



# INCLUDE

The Neuroscience  
of Smarter Teams



## Promote More Creative, Connected, and Collaborative Teams

**INCLUDE** is a research-based solution to dramatically improve inclusion, collaboration, and team interactions throughout your organization. This program provides a three-part strategy to support diversity and drive inclusion at scale:

**FIND  
COMMON  
GROUND™**

Help People Feel  
That They Belong

**LIFT  
PEOPLE  
UP™**

Make People Feel Valued  
and Respected

**HELP  
CREATE  
CLARITY™**

Share Information and Help  
People Choose

### What is Diversity Without Inclusion?

Diverse organizations tend to have stronger bottom lines, but only when all employees feel respected and valued. That's where inclusion comes in. Organizations that promote inclusiveness unlock collective intelligence to become more creative and collaborative.

### Send the Right Social Signals

The subtle signals we send others every day generate feelings of either inclusion or exclusion. Even a subtle comment or action can unintentionally trigger a social threat, causing a team member to feel excluded or to completely disengage. Our research shows that if you aren't actively including, you are accidentally excluding.

**INCLUDE** gives employees and managers an easy to recall inclusion framework, based on the ground-breaking SCARF® Model, equipping them to dramatically improve their interactions and foster stronger working relationships in real-time.

