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.

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
Gather the most important data

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

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

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”

In-Person Workshop:
Expert-led, generative learning experiences, offered as a half day session with tailoring options to fit your organization’s needs

FOLLOW-UP Sustainment

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