

WORDS MATTER

..... Recognizing Implicit Bias

JUST SAY: "I'M SORRY"

"Wow, I just heard what I said. I apologize."

OR

"I didn't introduce you properly, I'm sorry."

OR

"I ignored you in the meeting, I'm sorry."

DON'T SAY:

"Sorry I offended you; that wasn't my intent."

OR

"Sorry, it was just a joke!"

DON'T MINIMIZE THE ACT —
APOLOGIZE.

Follow up with an
additional apology if it
seems appropriate.



**RECOGNIZING
IMPLICIT BIASES IS
THE FIRST STEP TO
CULTURE CHANGE.**