



DECIDE

The Neuroscience of Breaking Bias



Break Unconscious Bias in Your Organization

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:



If You Have a Brain, You're Biased

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 cure them of their bias, but research in cognitive neuroscience has shown that knowing about bias isn't enough. We must also actively deploy strategies to reduce its effect.

The SEEDS Model®

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

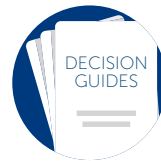


Brain-Based Bias Mitigation Strategies

DECIDE employs two evidence-based strategies to ensure success:



If-Then Plans
Reduce bias in everyday decisions and interactions



Decision Guides
Three-step protocols for key people and business decisions

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

Integrated Learning Solution (ILS):

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

In-Person Workshop:

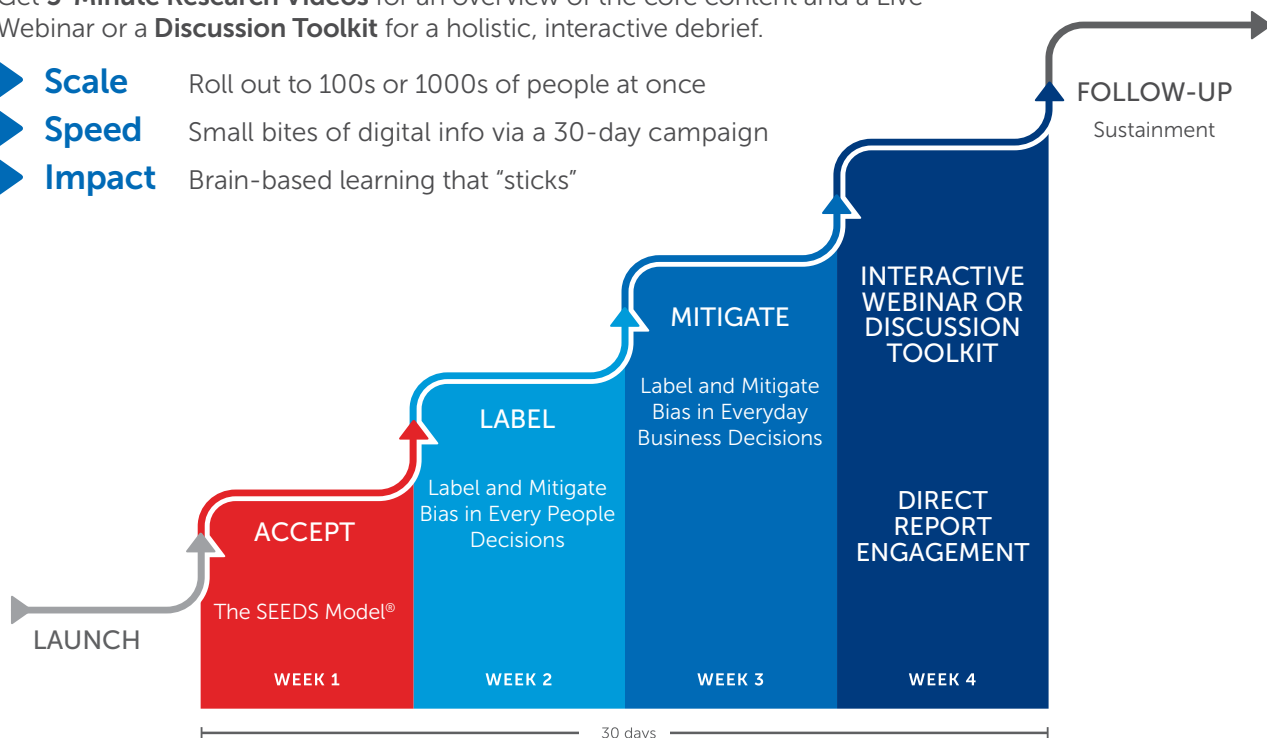
Expert-led, generative learning experiences, offered as a half day session with tailoring options to fit your organization's needs

30 Days to Integrate

The **DECIDE** Digital Learning Solution seamlessly integrates into your organization 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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