

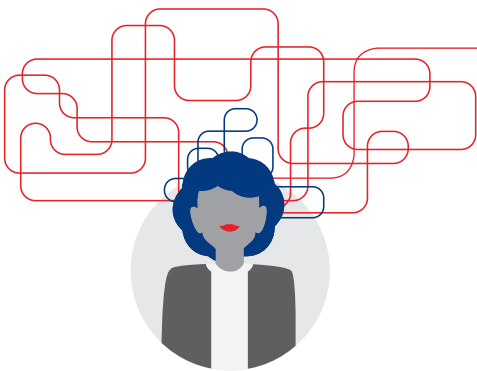
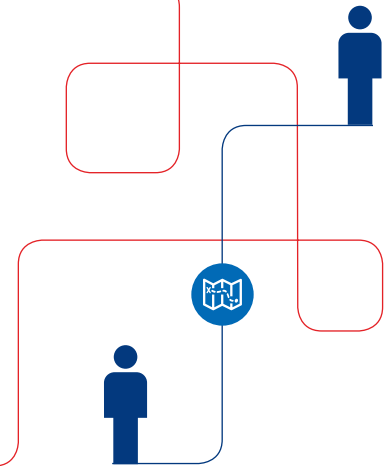
How Government and Consumer Financial Companies Learned To Break Bias

Learning to DECIDE better

Leaders in three companies stopped following gut feelings, slowed down, and started making decisions based on evidence. In one company, a manager realized that a remote worker had been overlooked for certain projects due to distance bias, or the human tendency to discount people far away from you.

The experience taught both the manager and the employee an essential fact about how people work: If you have a **brain**, you're **biased**.

They discovered this in **DECIDE: The Neuroscience of Breaking Bias**, the NeuroLeadership Institute's digital learning solution for recognizing and mitigating bias. In this case study, we will examine three companies using the research-based strategies from **DECIDE** to call out bias and make sounder, more rational decisions.



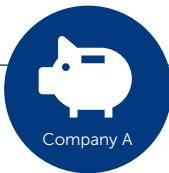
About DECIDE

Unconscious biases are the automatic, unintentional shortcuts our brains take when making decisions to save mental energy. These biases are biologically designed to help us survive and to make decisions more efficiently. When it comes to people and business, unconscious bias can lead to less than optimal decisions and bad investments.

DECIDE is a 30-day Digital Learning Solution. In weeks 1-3, participants watch a 5-minute video, accompanied by easy-to-use tools. In the fourth week, learners participate in an interactive, facilitated webinar or team discussion led by their manager.

About the clients

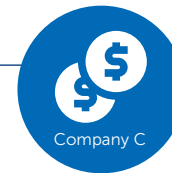
While the three companies chose **DECIDE** for different organizational reasons, they share a common desire to pick a credible product, grounded in science.



An international bank offering commercial loans as well as banking and savings services. Their goal was to educate technical people leaders about unconscious bias.

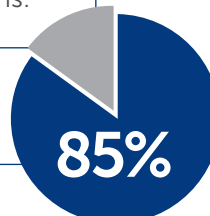


A US Federal policy and regulations group that wanted to help executives make better, less biased decisions.



A Canadian, member-owned banking cooperative that implemented a new organization value of inclusion and used **DECIDE** to lay the foundation for a cultural shift.

Though these companies occupy different sectors of finance, they're all seeing real results



of participants are applying concepts and principles of **DECIDE** at least once a week.

REAL RESULTS and REAL BEHAVIOR CHANGE

Bias is a sensitive subject—many people assume that being biased is a character flaw, rather than a consequence of simply having a brain.

DECIDE helps participants step back to reflect on how biases might be manifesting in their work. Two weeks after participating in **DECIDE**, 85% or more of managers reported that they accepted brains are biased.



Participants using The SEEDS Model® to discuss unconscious bias

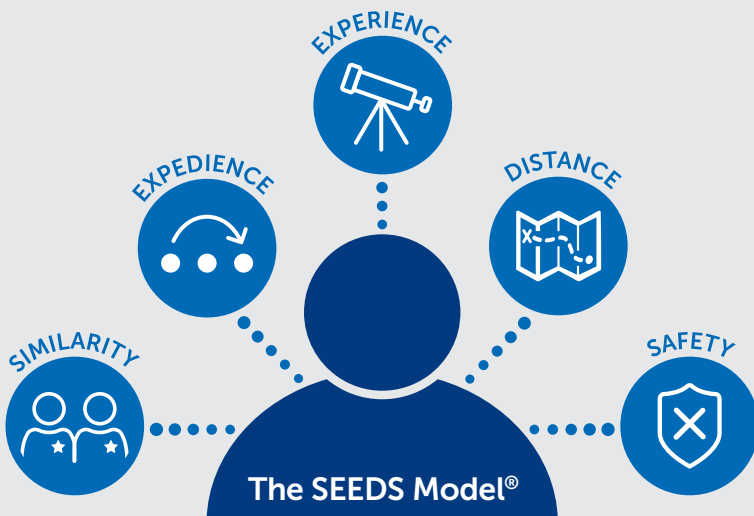
Discussing or calling out bias at work can be uncomfortable. So **DECIDE** categorizes over 100+ unconscious biases into The SEEDS Model®, which provides a common language employees/managers can use for discussions with peers that helps everyone understand unconscious biases and label them when they come up.

Many report slowing down when making key decisions, like hiring a new employee, to weigh different perspectives and gather evidence rather than making quick, gut decisions.

Ultimately **DECIDE** creates real behavior change, instead just raising awareness about what bias is.



Participants deliberately using strategies learned in the program to mitigate unconscious bias



Similarity bias: Perceiving that those who are like us are better than others; behaving more favorably towards others who are similar

Expedience bias: Making decisions based on the information that comes to mind quickly, rather than gathering more evidence

Experience bias: Over-relying on current knowledge to make decisions

Distance bias: Assigning more value to people and investments that are closer in space and time

Safety bias: Giving more weight to potential negative outcomes than to positives

For more information, please email:
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