



# DIFFERENTIATE

The Neuroscience of Effective Evaluation



## Assess Performance Accurately

**DIFFERENTIATE** helps managers in your organisation to make informed, accurate, and fair evaluations of employee contributions. This program provides a three-part strategy to mitigate unconscious bias in assessment, and communicate those decisions effectively, at scale:

### GATHER THE RIGHT DATA

Start with the Right Information

### MAKE AN INFORMED RECOMMENDATION

Accurately Evaluate Information You Have Gathered

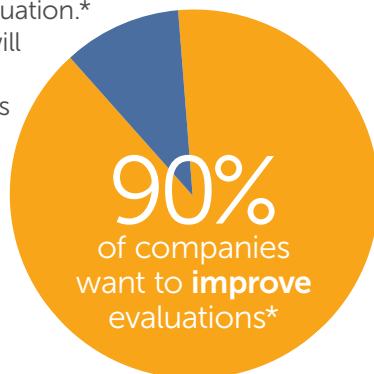
### COMMUNICATE FOR POSITIVE IMPACT

Minimise Threat to Focus on Development

## Assessment is Challenging

Research shows that two-thirds of employees receiving the highest performance scores are not actually the highest performers. Because of this disconnect, nearly 90% companies want to improve their approach to evaluation.\*

To do so, managers will need to learn how to keep unconscious bias from undermining their judgement.



## Mitigate Bias in Evaluation

The NeuroLeadership Institute developed The SEEDS Model® to help managers label and mitigate bias.

**DIFFERENTIATE** leverages The SEEDS Model® to support managers to both gather the right information and weigh that information accurately, allowing them to get a complete picture of performance



Similarity Bias



Expedience Bias



Experience Bias



Distance Bias



Safety Bias

## Communicate Decisions

Performance evaluations are often highly threatening and it's important for managers to keep employees in the right mental state. The SCARF Model® outlines the five domains of social threat and reward: Status, Certainty, Autonomy, Relatedness, and Fairness. **DIFFERENTIATE** teaches managers how to mitigate threat and create reward in each of these domains, priming employees' brains to effectively process information and support future growth.

\*CEB Corporate Leadership Council, 2012



**NeuroLeadership**  
INSTITUTE

[neuroleadership.com](http://neuroleadership.com)

## Solution Overview



**Research Summaries**  
for a deeper dive into  
the brain science



**Practice Tools**  
to support habit formation  
through practice



**Guides**  
for guided application to  
real workplace scenarios



**Activities**  
for long-term sustainment  
and learning

### Distributed Learning Solution (DLS):

Bite-sized 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:

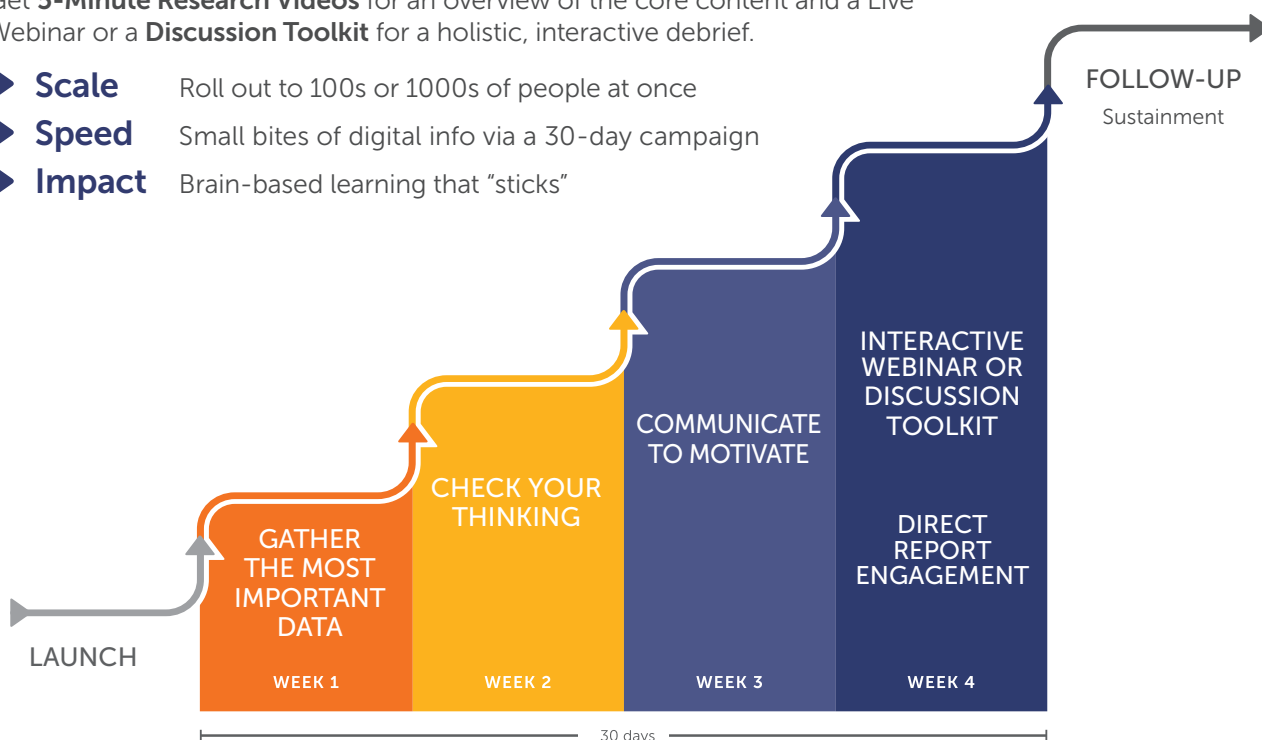
Expert-led, generative  
learning experiences, offered  
as a full-day session with  
tailoring options to fit your  
organisation's needs

## 30 Days to Integrate

The **DIFFERENTIATE** Distributed 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 1000s 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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