

NeuroLeadership and the SCARF Model

This tool serves as a constant visual reminder of the five key elements of the SCARF model that influence the brain's perception of threat or safety (Rock & Cox, 2012). By identifying and applying practical examples that promote trust and productive conversations, educators can deepen their understanding of this powerful yet straightforward concept, enhancing both communication and relationships in educational or everyday life settings.

Domain	Definition	Examples (Reward and Safety Activators)
Status	What I think you think about me My social position in relation to others Personal worth	<ul style="list-style-type: none"> Using my name and knowing my name ("You see me. I matter!") Knowing and labeling my strengths, gifts, passions, talents, and potential in conversations
Certainty	My ability to predict outcomes or the future	<ul style="list-style-type: none"> Knowing the expectations and standards for me and my job, team, and organization Knowing the organization's norms, agendas, time agreements, routines and procedures, purpose, mission, and vision
Autonomy	My sense of control over events or my destiny (choice or perceived choice)	<ul style="list-style-type: none"> Having opportunities to choose my partners, time, strategies, ideas, and solutions ("Breaks now or later?" "Homework before or after dinner?" "Peas or carrots?")
Relatedness	My sense of safety with others—friend versus foe (connections)	<ul style="list-style-type: none"> Having friends and colleagues at work Sharing similar interests, hobbies, values, goals, and so on
Fairness	My perception of being treated fairly (the same rules apply to all)	<ul style="list-style-type: none"> Understanding that fair means equal ("Am I in the group or not?") Experiencing transparency, frequent and congruent communication, and clear rules and expectations

Source: Adapted from Rock, D., & Cox, C. (2012). SCARF in 2012: Updating the social neuroscience of collaborating with others. *NeuroLeadership Journal*, (4), 1–16.