



CARE

The Neuroscience of Quality Connections

Our research-based approach to creating an affiliative, supportive workplace culture.

CARE features a suite of brain-based tools to help leaders, managers, and employees connect with others — when it matters most — by increasing their understanding of empathy. The three-step program will help participants develop skills to connect in high-quality ways:

NOTICE

Cut the noise, and find signals of underlying emotion.

UNDERSTAND

Ask questions with intent, and listen to clarify.

ACT

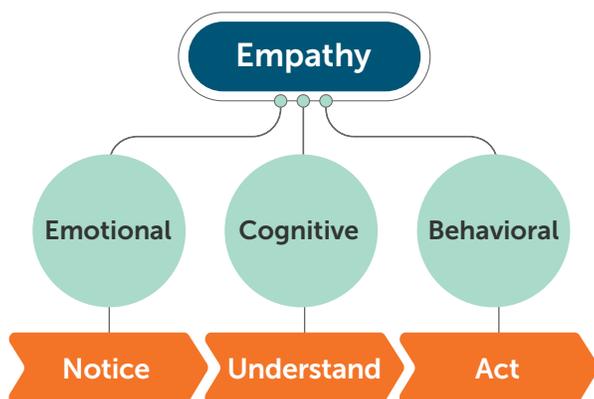
Check your intent, and make support easy to accept.

Connection begins when we stop making assumptions

- **Conventional wisdom says** empathy is one trait that you either have or you don't.
- **But research shows** it's actually three separate components: emotional, cognitive, and behavioral, each with their own challenges and traps. And with a growth mindset and behaviors that lead to habits, each can be developed.

Poor connections that fail to incorporate empathy contribute to lower performance, productivity, satisfaction, and retention. But when you lean into the power of quality connections, the impact reaches far beyond those measures. Positive emotions get amplified, biases are mitigated, and breakthroughs happen.

CARE is an effective solution for creating quality connections at scale because it's designed to reward both sides of the connection, which drives a continuously regenerative effect.



The Quality Connection Continuum™

CARE teaches the common challenges in each area and the daily behaviors employees need to be more empathetic, increasing engagement, sense of belonging, and productivity.

Emotional empathy: Notice the experience of another through proactive interpersonal **contact**

Cognitive empathy: Understand the person's experience through **curiosity** to listen and learn

Behavioral empathy: Act by offering meaningful, easy-to-accept support through **intent**

A Brain-Based Approach to Behavior Change

CARE makes it easy for leaders and employees to learn and apply the habits of empathy in interpersonal situations immediately.



CARE employs three evidence-based strategies to ensure success:



If-Then Plans

Conscious shifts that bring empathy into everyday decisions and interactions



Decision Guides

Three-step protocols for key people and business decisions



Preventive Measures

Removing barriers that create disconnects

Distributed Learning Solution (DLS):

Bite-sized video content delivered across four weeks to thousands of managers at a time

High Impact Virtual Experience (HIVE):

Three 60-minute sessions using NLI's HIVE methodology, impacting hundreds to thousands of participants

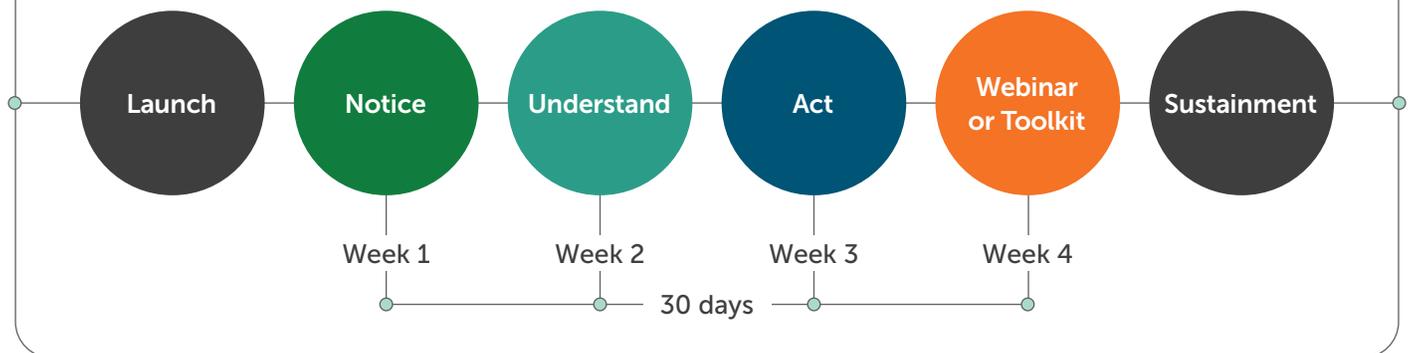
Half-Day Workshop:

Expert-led, generative learning experiences, offered as a half-day session with tailoring options to fit your organization's needs

30 Days to Integrate

The **CARE** Distributed Learning Solution seamlessly integrates into your organization and turns these essential skills into sustainable habits. Get **5-Minute Research Videos** for an overview of the core content and a **Live Webinar** or a **Discussion Toolkit** for a holistic, interactive debrief.

- ▶ **Scale** Roll out to 100s or 1,000s of people at once
- ▶ **Speed** Small bites of digital info via a 30-day campaign
- ▶ **Impact** Brain-based learning that "sticks"



For more information



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