



## We're All Wired Differently And That's a Good Thing for Relationships

Inclusion isn't about accommodation - it's about leadership that creates psychological safety and unlocks trust, creativity, and collaboration.

### 1. What is Neuroinclusion?

- A social model of leadership: barriers are in systems, not people's brains.
- Creating environments where all cognitive styles belong.
- Moving beyond "fitting in" ➡ building spaces of psychological safety.

### 2. Why It Matters in Business Relationship Management (BRM)

- BRM is about trust, complexity, and co-creation.
- If leadership only works for quick talkers or socially fluent people, others are excluded.
- Inclusive leadership = more voices heard ➡ stronger outcomes.

### 3. The Risk of Exclusion

- Even with good intentions, unexamined norms can exclude.
- Fast talk, eye contact, or silence misread ➡ missed contributions.
- Exclusion undermines psychological safety and weakens leadership.

### 4. The End of Average (based on book from Todd Rose)

- No "average brain."
- Jaggedness: strengths are uneven and unique.
- Context: environments enable or block success.
- Pathways: many ways to build trust and contribute.
- Leaders must design for individuality, not conformity.

### 5. Designing for Inclusion

- Leadership means designing flexibility in from the start.
- Multiple ways to engage, process, and contribute.
- Psychological safety comes when people don't need to mask or request "special treatment."

### 6. Small Shifts, Big Impact

- Share agendas, clarify expectations, ask engagement preferences.
- Pause for thinking time, use visuals, acknowledge diverse engagement styles.
- Follow up in multiple ways, invite asynchronous input, value quiet contributions.
- These are leadership choices that model inclusion, not accommodations.



## Neuroinclusion as Leadership Practice

Not charity, not accommodation - strategic leadership.

Builds psychological safety ➡ stronger trust, resilience, innovation, and results.



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