



*An Invitation
to Participate
in LPFI's Latest
Research Project*

Understanding Bias and Fairness in Information Technology Environments

The Level Playing Field Institute (LPFI) is inviting Information Technology (IT) companies and start-ups to participate in a new research project on how companies can create more productive and equitable workplaces by removing hidden bias in hiring, promotion, and compensation processes.

Help us answer these questions:

- Are IT companies *truly* meritocracies?
- What are the consequences when a company's track record of hiring, developing, and retaining the best and brightest isn't as good as it should or could be?
- Why are there fewer women and underrepresented people of color in Silicon Valley now than several years ago?

Studies in neuroscience confirm we're all wired to be biased; those companies that do the best at mitigating biases—which prevent us from recognizing talent and potential in all its forms—will outperform their competitors

If interested in participating in this new research, contact:
Jacqueline Switzer
LPFI Workplace Programs Manager
jacqueline@lpfi.org
415.946.3071

Why Information Technology?

- Silicon Valley disproportionately drives innovation—through large tech companies and start-ups
- By jumpstarting training of new homegrown talent—underrepresented people of color and women from all backgrounds—the IT industry has a rare opportunity to propel innovation, economic growth, and U.S. competitiveness

Why Hidden Bias?

- Studies in neuroscience confirm we're all wired to be biased; those companies that do the best at mitigating biases—which prevent us from recognizing talent and potential in all its forms—*will outperform their competitors*
- Diversity 2.0 is unifying, not divisive—it's about fairness

Benefits of Participating

LPFI will bring to your company cutting-edge training on the differences between fair and biased treatment. A comprehensive report with detailed, company-specific findings will also be offered.

What We Need from Participating Companies

- **Large IT companies:** 50 managers and 50 professionals to evaluate the same machinima clips (participants can be volunteers or randomly chosen).
- **Start-up companies:** 10-25 participants, depending on company size (participants can be volunteers or randomly chosen).