



ACTIVATOR

76 BRAIN ACTIVATION TACTICS

CONNECTING

- Create Safety with Simple Behaviors
- Use Power Words
- Use Power Phrases
- Extend Trust
- Show Vulnerability
- Demonstrate Transparency
- Be Available
- Banish Bias
- Encourage Self-Expression
- Show Empathy

COACHING

- Listening Deeply
- Create a Threat Response Plan
- Lead with Questions
- Make Feedback Safe
- Challenge to Accelerate
- Initiate On-Ramping
- Inform of Accountability Measures
- Engage in Scenario Planning
- Utilize Visualization
- Lead Strategic Coaching Conversations
- Feed-Forward
- Highlight Strengths

CULTURING

- Model & Encourage Psychologically Safe Behaviors
- Mitigate Threats
- Enable Job Crafting
- Provide Flexibility
- Encourage Good Health and Well-Being
- Be a Super-Connector
- Harness Defining Moments
- Demonstrate Fairness
- Master Meetings
- Hold Challenge Sessions
- Set the Language Standard
- Use a Team Mantra
- Facilitate Cooperation Over Competition
- Ask for Help
- Tell Stories

- Show Empathy
- Explore Values and Desires
- Allow Job Crafting
- Opportunities Assessment
- Connect and Introduce
- Check-in Meetings
- Get to Know You (GTKY) Meetings
- Identify and Praise Progress
- Communicate with Active-Constructive Responses
- Gift a Resource

- Point to Progress
- Acknowledge Stagnation
- Reframe Failures
- Invite Ideas
- Ask for Commitment
- Resource People
- Show Appreciation
- Conduct Experimentation
- Appoint a Leader
- Build Intelligence and Confidence
- Encourage Well-Being
- Deemphasize Extrinsic Rewards
- Teach Brain Optimization

- Make Vacations a Big Deal
- End Traditional Performance Evaluations
- Don't Force Rank Employees
- Leverage Fun and Humor
- Gamify Work
- Facilitate Limbic Regulation
- Take a Field Trip
- Stand-Up Meetings
- Prime the Brain
- Mindfulness Meetings
- Help People Study Their Brain
- Get to the "Why?"
- Create Standard Operating Procedures
- Appoint Experts
- Empower Passion Projects