DECIDE
The Neuroscience of Breaking Bias

CASE STUDY

CLIENT CHALLENGE

A leading global financial services company, with 54,000 employees worldwide, found that unconscious bias was negatively impacting business decisions and talent decisions across the enterprise. The company needed a scalable solution to **effectively mitigate bias** to support its business goals.

IMPLEMENTATION

The company selected the NeuroLeadership Institute's DECIDE Digital Learning Solution for improving business and people decisions, for a pilot rollout with 311 managers across three business divisions. The pilot achieved **"outstanding" results**. The company is now expanding the program to other business areas.

RESULTS

99%	92%	89%	99%	99%
understand bias better	actively use DECIDE guides	mitigate bias in real time	report better decision-making	recommend DECIDE to other leaders

*Based on representative sample of participating post-initiative surveys of pilot participants and their direct reports

NeuroLeadership
INSTITUTE

THE SCIENCE

If you have a brain, you're biased
Biased decisions stem from nonconscious brain processes
we can't "control." Everyone is subject to them.

Bias is a process problem, not an awareness problem
Awareness training may fulfill compliance requirements but
on its own doesn't deliver lasting behavior change.

To mitigate bias, we need simple, real-time tools
NLI's DECIDE Solution is the first approach to actually mitigate bias
in people and business decisions—by simplifying the complex
neuroscience of cognitive bias into real-time tools.

> **DECIDE is something all leaders and decision-makers need to take part in."**
>
> *—Manager participant*

ABOUT DECIDE

4-WEEK
scalable program for mitigating bias
in business and people decisions
across your organization

**The DECIDE Digital Learning Solution
combines two game-changing innovations:**

The SEEDS Model® is the first and only framework to
classify the 100+ known cognitive biases into an easy-to-remember
tool for practical, real-time decision-making.

NLI's Digital Learning Solution (DLS) combines
bite-sized modules (only 2.5 hours over 28 days, per participant) into
a **massively scalable** platform.
(One client used DECIDE to reach over a million employees.)

Our DLS platforms build on the latest neuroscience research on
optimal learning, to create **foundations for lasting behavior change**.

**The science-backed approach to diversity & inclusion
Take bias out of processes, not people**

For more information, please email: solutions@neuroleadership.com