



DECIDE + INCLUDE

Major American Healthcare Company

Learning Pathways change habits at scale



Impact

97% of participants said they continued to use tools after the program

Scale

1,000
managers

Speed

Deployed over
7 months

The challenge

Data suggests that the most ethnically diverse and gender-equal firms are more likely to beat their industry averages than homogeneous companies. Recognizing this market advantage, a major American healthcare company looked to uplift employee decision-making, reduce bias, and promote greater team inclusion.

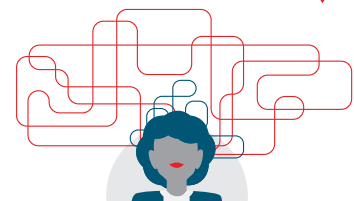
The organization understood the value of diversity, but lacked the tools to mitigate unconscious bias or create an inclusive work environment where everyone felt like they belonged.

The science

- Bias affects everyone's decision-making, but certain strategies can mitigate the role bias plays.
- Social threats register in the brain just like physical threats, impairing cognitive function.

"By knowing about these types of biases, I can continue to mitigate them by using the strategies learned from the training."

- Manager Participant





DECIDE

The Neuroscience
of Breaking Bias



INCLUDE

The Neuroscience
of Smarter Teams

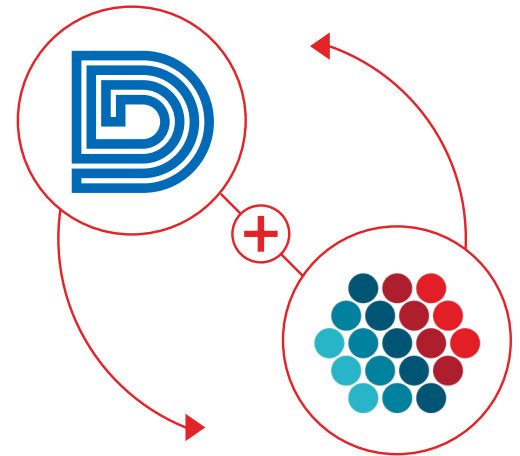
DECIDE + INCLUDE: How It Works

- **Weeks 1 to 3:**
Participants watch three 5-minute videos in small groups before using discussion toolkit.
- **Week 4:**
Participants attend an interactive webinar to cement learning.

The solution

The NeuroLeadership Institute partnered with the organization to roll out a dual-solution called a Learning Pathway. The solutions are known as DECIDE: The Neuroscience of Breaking Bias, and INCLUDE: The Neuroscience of Smarter Teams.

When delivered together, the products reinforce a common language and coherence, which help teams collaborate better with one another and make less biased decisions as groups or individuals than if rolled out separately.



86%

of participants
reported applying
what they learned in
meetings



78%

of managers use
strategies for
mitigating bias at
least once a week

The results

In just seven months of engagement, NLI helped 78% of managers use strategies for mitigating bias at least once a week. Follow-up surveys also showed 86% of participants were applying what they learned in team meetings, and 75% were using what they'd learned in the sessions with their direct reports.

Participants reported that the materials were easy to digest, despite a rigorous amount of science involved. Since the programs were memorable, participants found themselves having an easier time spotting moments where they could use the insights, such as mitigating expedience bias by looking for less obvious solutions, or uplifting team members by calling out wins and boosting their sense of status.

The range of new tools has equipped the company to transform its culture one decision at a time.