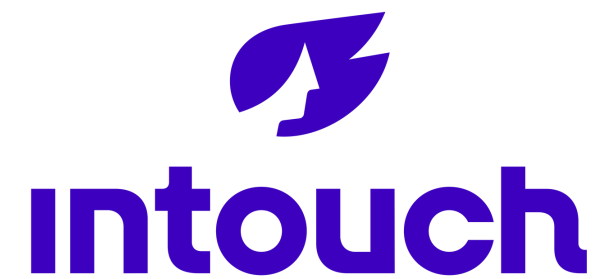


# Unconscious Gender Bias

The new era of inclusive workplaces

**intouch**

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



(vendor since 2021)

for



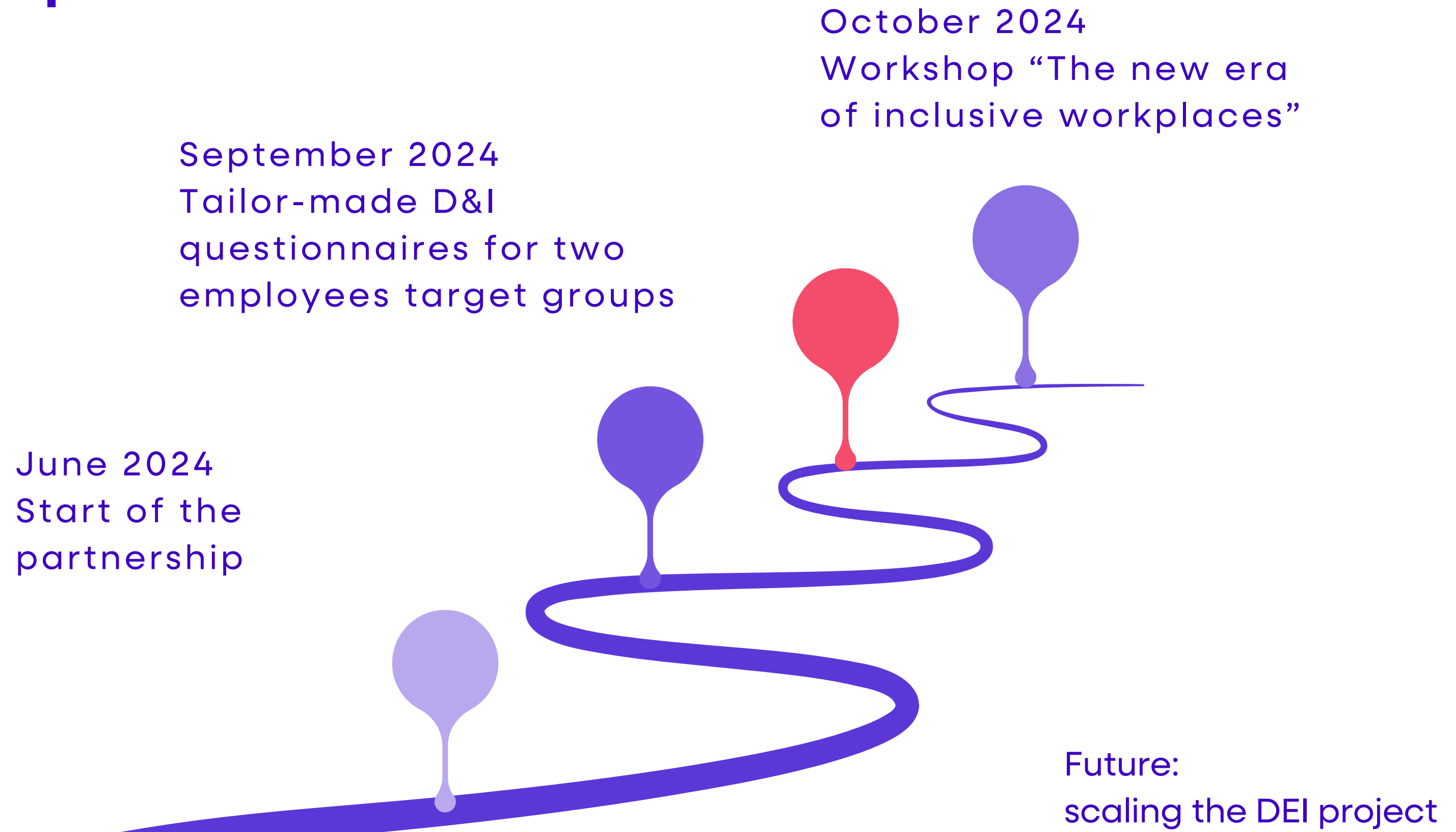
HQ: Amsterdam, Netherlands  
Industry: Biotechnology  
Research

founded in 2017 as a spin-out of



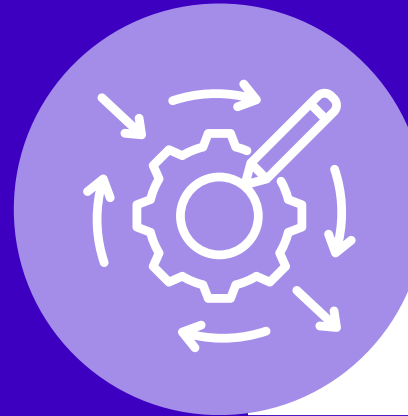
UNIVERSITY OF  
OXFORD

# Partnership Timeline





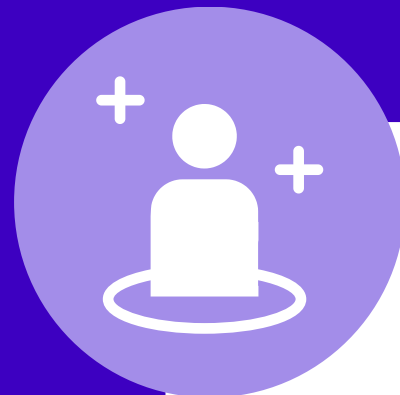
# Why?



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





# 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

”

“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 Selected Clients



# Your Trainer

I've given workshops and keynote speeches for 10.000+ people and 100+ organisations from all around the world, including Oracle, ASML, Geneva Business School, Janssen&Janssen, Atlascopco, PACCAR, Maersk, Rabobank, Mercedes Benz, Deloitte and Accenture.

My goal is not to show how much I know – or entertain the audience. It is to educate, engage and empower your audience and help you achieve your business objectives, whether that's developing more inclusive and strategic leaders, helping women to strategically navigate their career, or enabling organisation to transform into a truly inclusive workplace.

In my workshops and keynote speeches, I use interactive and practical approach, filled with humour and based on latest academic research, real workplace examples, personal experience of me and my business partners; and leading management literature.

Your audience will leave the room (or close their computer in case of a virtual event) with a smile, several eye openers and hands-on, practical tips that they can put to use right away.

I look forward to partnering with you,  
Mira Vasic







## About Me

Dr. ing. Mira Vasic helps individuals to develop their strategic leadership skills and organisations to become truly inclusive. She is an expert on topics of female leadership and gender-diversity. Mira is a frequently asked international keynote speaker and was teaching IEMBA courses for Geneva Business School. She is a Senior Partner and co-owner of 'In Touch Female Leadership & Career Academy' and has a tremendous passion for empowering women.

In the past 15 years, Mira has been working as a researcher and consultant for both commercial and governmental sectors in Serbia, Spain, Greece, Italy and the Netherlands. She also holds a PhD in Structural Engineering from Politecnico di Milano (2015) and fluently speaks 4 languages. Her value is her enthusiastic approach and her great sense of humour.



# Thank You



**In Touch female career academy**

**Mira Vasic, Co-owner & Senior Partner**



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