



# EMPOWER PAGES

by Ritu

## UNDERSTAND HOW BIAS AFFECTS YOU

### WHAT

This page will help you to recognize what biases come your way and the impact that these biases have on your behavior.

### WHY

In order to thrive, it's important that you understand how the negative judgments that come your way impact you. This exercise will help you to break this down.

### HOW

Use this exercise to do a deep dive on the biases that you're experiencing. Keep your responses in mind in situations where you need positive affirmation, you want to interrupt the feeling of being an impostor, or you need language to help you overcome a difficult situation.

### What is bias?

Bias refers to the mental shortcuts your brain takes during decision-making. We are all hard-wired to engage in bias, meaning that we all have unconscious preferences for others based on their identities. The problem is that some of us have more bias coming our way, and this has an adverse impact on us.

### How does bias impact us?

When negative judgments about your cultural identities, personal attributes, personality traits, and more repeatedly come your way, unfortunately you may believe them, both consciously and unconsciously.

These negative messages become part of your neural circuitry, which can cause you to: engage in harmful self-talk; suppress your authenticity; lean out instead of leaning in; self-censor; and, feel like an impostor. This is why it's critical to figure out how you've internalized biases.

### Exploring the biases you experience

A key step to undoing the impact of bias is to figure out what biases are coming your way and to clearly understand the severity of their impact. This requires some self-reflection. Respond to the following:

The specific biases that come my way are:

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The reasons these biases come my way are because:

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The impact that these biases have on me are:

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If I could rid myself of the impact of holding these negative beliefs, I would feel:

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### My final word:

Biases suck. But know this, they're rooted in oppression and supremacy, which means they're not true and you don't deserve them. Instead, believe in your greatness.

## THANKS FOR USING MY EMPOWER PAGES!

I carefully created these guided monthly worksheets to help you better understand your authentic self (who you are at your core!) so that you can live better, flourish professionally, develop more meaningful relationships, and much more! I have personally done all these exercises, and now I want to share them with you. As you reflect on each question, my hope is that you'll start to uncover who you are more and more. So dig deep and answer the questions honestly and whole-heartedly. And remember, this self-work is worth it!

With love and gratitude,



## CONNECT WITH ME!



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## MY STORY

I didn't always feel empowered to be an unapologetic, fiercely authentic person. While I was successful and living the "corporate dream" as a lawyer in my early career, I had a realization that the person I was in my day-to-day life bore little resemblance to my true self. After much soul-searching, I decided I needed to transform my life. I completed my MBA, left my job and launched my own business. Most importantly, I committed to living as authentically as possible.

I've now presented in front of thousands of leaders around the world to inspire them to be more inclusive, and to encourage those who have experienced oppression to be more authentic and empowered. I have also dedicated my life to helping people to cultivate self-love so that they can live their best with confidence. And I want the same for you. In particular, I want you to embrace what makes you different and unique. I want you to shine!

## READ MY EMPOWERMENT BOOK, THE AUTHENTICITY PRINCIPLE

My Amazon bestselling book, *The Authenticity Principle*, is more than just a call to "be yourself". Combining the latest neuroscience, leadership, diversity, and mindfulness research with a wealth of practical exercises, my book will provide you with a framework for living more authentically, so that you can thrive in all spheres of your life. It's also filled with my personal stories, and stories of others, about how to overcome barriers to living authentically. Learn more about *The Authenticity Principle*, including where to buy it, at [www.ritubhasin.com/book](http://www.ritubhasin.com/book).

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