

Case Study:

How a Fortune 500 Tech Company Used Brain Science to Increase Inclusiveness



The Organization:

Fortune 500 Tech Company

Innovating at the very boundaries of technology, the client is one of the world's largest technology companies. Beyond its commitment to harnessing the latest advances in programmable solutions, the client is a leading force on policy, diversity, inclusion, education, and sustainability.



Over 80,000 employees trained

The Situation:

High employee attrition among women and minorities

In 2015, after identifying their people as their core competitive advantage, the client pledged millions of dollars to a diversity initiative. The decision was driven by data showing that although the client was successfully attracting diverse talent, it had trouble retaining them. Engagement surveys revealed that minority employees felt excluded, and women leaving the company cited struggles with the glass ceiling. To address the problem, the client committed to comprehensive representation of women and minorities and pledged to reduce its rate of attrition.

Custom learning solutions



Practice areas:

- Diversity & Inclusion



Solution methods:

- Thinking partnership
- Custom solution development
- Live workshop delivery
- TTT for internal delivery

The Solution:

Brain-based strategies to increase inclusiveness

Committing to meaningful change through diversity and inclusion (D&I) initiatives, the client sought out an innovative thinking and consulting partner, ultimately selecting the NeuroLeadership Institute (NLI) based on the strength of their D&I practice and commitment to brain-based, outcome-driven methodologies.



NLI began by outlining an internal strategy for the client and a common D&I language. Next, they designed a company-wide inclusion initiative composed of three custom learning solutions, each tailored to a different audience:

Program One

A digital learning solution for all employees making the human and business case for diversity. The program emphasizes insight generation in social situations and implementation of behaviors promoting a trusting, inclusive culture.

Program Two

A digital learning solution for all managers teaching leaders how to build inclusive behaviors and teams. Program 2 empowers managers to lead teams in which every voice is heard and everyone focuses on working together to grow the business.

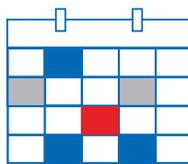
Program Three

Provides the client's employees with strategies to excel day-to-day, expand their networks, and advance their careers. The training includes nine self-guided webinars, a three-hour workshop, and an interactive, face-to-face experience empowering employees to plan their career trajectories and build meaningful networks.

Although Program 3 was originally designed for underrepresented employees, focus group feedback was so positive that the client expanded it to encompass all employees, thereby ensuring company-wide career development support.

More recently, a train-the-trainer program, in which NLI facilitators taught internal client trainers how to deliver the course, enabled the client to deliver Program 3 at scale. Finally, an unconscious bias workshop provided thousands of managers with specific bias mitigation tools for both people and business decisions.

80,000 employees positively impacted within **18** months



The Result: A more inclusive culture with opportunities for everyone

Within 18 months of initiating its partnership with NLI, over 80,000 of the client's employees were uplifted through engaging learning experiences, practical research, and impactful tools that drove meaningful, inclusive behavior change. This behavior change, in turn, has enabled a larger, company-wide cultural shift promising to help the client achieve its overarching D&I goals by 2020.

Here's what participants are saying about the program:

"The facilitators were fantastic and really made the course energizing for all! The delivery team did an amazing job and the entire day went perfectly smoothly!"



90% agree or strongly agree that the online course was a worthwhile investment in their career development.

96% agree or strongly agree the online course delivery method was effective.

Here's what the client's core team members are saying about partnering with NLI:



"The core team did an outstanding job of putting this entire program together between the online course and the face-to-face course with top-notch content!"

"The NLI team walks the talk. They were much better to work with than other consulting firms. I felt that my opinion and viewpoint were valued."

"Great content, a lot of good continuous innovation as challenges were thrown at us."