

BUSINESS INSURANCE

Do We Have Inclusion All
Wrong?

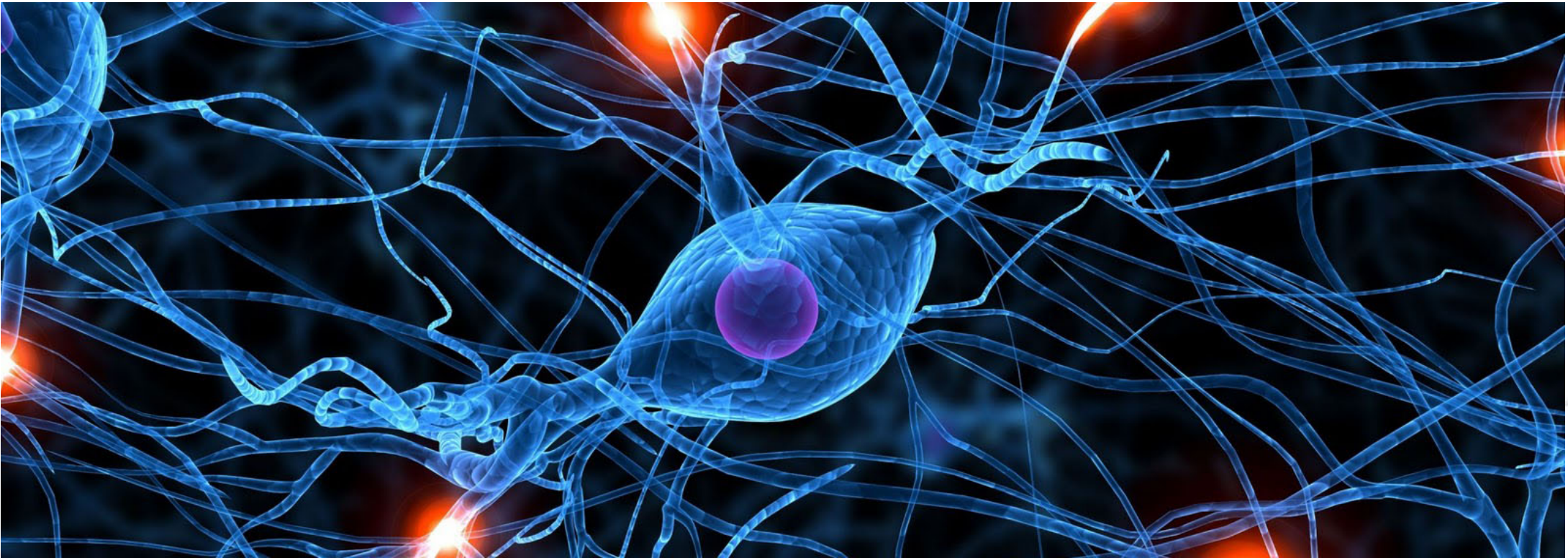
September 18th, 2017

Chicago, Illinois

#BI_Inclusion

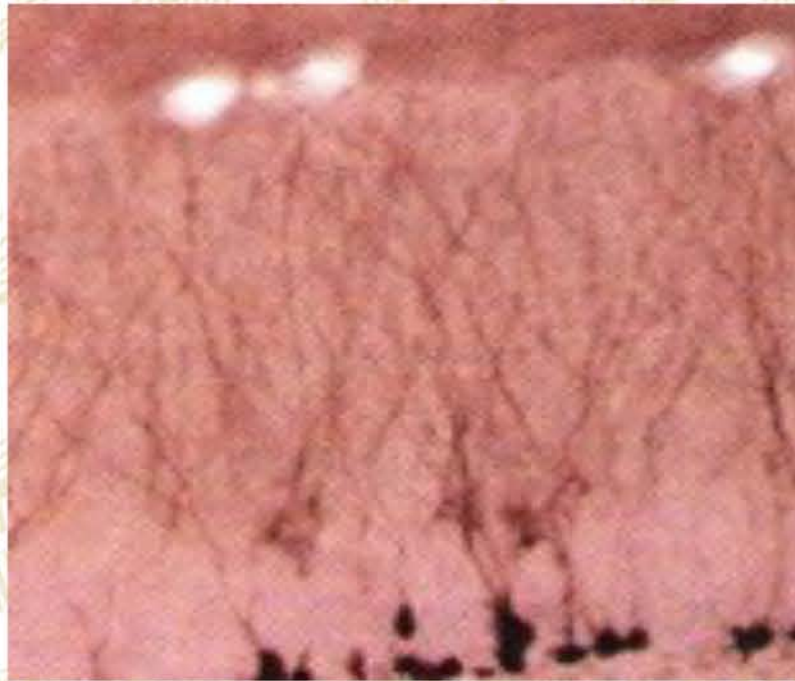
Unconscious Bias

- The default and unconscious way your brain processes information to make a decision.

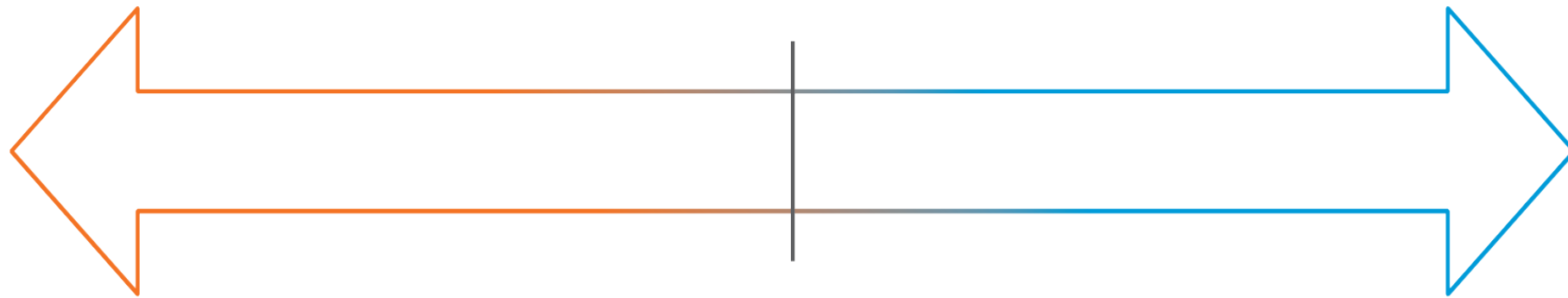


RED PURPLE GREEN PINK
YELLOW BLUE BROWN
PINK RED GREEN BLUE
BROWN PURPLE YELLOW
PINK GREEN RED BLUE
BROWN YELLOW PURPLE
RED PINK GREEN BLUE

YOUR BRAIN



THE BRAIN'S ORGANIZING PRINCIPLE



Away
Threat



Perception
Field of view

Cognition
Working memory

Creativity
Insights

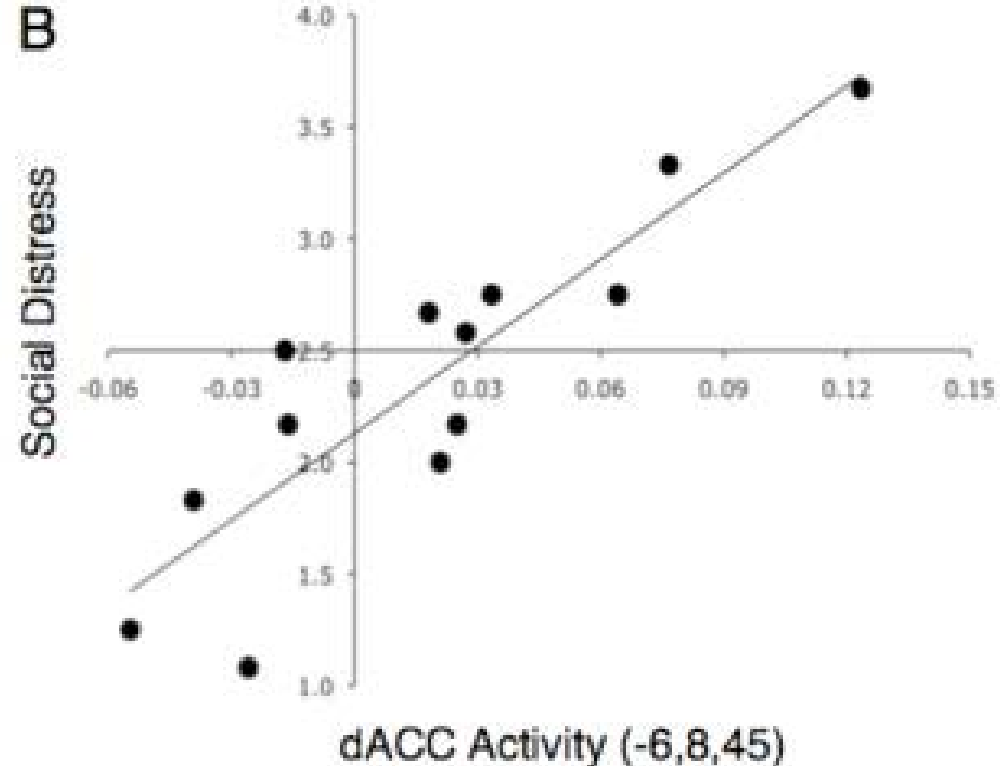
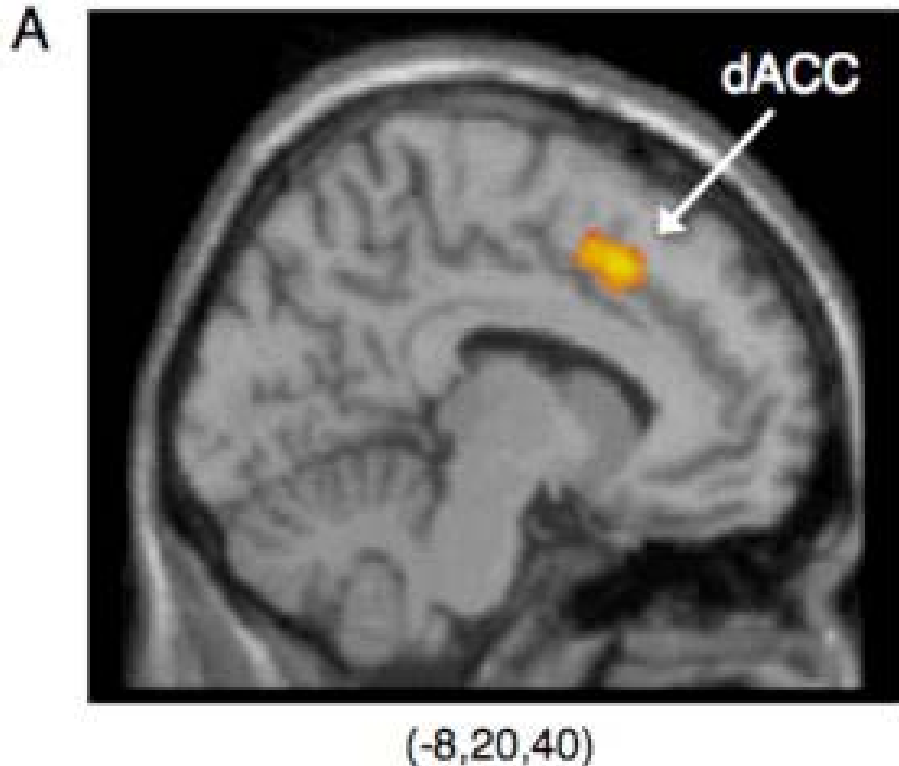
Collaboration
Work with others

Toward
Reward



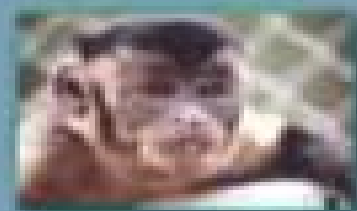
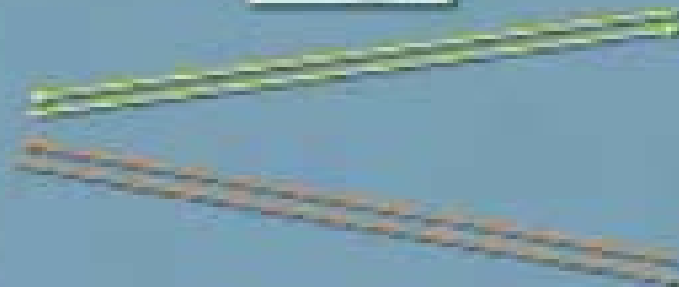
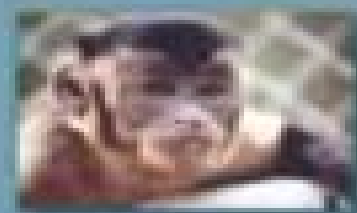
THE INCLUSION CHALLENGE

What Happens When a Person Feels Excluded?



Eisenberger et al. (2003), Lieberman & Eisenberger (2015)

Inequality



THE INCLUSION CHALLENGE

If you aren't actively including, you're probably accidentally excluding.

SIX EFFECTS OF INCLUSION

1. Increased intelligent thought and reasoning
2. Decrease in self-defeating behavior
3. Increased pro social behavior
4. Self-regulation
5. Decrease in defensiveness
6. Increase well-being

A SOLUTION

Five social domains of inclusion and exclusion



Status



Certainty



Autonomy



Relatedness



Fairness

A SOLUTION

Impact of the social domains



THE INCLUSION CHALLENGE

Status: Am I respected and valued?



THE INCLUSION CHALLENGE

Send the right SCARF® Signals: Status

STATUS	THREAT SIGNAL	REWARD SIGNAL
Status: Feeling respected and valued	No personal contact, treating them like one in a crowd	Greeting by name: acknowledging a recent effort or accomplishment

THE INCLUSION CHALLENGE

Certainty: Am I in the loop?



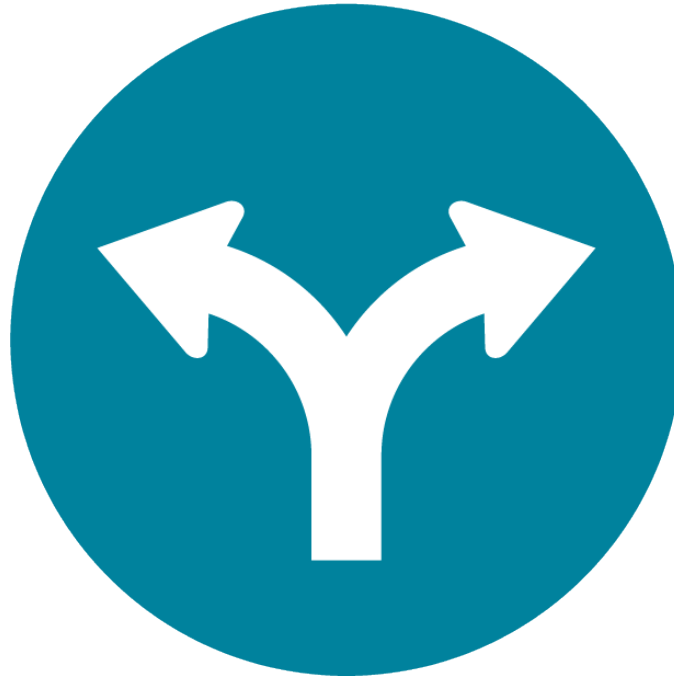
THE INCLUSION CHALLENGE

Send the right SCARF® Signals: Certainty

	THREAT SIGNAL	REWARD SIGNAL
Certainty: Feeling informed	Waiting for questions, keeping your thoughts to yourself	Sharing information proactively, explaining your reasoning

THE INCLUSION CHALLENGE

Autonomy: Am I given choices and control?



THE INCLUSION CHALLENGE

Send the right SCARF® Signals: Autonomy

	THREAT SIGNAL	REWARD SIGNAL
Autonomy: Feeling in control	Micromanaging	Trusting your employees, offering choices

INSIGHT

- Solution from the non-conscious
- Emerges quickly into awareness
- Combines existing data in new ways



WHEN DO YOU HAVE YOUR BEST INSIGHTS?



**BUSINESS
INSURANCE.**



#BI_Inclusion

A SOLUTION

Impact of the social domains



Q&A

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Q & A

This would be the last slide

List the presenters:

Name

Title

Company

Contact information (email and/or phone number)