

EQ Nudge Platform - Product Overview

Most modern corporate Equity, Diversity and Inclusion programs have a gap that is limiting their effectiveness - they don't have a structured way for managers to learn new behaviours. These old, unconscious behaviors limit the hiring, promotion, and retention of staff from underrepresented groups.

The EQ Nudge platform targets the mitigation of bias through developing new habits, by combining short (*less than 3 minutes*) micro-coaching video lessons, with daily practices within the real world workplace. Some practices are solo, and can be exercised whenever the manager has time. Others are meeting practices, and will automatically be sent to the manager just before they're headed into a meeting.

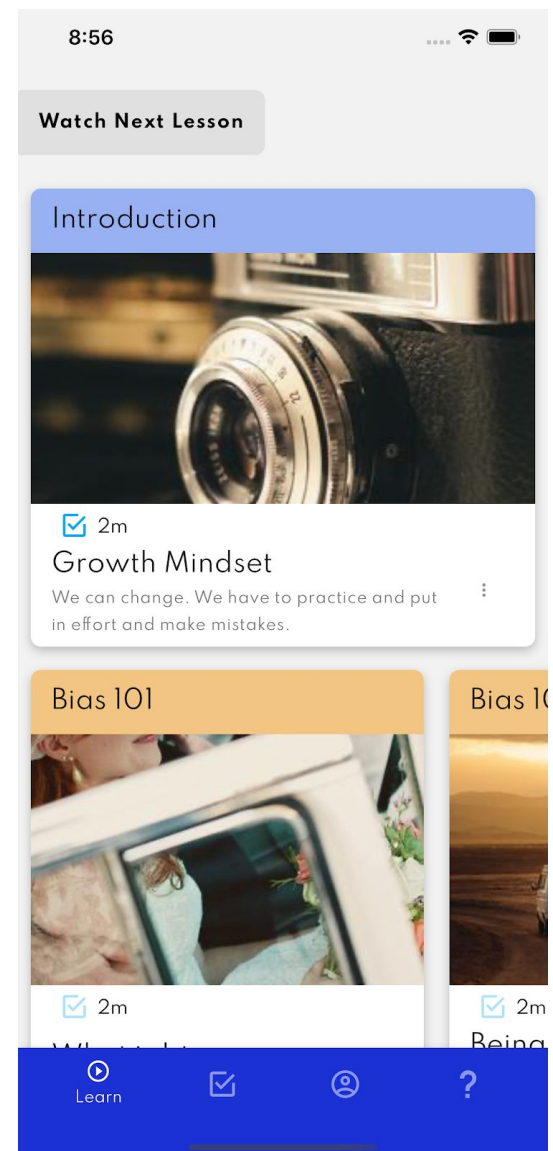
As users complete the micro-coaching videos, they unlock new practices within the app. And, users can earn badges by completing these practices.

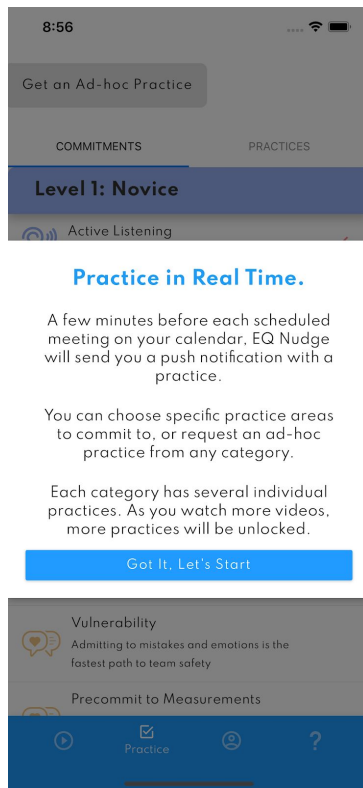
Built-In Video Content

The video syllabus includes over 50 lessons, organized into courses in:

- Bias 101: Cognitive Biases
- Bias 201: Workplace-specific biases and impacts
- Bias 301: Systemic Bias and False Attribution Error
- Impacts 101: Decision Making and Outcomes
- Impacts 201: Assignment, Evaluation and Advancement
- Equity 101: Value of Diversity, Challenges of Equity
- Equity 201: Group Identity and Authenticity
- Equity 301: Structural Equity
- Strategies 101: Intro: Mitigation, not elimination
- Strategies 202: Active Listening and Solicitation
- Strategies 203: Individualization
- Strategies 204: Discretion Elimination
- Strategies 205: Inclusive Environments
- Tactics 302: Confrontations
- Tactics 303: Impasses

The content and delivery are based on validated scientific strategies for mitigating prejudicial biases that have been shown to be effective in randomized controlled trials.





Habit-Changing Practices

Users of EQ Nudge will advance through practices in the following categories, which address the majority of “career-impacting” manager behaviours:

Level 1 (*Novice*):

- Self-awareness
- Gossip and Networking

Level 2 (*Apprentice*):

- Team Facilitation
- 1:1 Leadership

Level 3 (*Journeyman*):

- Equitable Task Assignments
- Inclusive Environment

Level 4 (*Master*):

- Discretion-free Evaluations
- Constructive Confrontation

Rapid Feedback Loops

After each meeting practice, the other meeting participants will receive a single-question anonymous survey to provide feedback on the manager’s practice. These are aggregated into weekly report cards, which are “positive-only”, and focus on letting managers know where they are making improvements; all metrics are relative to their own baseline, and non-competitive.

Tricky Questions Helpline

Within the mobile application, managers have direct access to EQ Labs coaches. They can ask questions about tricky topics, or get help navigating intersectional issues, all without fear of embarrassment or reprisal.

All-Team Booster Apps

We provide a suite of browser plugins and email integrations that help the entire team exercise their inclusive language skills, replace common stereotypes through visual stimulus, and more.

For more information or to get started reshaping your team, please contact discovery@eqlabs.io or call +1 (800) 563-7638.