 other books

The Illusion of Inclusion tackles the complex but critical topic of inclusion head-on. Dr. Turnbull's world-renowned expertise shines through as she shows how the power of inclusion can create inclusive workplaces where all can thrive. A must-read!

—Peter B. Stark, Consultant, Speaker and Best Selling Author

We say we want to be inclusive, but what if we really don't? What if our brains are hard-wired for selfishness and similarity and not for diversity and altruism? Having a diverse workforce is no guarantee that the work environment is inclusive.

The Illusion of Inclusion exposes a myriad of reasons why people are not more fully engaged and offers the key to unlock the "Geometry of Inclusion". It provides a road map and an easy to comprehend model on how to minimize the impact of unconscious and conscious biases in order to embed an inclusive organizational culture.

Dr. Helen Turnbull is an internationally acknowledged thought leader in global inclusion and unconscious bias. She has four online tools on unconscious bias and inclusion. In May 2013 she spoke at TEDx on "The Illusion of Inclusion". Her client list is predominantly Fortune 500 companies and her work was instrumental for Texas Instruments and Commonwealth Bank of Australia to win the Catalyst Award. In addition to her PhD, Dr. Turnbull has two master's degrees. She is a Certified Speaking Professional (CSP) member of the National Speakers Association.

**HUMAN RESOURCE MANAGEMENT AND
ORGANIZATIONAL BEHAVIOR COLLECTION**



TURNBULL

THE ILLUSION OF INCLUSION



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