



# IMPROVE

The Neuroscience  
of Better Feedback®



## Build a Culture of Feedback

**IMPROVE** is a solution to help the people in your organization share and receive feedback in a way that is less threatening and feels more “normal” and comfortable. This program provides a three-part strategy to support individual improvement and growth at scale:

### ASK FOR FEEDBACK

Explicitly, Broadly, and Often

### WHAT TO BUILD ON

Create a Toward State

### WHERE TO REFOCUS

Identify Specific Behaviors  
and Strategies

## People Need to Grow Faster Than Ever Before

Research suggests that frequent, targeted feedback is essential for top performance. The most engaged employees receive feedback *at least once per week*.<sup>\*</sup> Only by seeing your work from another point of view, through feedback, can you begin to see the complete picture. Unfortunately, few people are getting the kind of feedback they need to grow.

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employees receive  
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once per week.\**



## Why Ask?

Asking for feedback helps regulate the brain's threat response by increasing people's sense of status and control. In addition, people can feel more comfortable sharing their viewpoint when it has been asked for and know it will be welcomed.

**IMPROVE** provides employees and managers with easy-to-recall habits to maximize the effectiveness of asking for viewpoints. It also provides a simple framework for understanding what happens in the brain when feedback works, and how we can share feedback for maximum impact.

*Can I please  
get some  
feedback?*



**NeuroLeadership**  
INSTITUTE

<sup>\*</sup>Gallup Business Journal, June 2016

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## Solution Overview



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



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



**Feedback Guides**  
or 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

### 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:

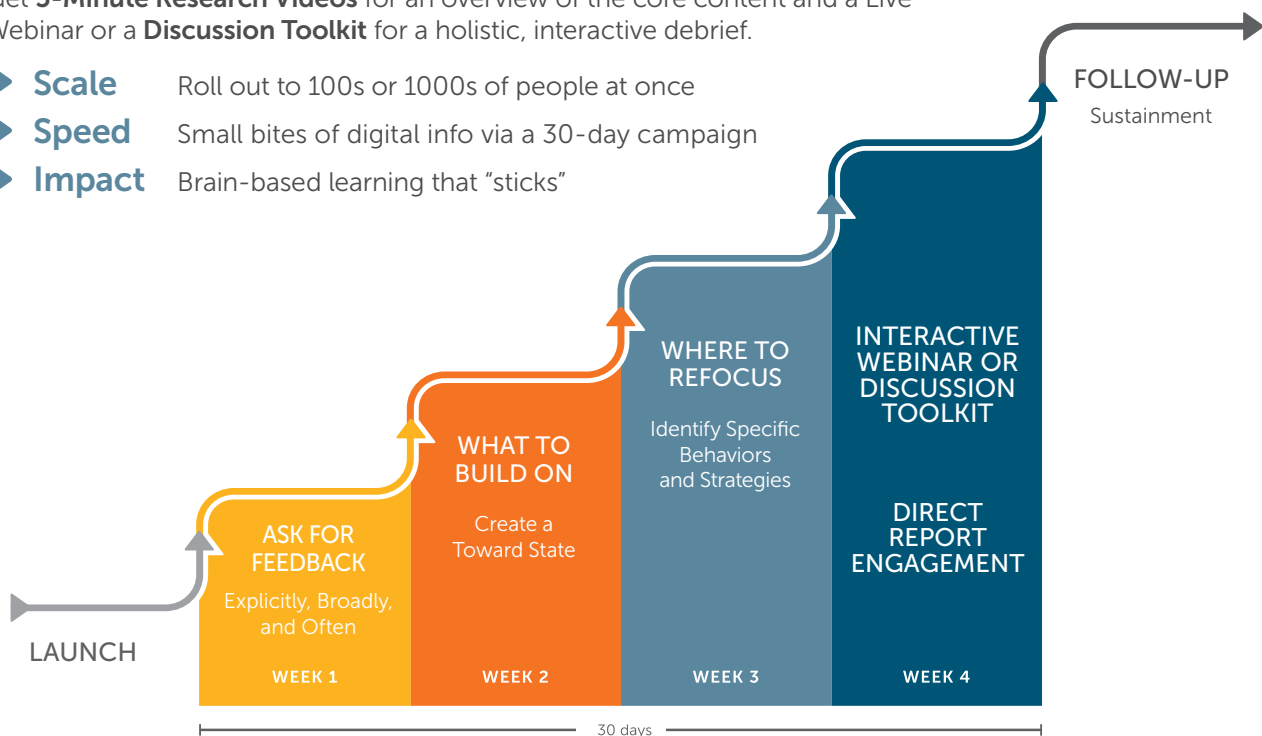
Expert-led, generative learning  
experiences, offered as a full-day  
session with tailoring options to  
fit your organization's needs

## 30 Days to Integrate

The **IMPROVE** Distributed 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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