



DECIDE

The Neuroscience
of Breaking Bias

CASE STUDY



THE 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%

understand
bias better

92%

actively use
DECIDE
guides

89%

mitigate bias
in real time

99%

report better
decision-
making

99%

recommend
DECIDE to
other leaders

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



NeuroLeadership
INSTITUTE

A NeuroLeadership Institute Scalable Learning Solution

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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



4-WEEK

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

ABOUT DECIDE

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**