

# Unconscious Gender Bias

**The new era of inclusive workplaces**

**intouch**

# Showcase: InTouch for Dutch-based Biotech Scale-up Company



**InTouch**  
(vendor since 2021)

for

**Scenic Biotech**  
Evolution Inspired Medicine

HQ: Amsterdam, Netherlands  
Industry: Biotechnology Research

founded in 2017 as a spin-out of



UNIVERSITY OF  
**OXFORD**

# Partnership Timeline



June 2024  
Start of the  
partnership

September 2024  
Tailor-made D&I  
questionnaires for two  
employees target groups

October 2024  
Workshop “The new era  
of inclusive workplaces”



Future:  
scaling the DEI project



# Why?



Educate how much gender D&I is important for your organisation



Become aware of what is the impact of unconscious bias



Practical actions every employee can take

# Anonymous Questionnaire for Female Employees



**Purpose: Understand the experience of women in the organisation**

Philosophy behind the questionnaire:

- Emotion-oriented questions
- Focus on individual reflections and experiences
- Emphasis on unconscious bias, particularly concerning gender



# Anonymous Questionnaire for the Entire Company



**Purpose: Understand the sentiment of people about D&I in the organisation**

Philosophy behind the questionnaire:

- More general questions exploring psychological safety, diversity, and inclusivity in the workplace
- Experience-based questions placed towards the end





# Results and impact

# Workshop Reflections



## Preparation phase:

- Great enthusiasm and dedication in the Scenic DE&I team
- Collaboration was smooth, productive and effective; mutual trust was developed
- Crucial information were collected through tailor-made approach



## Execution phase:

- Employees entered with mixed attitude, expectations and curiosity
- All participants left the workshop enthusiastic about the topic and workshop
- Use of Tailor-made approach was very effective and created a mutual trust



**CAROLA JONGERIUS**

Head People and Culture  
Scenic Biotech

“Thanks again for the insightful workshop. It was the topic of all the talks during the afternoon.”



# Workshop Reflections



**DARJA POLLPETER, PHD**  
Director Research  
Scenic Biotech

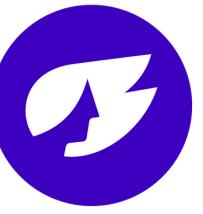
“Mira is simply fantastic. She has great way to capture an audience, make any (potentially uncomfortable subject) entertaining and keeps everyone together. I highly recommend her as a speaker, especially in the DE&I field but also beyond..”



**CHIARA ANGIOLILLI**  
Senior Scientist  
Scenic Biotech

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“Mira recently delivered a workshop on diversity, inclusion, and unconscious bias at my workplace, and I highly recommend her expertise! Her approachable style, deep knowledge, and ability to make complex topics accessible sparked genuine curiosity and led to meaningful discussions among participants. The session highlighted the often-overlooked issue of unconscious bias, reminding us that it exists in everyone and encouraging reflection on how we can all contribute to a more inclusive environment. Mira brings a powerful blend of professionalism and warmth, making her an exceptional trainer. I think that for organizations seeking to deepen their understanding of inclusivity and leadership, she offers a unique and valuable perspective.”



# Our Approach

We use a blended approach of hands-on exercises, theoretical background, statistics and discussions about real workplace situations. We tailor-make our program to fit the needs of your people and organisation.

# Our Work

Our work is based on latest scientific research and theory in the field of strategic leadership, statistics on the current state of women in the workplace and reports on best practices for improving diversity and inclusion in organisations.

# Our Passion

Our passion is equipping your top talent with strategic skills they need to reach the top. We help women and other underrepresented groups become more self-confident in their ambitions, more visible in their successes and more impactful with their vision.



# Our Mission and Vision



**We believe in the untapped power of gender diversity.**

Our mission is to fuel that energy, empowering leaders to shatter barriers and achieve their fullest potential.

Our vision is more women in leadership roles - shaping the future.



# Our Selected Clients



**ASML**

**Deloitte.**

**engie**

**EY**

**flatex=DEGIRO**

**ING**

**J&J**

**LIDL**

**Gemeente  
Amsterdam**

**MAERSK**

PartnerRe



**Abbott**

**PORSCHE**

 **Rabobank**



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# Thank You



## In Touch female career academy



+31 63 913 5969



info@intouchwrm.nl



[www.intouchwrm.nl/en](http://www.intouchwrm.nl/en)