



ViewPoint: Unconscious bias is a problem for employees and employers

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In the article, "Unconscious bias is a problem for employees and employers," featured in *The Boston Business Journal*, partner Cheryl Pinarchick weighs in on the impact of unconscious bias, prejudicial mental short cuts unwittingly made based on outdated social norms and stereotypes, in the workplace.

According to Pinarchick, "Even though the idea of 'equal pay for equal work' has been the law of the land for decades, disparities persist. But a renewed focus on pay equity – helped along by the presidential campaign and the advocacy of celebrities such as Patricia Arquette, Reese Witherspoon and Jennifer Lawrence – is creating new laws, regulations and lawsuits.

Pinarchick goes on to explain that, "Identifying and responding to unconscious bias in the workplace isn't just the right thing to do, it's smart legal strategy."

To read the full article, please visit [*The Boston Business Journal*](#) (Subscription Required)

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