



NeuroLeadership
INSTITUTE

DEI PRACTITIONER MASTER CLASS

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**Build neuroscience-based DEI
initiatives that drive real change.**



Key Components in Each Module:

- Underpinning science, drawing on neuroscience and other physical sciences
- Broader industry research, and case studies from NLI and other institutions
- Common obstacles, and possible solutions for common challenges
- Additional readings and resources to go deeper if desired
- Opportunity to learn from other practitioners in an efficient, structured way

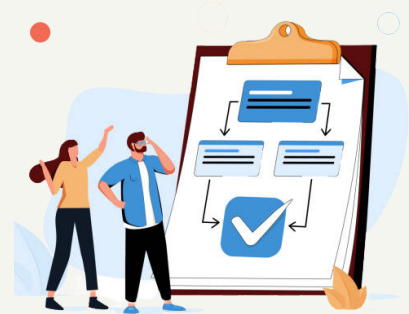
Modules Include:

- Module 1: Prioritize Diversity
- Module 2: Activate Inclusive Behaviors
- Module 3: Advance Equity Systemically

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DEI MASTER CLASS



Module One

PRIORITIZE DIVERSITY

Build the case for making diversity a priority

Week 1: Intro to DEI

- Benefits and challenges of DEI: Addressing bias, Increasing inclusion, Lifting equity
- Three ways to create buy-in: Social/Ethical, Business, Cognitive

Week 2: Value Difference

- Social benefits: Pros and cons of the social versus business approach
- Four types of business benefits: Revenue, Innovation, To Market, Talent Pool

Week 3: Harness the Power of Diversity

- Integrating DEI into everything versus stand-alone training
- Communication strategies

Week 4: Communicate the Value of Diversity

- The key to building habits at scale: Strong insight, In social situations, One habit at a time, Over time
- Maintaining the commitment to change

Module Two

ACTIVATE INCLUSIVE BEHAVIORS

Identify and build the specific habits that create change

Week 5: Intro to Inclusion

- The key habits to mitigate bias
- Background to bias mitigation: Cognitive challenges and opportunities

Week 6: Build Inclusive Habits

- A unique approach to inclusion
- The key habits to be more inclusive

Week 7: Encourage Employee Voice

- The science of speaking up
- Key habits for encouraging speaking up

Week 8: Activate Allyship

- Equity, equality and fairness: History through to neuroscience
- Key habits for being an ally

Module Three

ADVANCE EQUITY SYSTEMICALLY

Putting the systems in place to support the desired habit changes

Week 9: Acquire the Right Talent

- Mitigate bias at three points in recruiting
- Technology options: Pros, cons, opportunities and challenges

Week 10: Futureproof the Workplace

- DEI and performance in a hybrid world: Challenges and opportunities
- Differentiating performance with less bias

Week 11: Inspire with Learning & Communications

- Types of bias in learning and development
- Using virtual learning to reduce distance and other biases

Week 12: Ensure Equitable External Partnerships

- Pay equity and fairness
- Thinking about the future of work and DEI