



# THE BUSINESS CASE FOR INVESTING IN THE BARDO NEURO-INCLUSIVE MATURITY MODEL (NIMM):

## Unlocking Behavioural Change with Neuroscience: Why Your Organisation Needs NIMM Now

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### Executive Summary

Despite decades of Equality, Diversity, and Inclusion (EDI) strategies, progress has been slow and often superficial. Traditional approaches fail to consider a critical element: how the human brain actually works. The BARDO Neuro-Inclusive Maturity Model (NIMM) is a science-backed, step-by-step framework that transforms inclusion from a compliance-driven task into a cultural capability. Grounded in applied neuroscience, NIMM gives leaders and teams the tools they need to embed behavioural and systemic change that lasts.

This business case outlines why investing in NIMM is a timely, strategic decision. It provides a compelling rationale for funding approval and can be adapted or submitted directly to secure internal investment.

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### The Problem: Why Traditional EDI Fails to Deliver Lasting Change

Despite extensive training and policy development, systemic inequities persist. Many organisations:

- Struggle to move beyond awareness to meaningful behaviour change
- Experience backlash or resistance to EDI initiatives
- See poor ROI from tick-box activities and external benchmarks

**Why?** Because traditional EDI often ignores the biological reality of how change happens in the brain. Inclusion cannot be mandated or performed; it must be wired into the organisation's culture through the brain's own mechanisms for learning, memory, and trust.

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### The Solution: The Neuro-Inclusive Maturity Model (NIMM)



NIMM is a practical, neuroscience-based model that guides organisations through three levels of inclusive maturity:

- **Delta – Awareness:** Building brain-based understanding of bias, inclusion, and trust
- **Alpha – Integration:** Applying inclusive behaviours in daily habits
- **Gamma – Mastery:** Sustaining systemic, organisation-wide culture change

Hosted digitally or delivered with expert consultancy, NIMM offers:

- **Tiered membership packages** (Essential, Advanced, Enterprise)
  - **Digital badges** to track and showcase progress
  - **Customisable tools and templates** for instant application including: The 'If/Then Playbook'; and Quick Brain Hacks. Decision Tree Cheat Sheets; and Pre-emptive Power Plans.
  - **A vibrant community hub** and optional live learning
  - **Coach training pathway** to embed capability in-house
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## Why Neuroscience?

Neuroscience explains not just what people do, but **why** they do it. It helps leaders work **with**, not against, the brain's natural systems:

- The **amygdala** and **polyvagal nerve** trigger stress and resistance to difference
- The **prefrontal cortex** is shut down by fear, but activated by trust
- **Habit loops** and **mirror neurons** drive unconscious behaviours
- **Neuroplasticity** enables change through emotional safety, reflection, and repetition

Where psychology offers insight, neuroscience provides a mechanism.

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## Key Benefits of NIMM

- **Tangible ROI:** Measurable shifts in trust, retention, innovation, and performance
  - **Scalable Impact:** Suitable for organisations at any stage of inclusion maturity
  - **Leadership Growth:** Enhances self-awareness, empathy, and cognitive flexibility
  - **Reduced Risk:** Builds psychological safety and mitigates backlash, fatigue, or tokenism
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## Strategic Applications of NIMM



Beyond EDI, NIMM supports a wide range of business-critical priorities:

### **Organisational Change & Strategy**

- **Mergers & Acquisitions** – Builds trust and eases cultural integration
- **Sustainability & Environmental Change** – Nudges climate-positive behaviours
- **Leadership Development** – Trains reflective, adaptive leaders
- **Crisis Recovery & Reputation Repair** – Rebuilds trust and accountability

### **Innovation, Growth & Culture**

- **Psychological Safety in Teams** – Fuels creativity and problem-solving
- **Performance & Productivity** – Enhances decision-making and focus
- **Change Readiness** – Shifts mindset and reduces resistance

### **People, Wellbeing & Inclusion**

- **Talent Retention** – Builds inclusive progression pathways
- **Wellbeing** – Addresses burnout through brain-based resilience
- **Neurodiversity** – Creates inclusive practices for diverse brain types

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## **Membership Pricing Structure: Invest in Lasting Change**

The NIMM is a flexible, tiered membership programme designed to support your organisation at every stage of its neuro-inclusive journey — from foundational awareness to strategic cultural transformation. Annual fees reflect the depth of support, customisation, and verification at each level.

### **Tier 1: Essential Membership – £8,000/year per organisation**

For teams ready to build a strong foundation in inclusive practice through neuroscience.

- Full access to online NIMM content and SIX course modules
- Role-specific tools, templates, and scripts
- If/Then Playbook and Quick Brain Hacks
- Access to the BARDO Community Hub
- Digital badges to mark Delta, Alpha, and Gamma stage completions (non-verified)

*Perfect for organisations wanting a flexible, cost-effective way to begin building awareness and embedding inclusive habits.*



## **Tier 2: Advanced Membership – £14,500/year per organisation**

For organisations ready to go deeper and embed change with bespoke strategic guidance. Includes everything in Tier 1, plus:

- Quarterly online consultancy check-ins with a certified BARDO NIMM coach
- Co-created behaviour-change action plan
- Decision Tree Cheat Sheets, and Pre-emptive Power Plans.
- Support to build internal accountability frameworks
- Use of NIMM maturity map tools to chart internal progress

*Ideal for organisations seeking tailored support and a more strategic route through the maturity journey.*

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## **Tier 3: Enterprise Membership – £24,000/year per organisation**

For organisations committed to deep transformation, verification, and internal capacity building.

Includes everything in Tier 1 & 2, plus:

- Train-the-trainer programme for internal facilitators
- Full external verification and inclusion impact review through case studies
- Enterprise digital badge: verified by BARDO Inclusive
- Quarterly leadership roundtables with peers and expert speakers
- Customised reports and board-level briefings
- Unlimited access to live online events and masterclasses

*Designed for institutions ready to demonstrate serious leadership in inclusion, wellbeing, sustainability, and cultural change.*

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## **Optional Add-Ons (Can be purchased separately or bundled)**

- **Executive Neuro-Coaching (1:1)** – from £2,500 per package (6 sessions)
  - **In-person Workshops or Retreats** – from £4,000 per day (+ travel/venue)
  - **Organisation-wide Neuro-Inclusion Culture Audit** – from £7,000
  - **Custom NIMM Integration Plan with Change Metrics** – from £3,000
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## **Explore Before You Commit**



For organisations not yet ready to invest in the full maturity model, the **BARDO Academy** offers:

- **Inclusive Thinking** (Starter course for employees)
- **Inclusive Leadership** (For leadership)
- **Train-to-Coach Pathway** to guide others through the NIMM

These science-backed taster courses provide an affordable, low-risk route into the NIMM ecosystem.

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## Conclusion: Inclusion Needs a New Operating System

NIMM offers:

- A **credible, evidence-based alternative** to awareness-only approaches
- A **human-first model** that works with biology, not against it
- A **scalable, supportive structure** to embed inclusion for the long term

It is not about compliance. It is about **rewiring your culture** through safety, science, and systems that last.

If you are ready to lead, not follow, in this space – the Neuro-Inclusive Maturity Model is the roadmap you've been waiting for.

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To find out more or download implementation plans, visit  
[www.bardoinclusive.com/NIMM](http://www.bardoinclusive.com/NIMM)