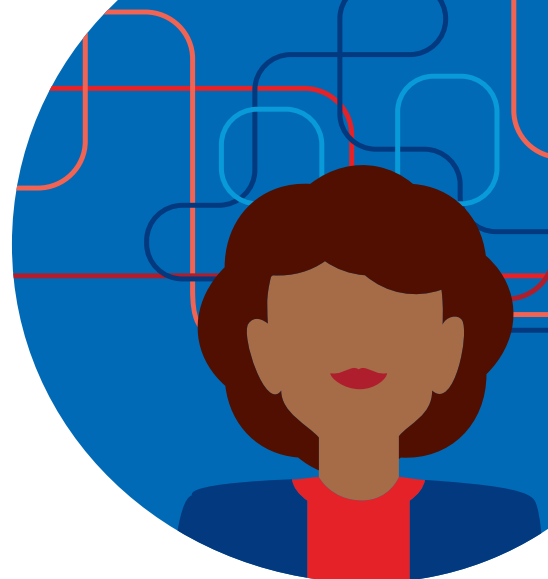




DECIDE

The Neuroscience
of Breaking Bias®



Break Unconscious Bias in Your Organisation

DECIDE is a research-based solution that features easy-to-digest tools to help managers and employees immediately make more informed, effective, and confident decisions when it matters most. This program consists of a three-step process for mitigating bias in a way that has never been seen before:

LABEL

Identify what type of unconscious bias you may be experiencing

MITIGATE

Implement strategies to mitigate the impact of bias

ENGAGE

Implement strategies to engage your team

If You Have a Brain, You Have Bias

Biases are deeply ingrained, nonconscious drivers that heavily influence every decision or judgment we make. While they enable us to make decisions efficiently, they blind us to new information and inhibit us from considering valuable options when making important decisions.

DECIDE is an effective solution for breaking bias at scale because it's designed to remove bias from the process, not the person.

Knowing About Bias Isn't Enough

Conventional wisdom says that teaching people about bias will help them stop being biased, but research in cognitive neuroscience has shown that knowing about bias isn't enough.

The SEEDS Model®

Working with a team of neuroscientists, we identified common processes that drive 100+ biases in the brain, ultimately organising them into five categories. We then created mitigation strategies to serve each category.



Brain-Based Bias Mitigation Strategies

DECIDE employs two evidence-based strategies to ensure success:



If-Then Plans

Breaking bias in everyday decisions and interactions



Decision Guides

Three-step protocols for key people and business decisions



NeuroLeadership
INSTITUTE

neuroleadership.com

Solution Overview



Research Summaries
for a deeper dive into
the brain science



Practice Tools
to support habit formation
through practice



Decision Guides
for guided application to
real workplace decisions



Activities
for long-term sustainment
and learning

Digital Learning Solution (DLS):

Bite-sized audio and video
content delivered across
four weeks to thousands of
managers at a time

High Impact Virtual Experience (HIVE):

Three 90-minute sessions using
NLI's HIVE (High Impact Virtual
Experience) methodology,
impacting hundreds to
thousands of participants

In-Person Workshop:

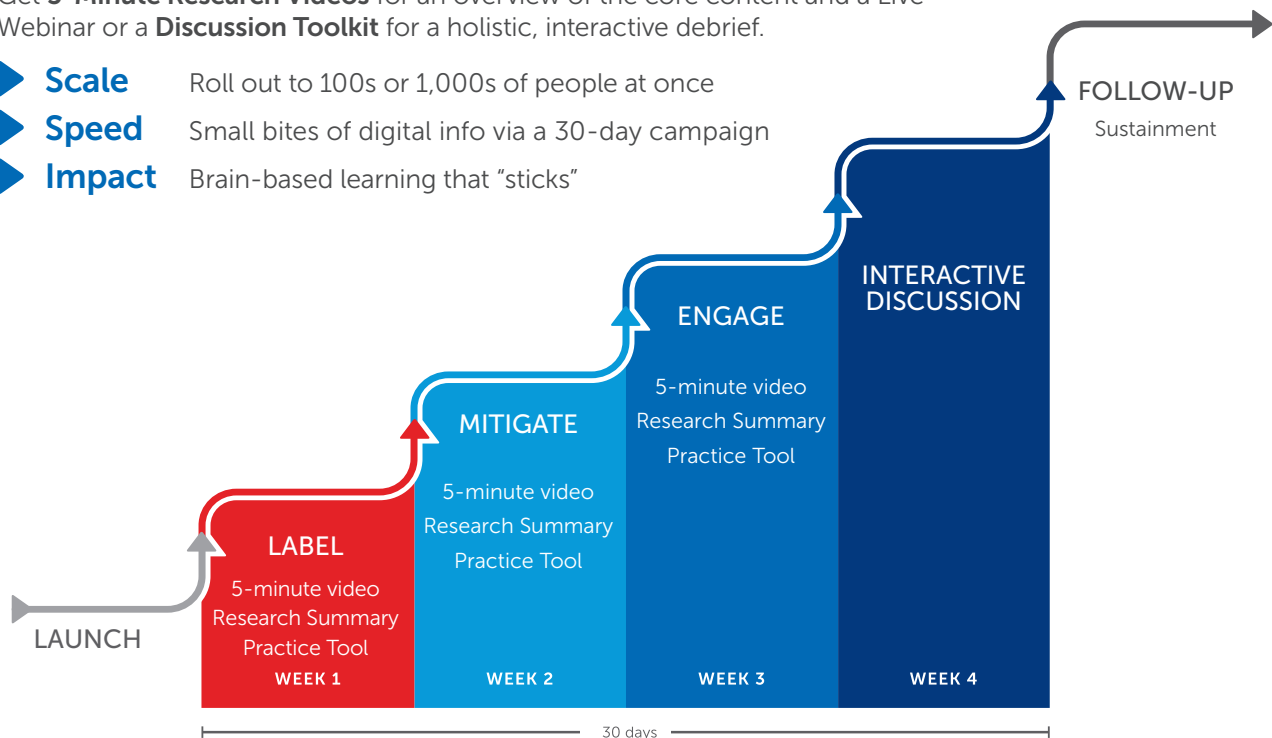
Expert-led, generative learning
experiences, offered as a half-
day session with tailoring options
to fit your organisation's needs

30 Days to Integrate

The **DECIDE** Digital Learning Solution seamlessly integrates
into your organisation and turns these essential skills into sustainable habits.

Get **5-Minute Research Videos** for an overview of the core content and a Live
Webinar or a **Discussion Toolkit** for a holistic, interactive debrief.

- ▶ **Scale** Roll out to 100s or 1,000s of people at once
- ▶ **Speed** Small bites of digital info via a 30-day campaign
- ▶ **Impact** Brain-based learning that "sticks"



For more information



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