

“The New Inclusion Quotient”



The New IQ



The “Real” Pain of Exclusion



Exhibit 1: Social and Physical Pain Produce Similar Brain Responses

Brain scans captured through functional magnetic resonance imaging (fMRI) show the same areas associated with distress, whether caused by social rejection or physical pain. The dorsal anterior cingulate cortex (highlighted at left) is associated with the degree of distress; the right ventral prefrontal cortex (highlighted at right) is associated with regulating the distress.

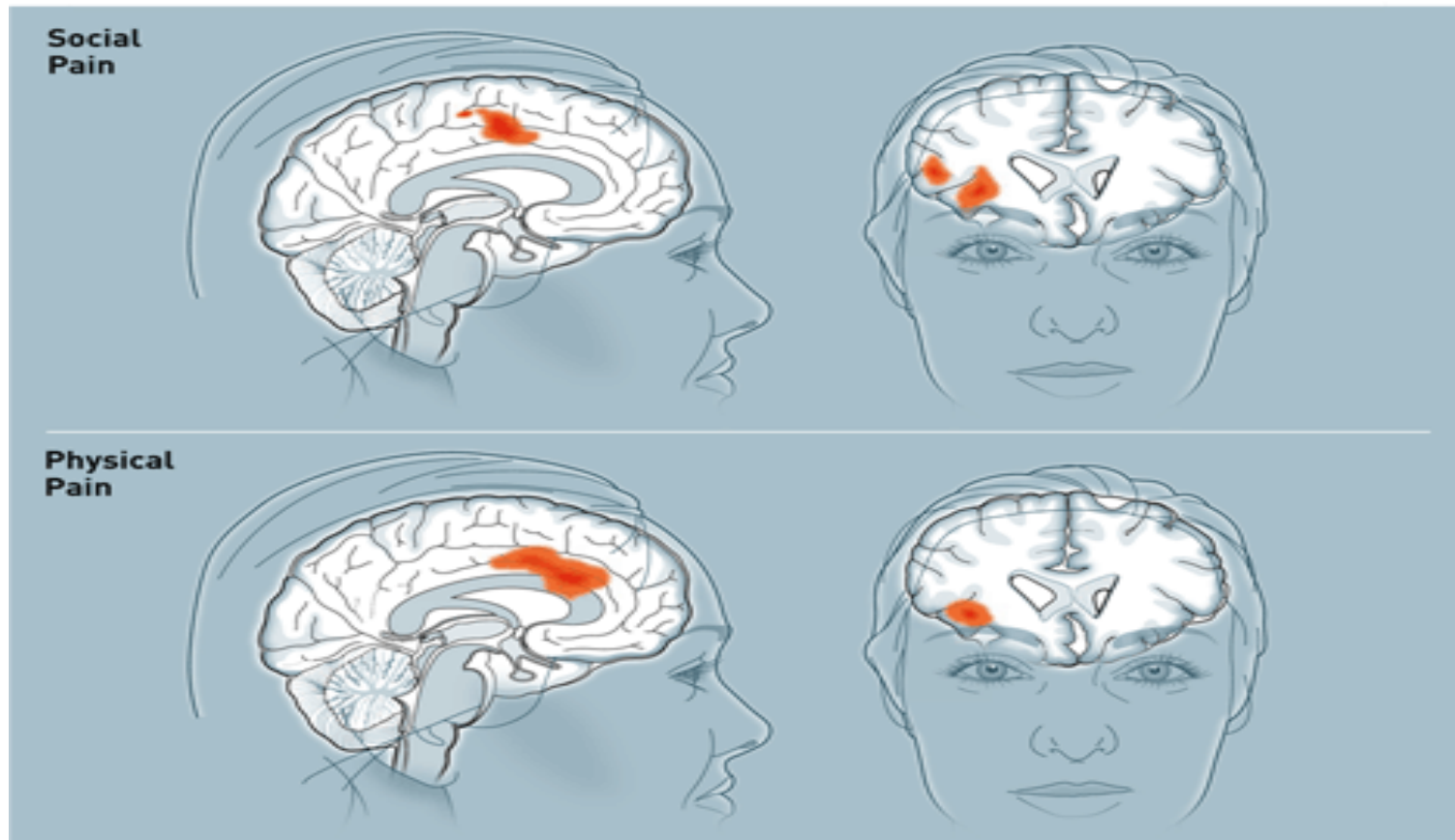


Illustration: Samuel Valasco

Source: Eisenberger, Lieberman, and Williams, *Science*, 2003 (social pain images); Lieberman et al., "The Neural Correlates of Placebo Effects: A Disruption Account," *Neuroimage*, May 2004 (physical pain images)



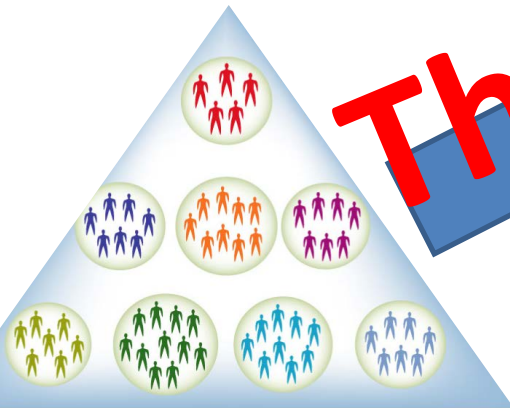
How do we get from here to there?



Our solution is a highly interconnected workforce where employees feel included, creative, and engaged...The New IQ

Our biggest challenge is disengagement due to lack of inclusive behaviors exacerbated by cliques, silos, and unconscious biases

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In with the New and out with the Old...



Individual Smarts
is less important

Group Smarts is
most important

Three Small Steps to Creating Habits



- 1. Shrink the change**
- 2. Find a spot**
- 3. Train the cycle everyday**

Shape your environment

