



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

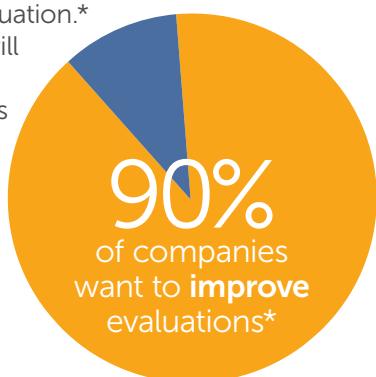
Accurately Evaluate Information You Have Gathered

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



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

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:

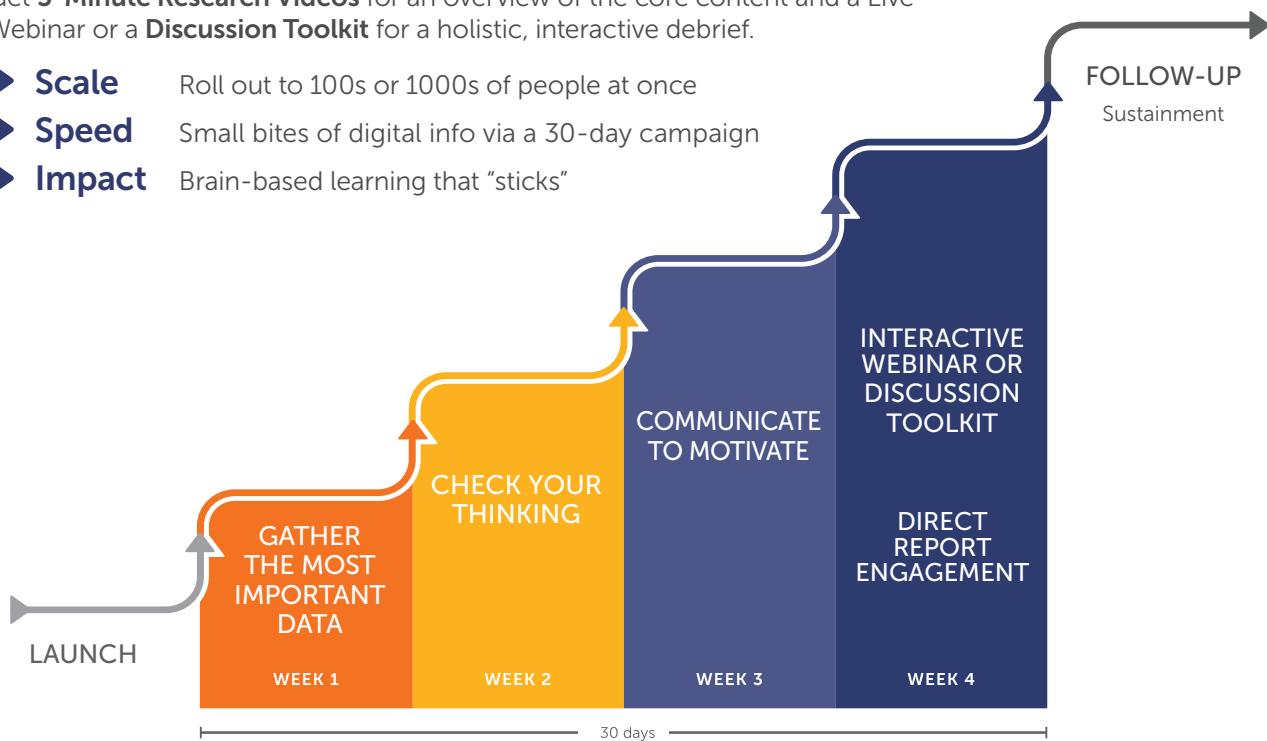
Expert-led, generative learning experiences, offered as a full-day session with tailoring options to fit your organisation's needs

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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