



In a world where who you believe is becoming more important than what you believe, addressing our unconscious biases can be the difference between cultures that thrive—and those that quietly discriminate.



Dr Roze Phillips
CEO Abundance At Work

“Belief isn’t neutral. It grants power. It withholds protection. It determines whose pain is valid.

It shapes who gets heard in meetings. Who gets promoted. Who is protected, and who is punished.

That’s why unconscious bias isn’t just a cognitive flaw. It’s a business and justice issue.”

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Rewiring workplace cultures

Every year on April Fool’s Day, we brace ourselves for a laugh. A trick email. A prank in the office. A cheeky news headline

But what about the lies we don’t see coming? The ones we believe without blinking. The ones that aren’t funny at all. Those are the ones worth talking about.

Because gullibility—that uncomfortable word we like to assign to other people—isn’t about intelligence. It’s about how humans are wired. It’s about how we choose to believe.

And if we don’t pause to reflect on *why* we believe what we do, and *who* we instinctively trust, we risk being led by bias instead of clarity.

Trust: Humanity’s Original Operating System

Contrary to popular belief, humans didn’t evolve to seek truth. We evolved to seek safety, and safety came from *belonging*. In the middle of a storm, a hunt, or a war, it was the tribe that ensured survival.

Truth? That was a luxury. Something to consider *after* you made it out alive.

So we learned to trust people who looked like us, sounded like us, or held power in the group. We trusted quickly, without question. It saved time. It saved lives. But centuries later, we’re still operating with the same mental shortcuts—in boardrooms, on social media, and in our most critical decisions.

The Problem: Our Bias Wears a Friendly Face

In today’s world, trust has become the backdoor through which manipulation enters. Not because people are foolish, but because our deepest need—to belong, to feel seen, to feel safe—is still in charge.

That’s what cult leaders, fake news outlets, populist politicians, and corporate spin doctors understand. They don’t have to convince you with facts. They just have to speak your emotional language. Make you feel part of something bigger. Mirror your identity. Confirm your bias.

And when that happens? Facts bounce off. Logic gets blurry. And before long, the lie feels more believable than the truth.

Who We Believe Is Often More Important Than What We Believe

Here’s the uncomfortable truth: our brains trust the familiar. The powerful. The dominant.

We believe the senior over the subordinate. The rich over the poor. Men over women. White over Black. Not because it’s right. But because it’s conditioned.

This is why it is *unconscious* bias – when people do not see you, they see an idea of you. And until we confront this bias—not with shame, but with awareness—we will keep mistaking prejudice for proof.

Belief isn’t neutral. It shapes who gets heard in meetings. Who gets promoted. Who is protected, and who is punished. Belief is both a business and justice issue.

Building the Pause Into Culture

So how do we unhook from this unconscious programming?

It starts with one small, radical act: **the pause.**

- **Pause before you believe.** Ask: Do I trust this because it’s true, or because it feels familiar?
- **Pause before you dismiss.** Ask: Why do I doubt this voice? What does that say about my filters?
- **Pause before you follow.** Ask: Is this person asking me to think—or to obey?

At Abundance At Work, we call this the move from autopilot to awareness, from reaction to reflection. It’s how we begin to create workplaces that are not just productive, but principled. Not just fast, but fair.

Final Thought: April Fool’s As a Mirror

This April Fool’s Day, go ahead and laugh at the prank. Enjoy the fun.

At the same time, guard against the bias in your own mind. Take a moment to reflect on the deeper joke—the one we all fall for:

The real joke is how rarely we pause to question what we believe—and who we believe.

When we do that work, we stop being passive recipients of culture. We become co-authors of it.

And that’s when the real work — the work of building abundant, inclusive, critically conscious workplaces—truly begins.