



CAPAXiA

Our Story



Persistent, passionate, creative,
Gina Badenoch founder:

Mexican Charity
recognized worldwide



By teaching photography to visually
impaired people, we are changing
paradigms focusing in the ability,
potential and value they add when
included.



Innovative and holistic
Consultancy Firm



Focusing in creating awareness
about the impact of Unconscious
bias and using storytelling to
identify people's Potential



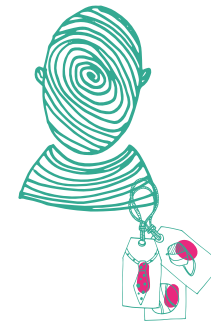
Insights from OQS



Blind interview
Change the order of
filtering information
about the person/talent



Storytelling not the CV
Learn about their journey
Present future statement



**The label is not
an Identity**
Look for Potential

Problem



Unconscious bias = limited attraction and retention of Talent

Corporate

- Poor talent alignment
- Less Diversity = narrow perspective
- Institutional blindness, "sameness"

Employee

- Lack of Inclusive Opportunities
- Internal and external
- Self-awareness

Before it worked now it does not...

Things have change..



Present

- More access to technology = more access to knowledge
- Living in a globalised world = diverse clients to work with and understand their needs
- More competition= more and fast innovation needed
- Re defining wellbeing = Re defining “best talent” and focus in peoples purpose and Potential
- Era of Talent with Potential
- Economic inefficiency of the college bias will be overcome by economic reality

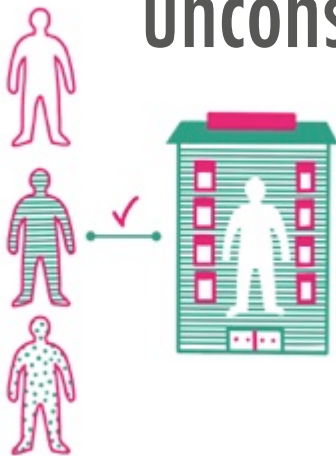
Past

- Limited access to knowledge
- Working in a less globalized environment
- Changes happened slower
- It was the era of IQ and Competencies
- Not enough research and understanding of the impact of unconscious bias
- Recruitment process has not had a fundamental change since 2nd World war.

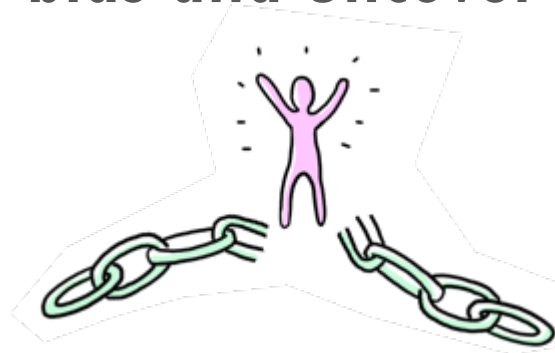
Solution



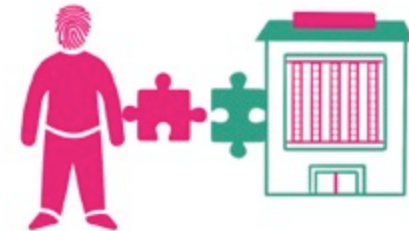
A methodology and technology tool for organizations to
outsmart
unconscious bias and uncover hidden talent



Complements,
not replace



Internal and external
recruitment



Right place,
right person

Offer- Products

Consultancy



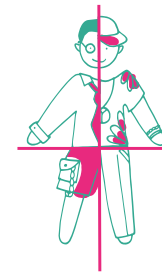
- DIAGNOSTIC TO UNCOVER THE DNA ,PURPOSE, CULTURE & POTENTIAL OF THE COMPANY
- ACCESSIBILITY FOR DISABILITY

Identify and development of talent with Potential + Diversity Programmes



- HOLISTIC SOFTWARE HELP OUTSMART UNCONSCIOUS BIAS, SCALE , EFFICIENCY & SHARE YOUR STORY ANSWERING DIFFERENT QUESTIONS.
- BLIND INTERVIEWS
- INCREASE DIVERSITY THROUGH AMBASSADOR PROGRAMME

Awareness + training



- WORKSHOPS
- DINNERS IN THE DARK
- SPEAKERS
- AWARENESS OF IMPACT OF UNCONSCIOUS BIAS & THE RELATIONSHIP WITH OUR STORY
- TRAINING OF UNTAPPED TALENT

Benefits



Corporate

- ↑ Retention
- Stronger teams = ↑ Productivity/ Innovation
- Better interview experience "positive branding"

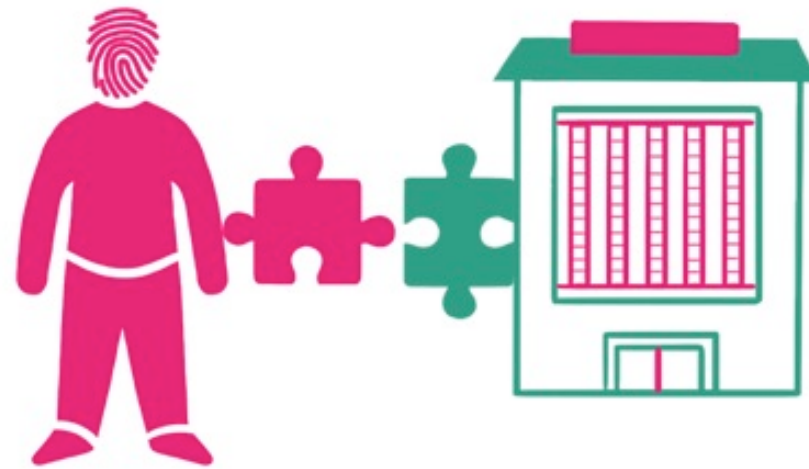
Employee

- Identify and develop strengths/self awareness
- ↑ Opportunities
- Right job at the right place



Unconscious Bias Impact

in identifying talent with Potential



Talent
Will

Match
+

Corporate Culture
Fit

Implement the model

RE- CONNECT WITHY YOUR STORY

Written
Spoken
Body language

IDENTIFY BIAS & STEREOTYPES TOWARDS YOURSELF AND OTHERS

Blind Interviews
IAT Test

AWARENESS OF IMPACT OF UNCONSCIOUS BIAS & THE RELATIONSHIP WITH OUR STORY TO IDENTIFY OUR POTENTIAL

Report

TOOLS, COACHING AND CHANGING BEHAVIOUR IN DAILY LIFE TO CONNECT WITH THE PERSON

Inclusion nudges

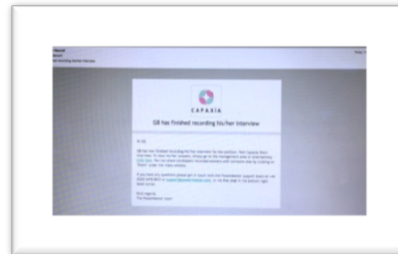
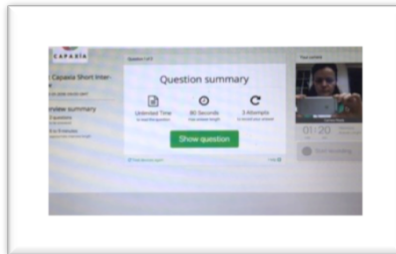
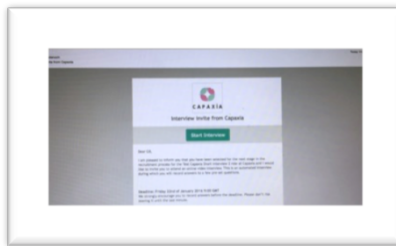
First Stage
On- line + in person

Second Stage
In Person

Software- screenshots

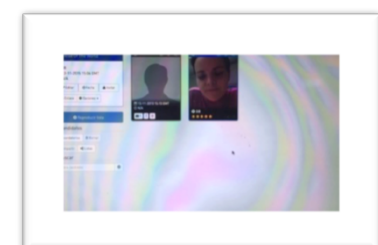
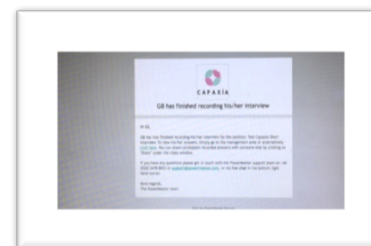


Candidate Experience



Video Interview

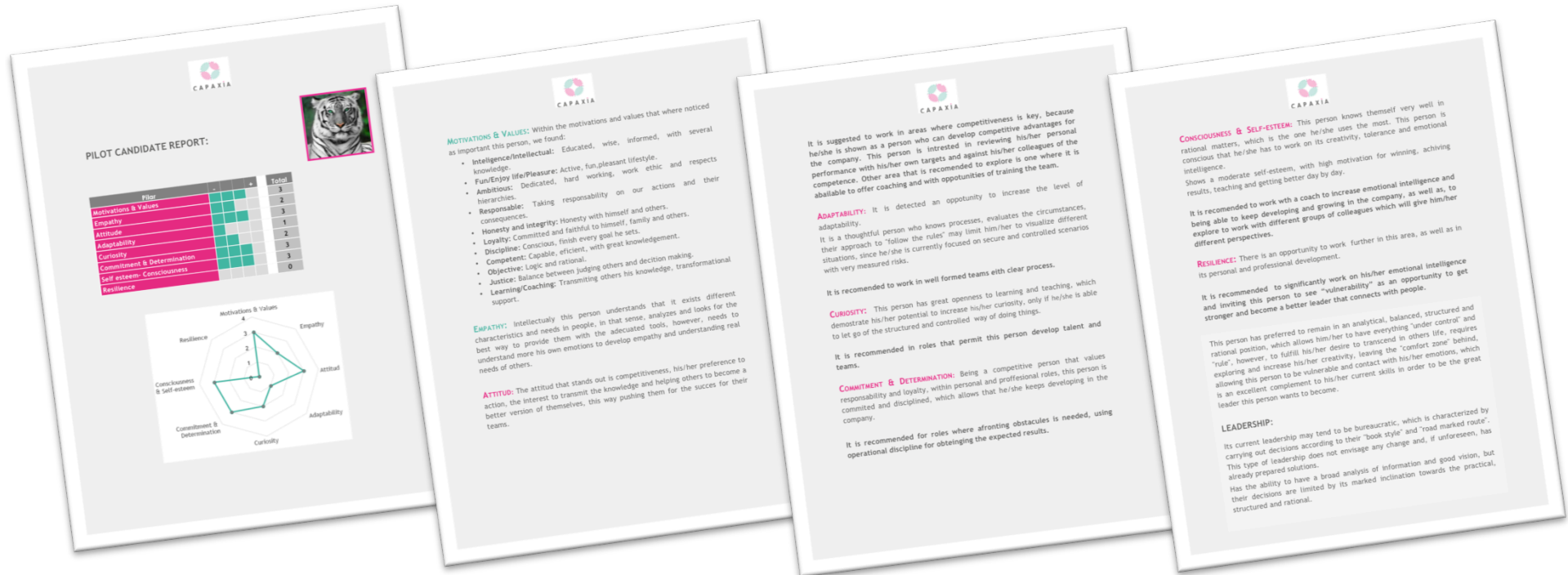
Recruiter Experience



Blind Screening

After Screening

Report back





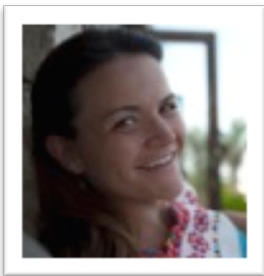
**KEEP
CALM
AND SHOW
YOUR
TALENT**

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TEAM



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Mexican- British*



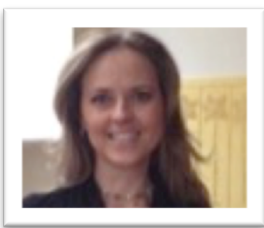
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