

What Being Excluded Does To Your Brain

Why It's Critical To Bring The "Out" Group "In"

Leaders need to focus on inclusion because:

We all want to be included, to belong to the tribe. Our brains are constantly scanning our environment and our interactions to determine if we "fit in" or not. That's why the "like me" bias is so prevalent—because we feel most comfortable (most safety and belonging) with people that are similar to us.



Your Brain On Exclusion

The brain is profoundly impacted when a person feels excluded—and the person, their performance, their emotional engagement, and the organization overall suffers as a result.



Myelin sheathing increases on existing neural pathways.



Field of view is reduced and we are less likely to consider or try new solutions.

Working memory shrinks.



Problem solving is compromised.

Gray matter is reduced and synapses are modified.



Creativity and new ideas are reduced.

Cell density in the amygdala (fear processing and threat perception) increases.



We become more likely to be reactive rather than self-controlled.

Synapses have been modified and we are in "fight, flight, freeze, or faint".



We are less likely to connect with others. We appear grumpy and unsociable.

Leaders must raise their awareness to identify who's being excluded and why---then include them. What would change if you started including the "out-group" members more?

Bring The "Out" Group "In":

Increased safety,
belonging, and
mattering



Greater innovation
from diverse points
of view



Increased
collective intelligence



A culture of
meritocracy
that creates
empowerment



Easier and
more diverse
recruiting



If your "not-like-you"
team members don't feel
included, they'll end up in
Crittter State, where no
one wins.



As leaders, we must
promote everyone's
Smart State by not just hiring
diverse team members but
including them.

These Tools Work!



3 Minute Journal

Think of a person
who is "outside". For
one week, journal for
three minutes a day
about how they are
like you. See how
your perspective
changes!



Building Unbiased Structures

When making
project assignments,
pay attention and
level the playing field.
Consider providing
mentoring programs.



Locking It In!

Implement an
inclusion
accountability
strategy to ensure
success.

The ROI of inclusion is high!

Leaders who prioritize inclusion experience results such as:



90%+
Retention



67-100%+
Increased Engagement



22%+ Increased
Profit Per Employee

Get More Brain-Based Tools at [SmartTribesInstitute.com/subscribe](https://www.smarttribesinstitute.com/subscribe)