



Conflict, Change, &
Neuroscience, Oh My!













What Challenges Do You Face Today?





An Experiment



Our Brains



Prediction
&
Meaning

The SCARF Model

SCARF

- Status
- Certainty
- Autonomy
- Relatedness
- Fairness



The SCARF Model

Threat



Reward

Status

Threat

- Giving advice
- Negative feedback
- Offering feedback

Reward

- Opportunities to learn
- Noticing improvement



Certainty



Threat

- Change
- Big, complex problems
- Unclear expectations

Reward

- Information sharing
- Timelines/Expectations

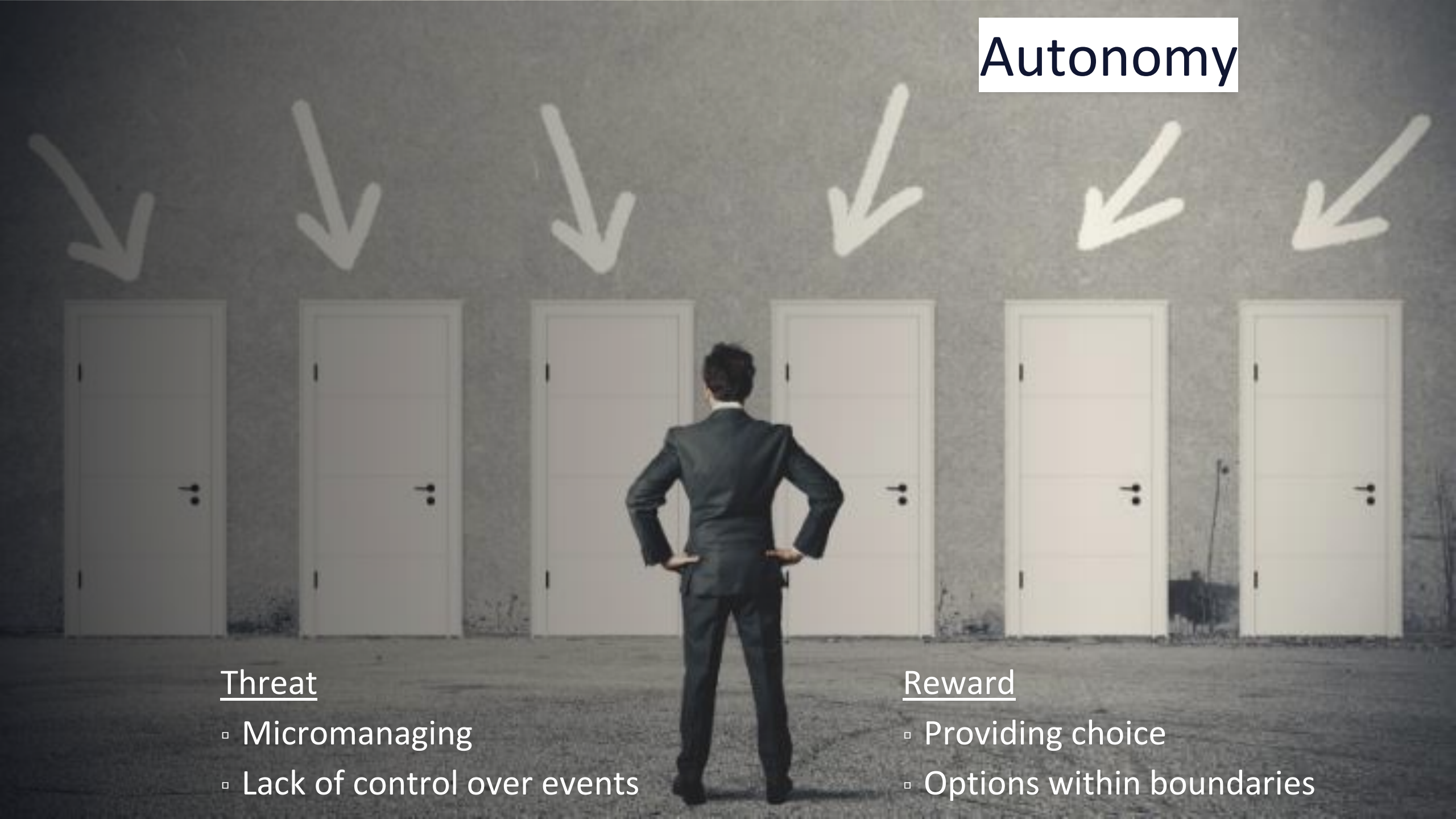
Autonomy

Threat

- Micromanaging
- Lack of control over events

Reward

- Providing choice
- Options within boundaries





Relatedness

Threat

- New social situations
- Untrustworthy behavior

Reward

- Sharing personal connections
- Mentoring relationships

Fairness

Threat

- Inconsistent management practices
- Values/Behavior misalignment

Reward

- Self-directed teams
- Information & perspective



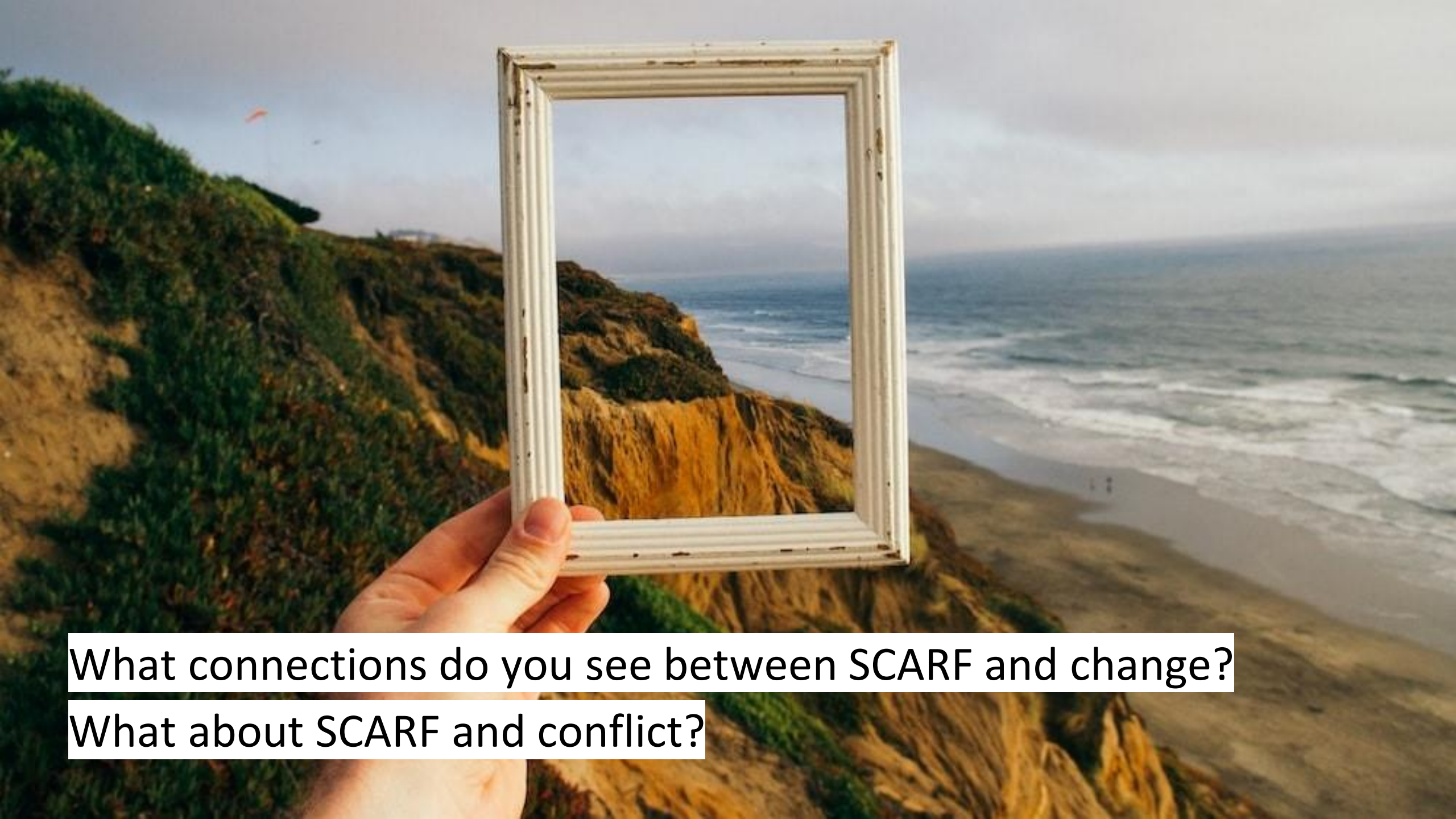


The SCARF Model

SCARF

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- Fairness





What connections do you see between SCARF and change?

What about SCARF and conflict?

Thank you!



David Nichols

david@leadwithsisu.com

www.leadwithsisu.com

(208)789-3865