



DIFFERENTIATE

The Neuroscience of Effective Evaluation



Assess Performance Accurately

DIFFERENTIATE helps managers in your organization 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 MOST
**IMPORTANT
DATA**

Start with
the Right Information

CHECK YOUR
THINKING

Accurately Evaluate
Information You Have Gathered

COMMUNICATE
TO MOTIVATE

Minimize 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% of companies want to improve their approach to evaluation.*

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



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 extremely stressful so 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 decrease threat and move toward 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

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:

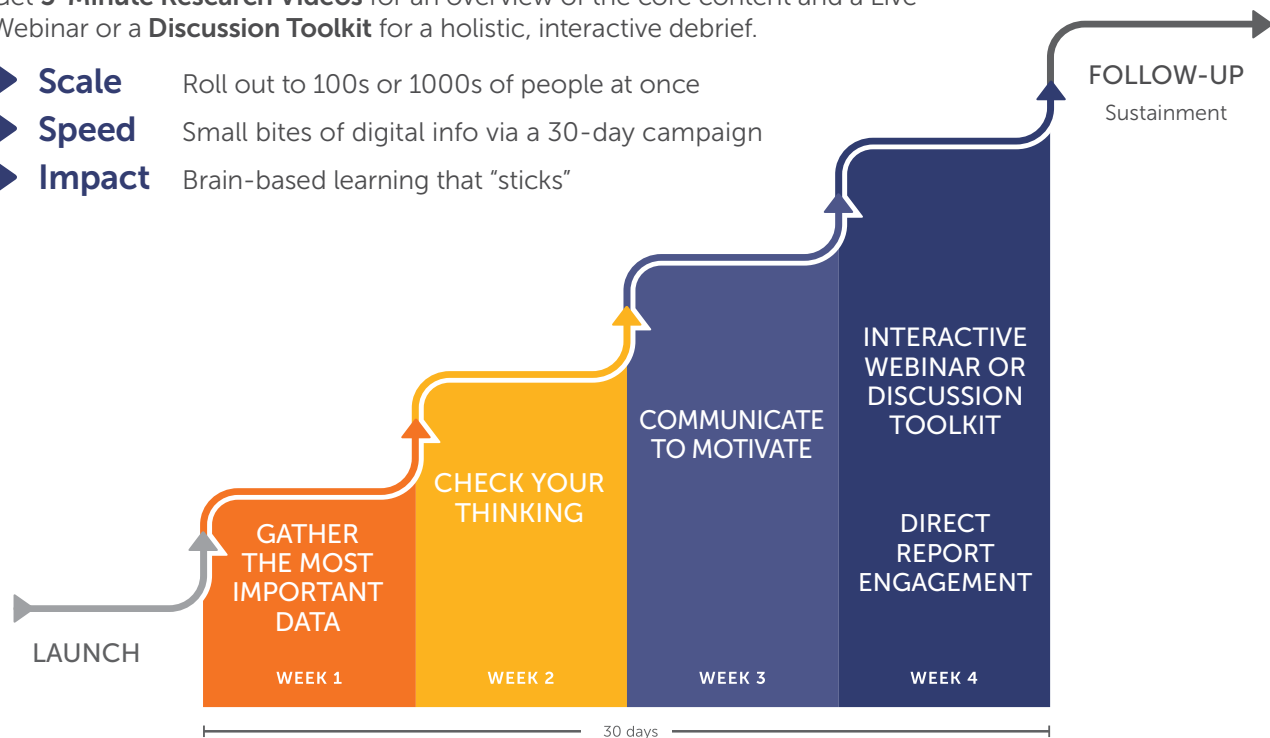
Expert-led, generative learning experiences, offered as a half day session with tailoring options to fit your organization's needs

30 Days to Integrate

The **DIFFERENTIATE** 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



North America
e: northamerica@neuroleadership.com | p: +01 (212) 260 2505



Europe, Middle East, and Africa
e: emea@neuroleadership.com | p: +44 (0) 845 456 3493



Asia Pacific
e: apac@neuroleadership.com | p: +61 2 9300 9878

