



Presented by Jason Jones, Ph.D.

What would it mean to you...
to be able to use significantly
more of your brain power?

What ability do you want to improve the most?

- A. Decision-Making
- B. Creativity/Innovation
- C. Energy
- D. Happiness

The image features a complex digital background. A wireframe mesh of a human face is visible, rendered in shades of blue and green. Overlaid on this are several translucent, wavy, and undulating shapes that resemble liquid or energy fields. The overall aesthetic is futuristic and technological. In the center, the text "5%" is displayed in a large, white, sans-serif font.

5%







NEUROSCIENCE

Cognition

Health

Performance

Innovation

Leadership



THE FUTURE OF PERFORMANCE
WILL BE FOUND IN BRAIN OPTIMIZATION



DISCONNECTION



DISTRACTION



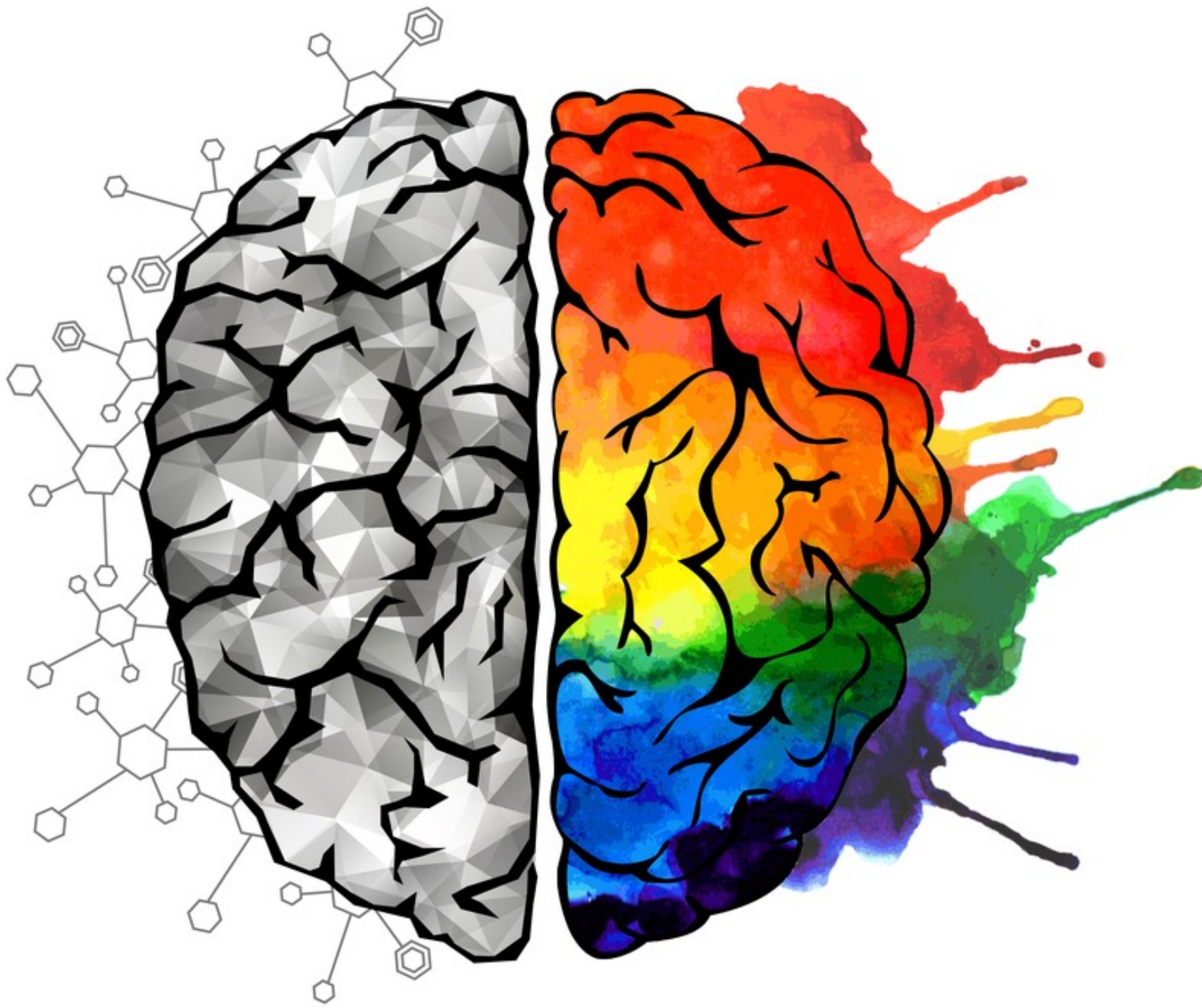
DEACTIVATION

NEUROLEADERSHIP

The practice of applying brain science to leadership



The science is clear, you don't **instill** motivation in someone, you **ACTIVATE** it!



The research of Boyatzis (2011), used fMRI scans to study brain function and the differences between manager-employee interactions. When employees were asked to recall experiences with managers who listened well, showed empathy, and asked about personal goals and dreams, fourteen (14) regions of the employee's brains were activated. When employees were asked to recall experiences with managers who displayed controlling and demanding behaviors during the interactions, only six regions of the brain were activated. Even worse, eleven regions of the brain were deactivated.

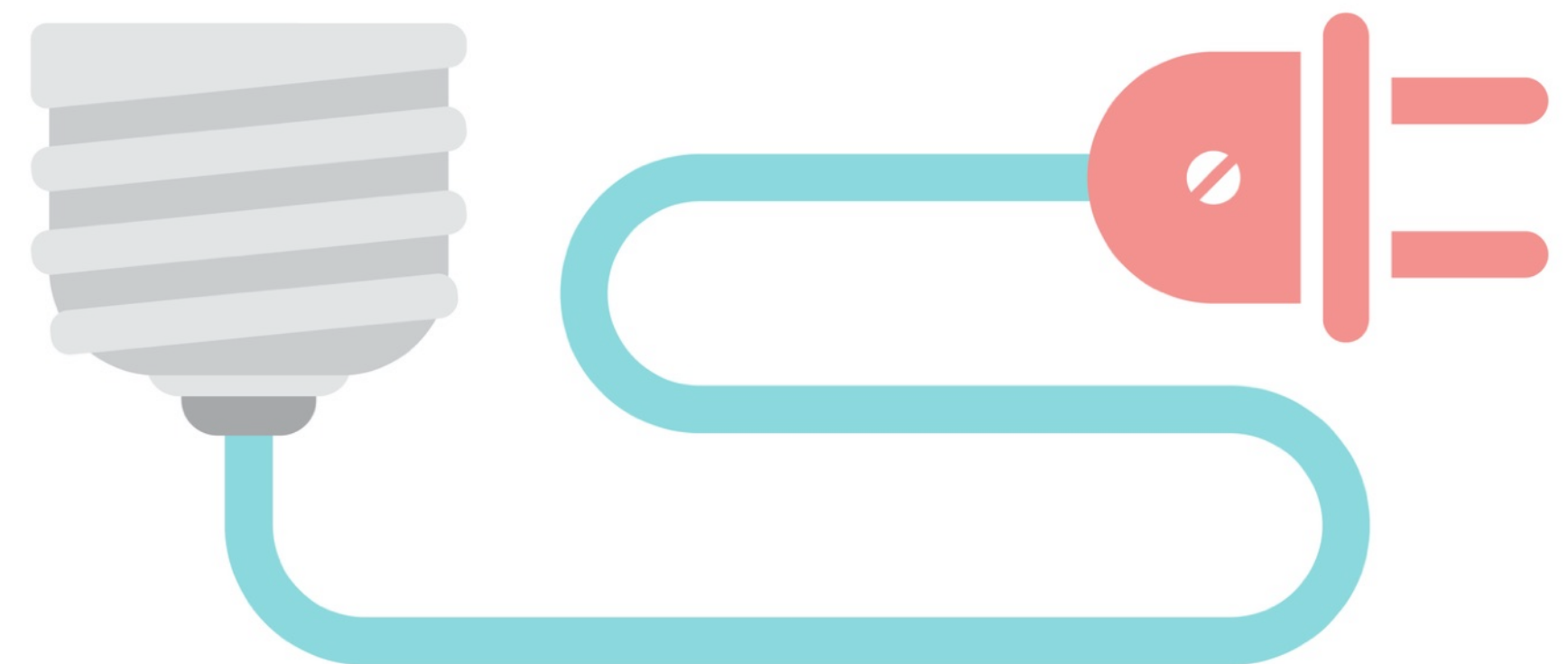
THE NEW SCIENCE OF PERFORMANCE

THREATS

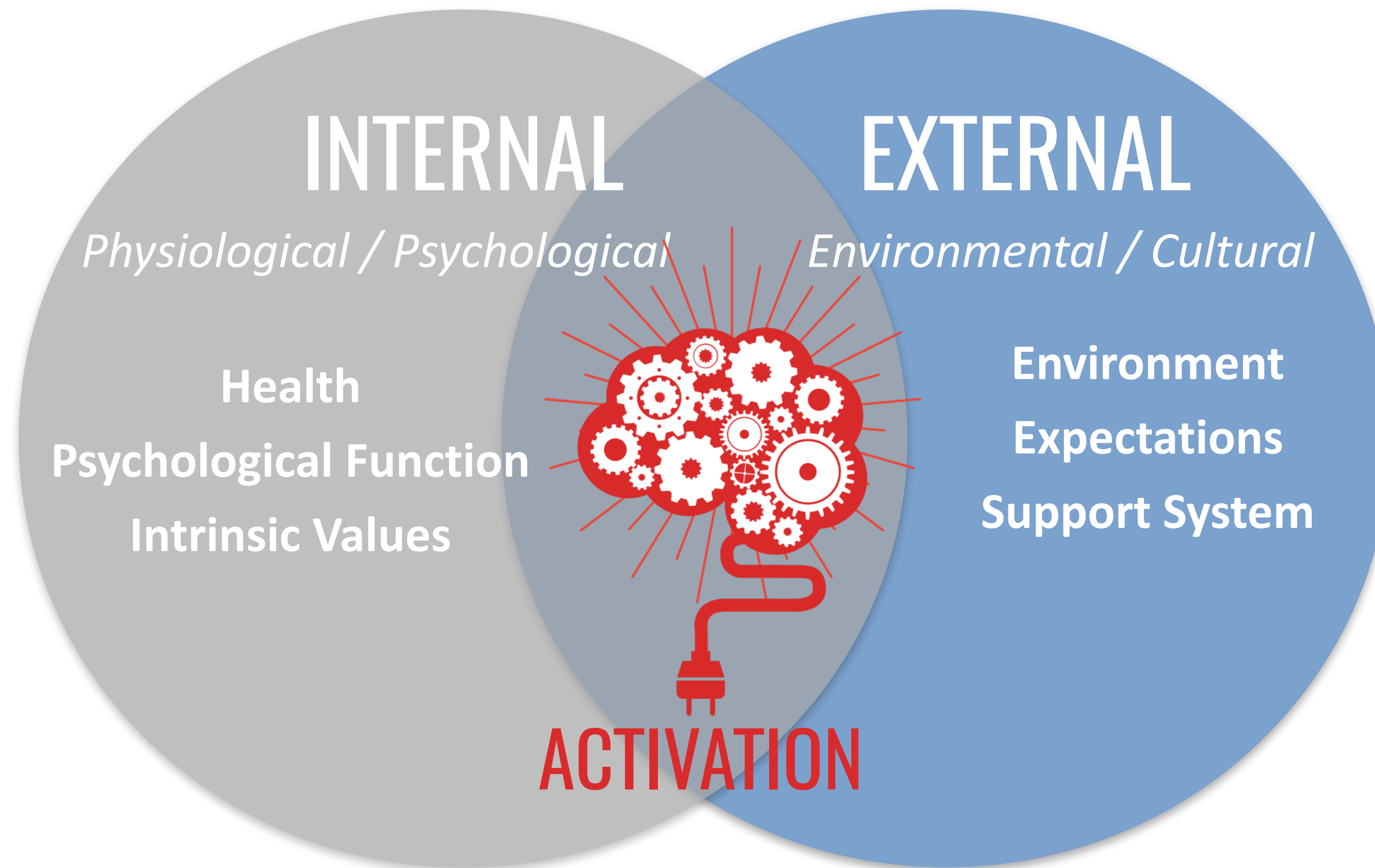
INCENTIVES/REWARDS

GENERIC PURPOSE

ACTIVATING the brain
by aligning a person's
uniqueness with their
work.



OPTIMAL MOTIVATION, ENGAGEMENT & PERFORMANCE



The #1 Factor for Engagement & Retention

EMPLOYEE-MANAGER RELATIONSHIP

THE **ACTIVATOR** METHOD



LEADERSHIP

Nobody can come close to reaching their potential and become the best they can be on their own. Activators look for the greatness in people and find ways to unearth their strengths and potential contributions.



APPROACH

Our brains are wired to help and support the achievement of people around us. Activators understand that this approach is what ultimately leads to success and well-being for all. Every person has a primitive need to help others woven into our DNA. When we do this, it creates a deeper sense of satisfaction and meaningfulness that helps us thrive as human beings.



SCIENCE

The Activator perspective is an Interpersonal Neurobiology (IPNB) approach to leadership due to its interconnection of brain biology and social function. By leveraging principles gleaned from these fields, we can optimize the brain function and behavior of people, helping them to become happier and more successful in every part of their lives.

3 CORE PRACTICES OF ACTIVATION

CONNECTING

COACHING

CULTURING



CONNECTING

Cultivating trust through relationships



CARE *(Safety & Support)*

CHARACTER *(Similar Values)*

COMMUNICATION *(Clarity & Consistency)*

ALIGNING MOTIVES/VALUES

Acceptance

Order

Beauty

Physical Activity

Curiosity

Power

Eating

Saving

Family

Social Contact

Honor

Status

Idealism

Tranquility

Interdependence

Vengeance



Basic Desires Theory - Dr. Steven Reiss

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Basic Desires Theory - Dr. Steven Reiss

A conceptual illustration of a human brain inside a head silhouette, overlaid with mathematical formulas, binary code, and a city skyline, symbolizing the intersection of mathematics, technology, and urban development.

Discover

Flexible

Enterprising

Challenge

Dynamic

Impact

Insight

Progress

Achievement

A man with a beard and a woman are sitting at a desk in a bright office. The man is smiling and looking at the woman, who is looking at a laptop. A large lamp is hanging over them. The background is a window with a view of a city.

COACHING

Facilitating Performance with backbone and heart



What is the most important job of a
manager/leader?

Driving results while caring for people.

COACHING STYLE

COMPLIANCE

Guilt and Obligation

Greater activation in areas of the brain responsible for threat and stress response, feelings of self-consciousness.

vs.

COMPASSIONATE

Inspiring, Trusting, and Caring

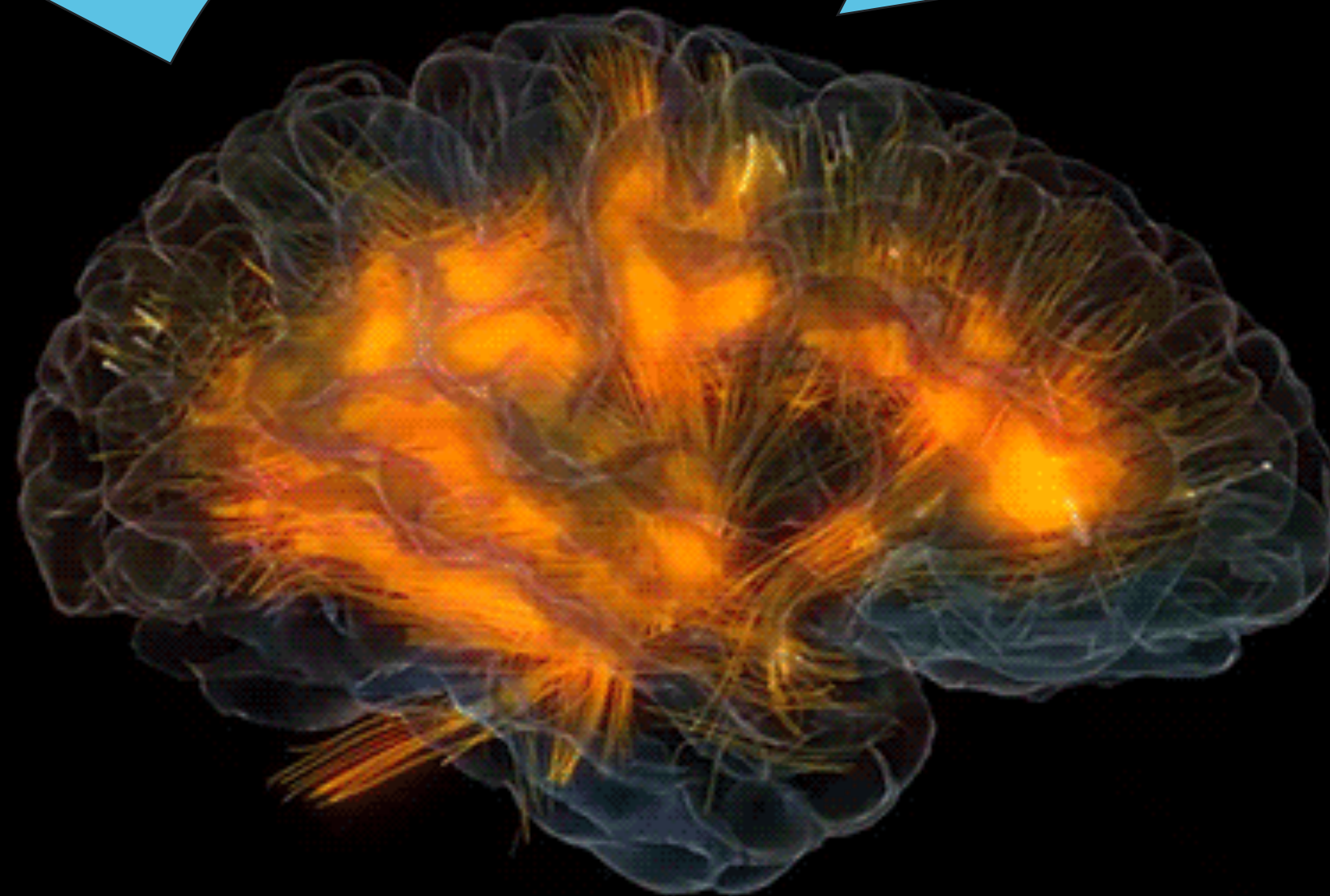
Greater activation in areas of the brain responsible for vision, motivation, positive emotion, social connection, and calming (modulation of stress response)



Boyatzis, Smith, & Beveridge (2013)

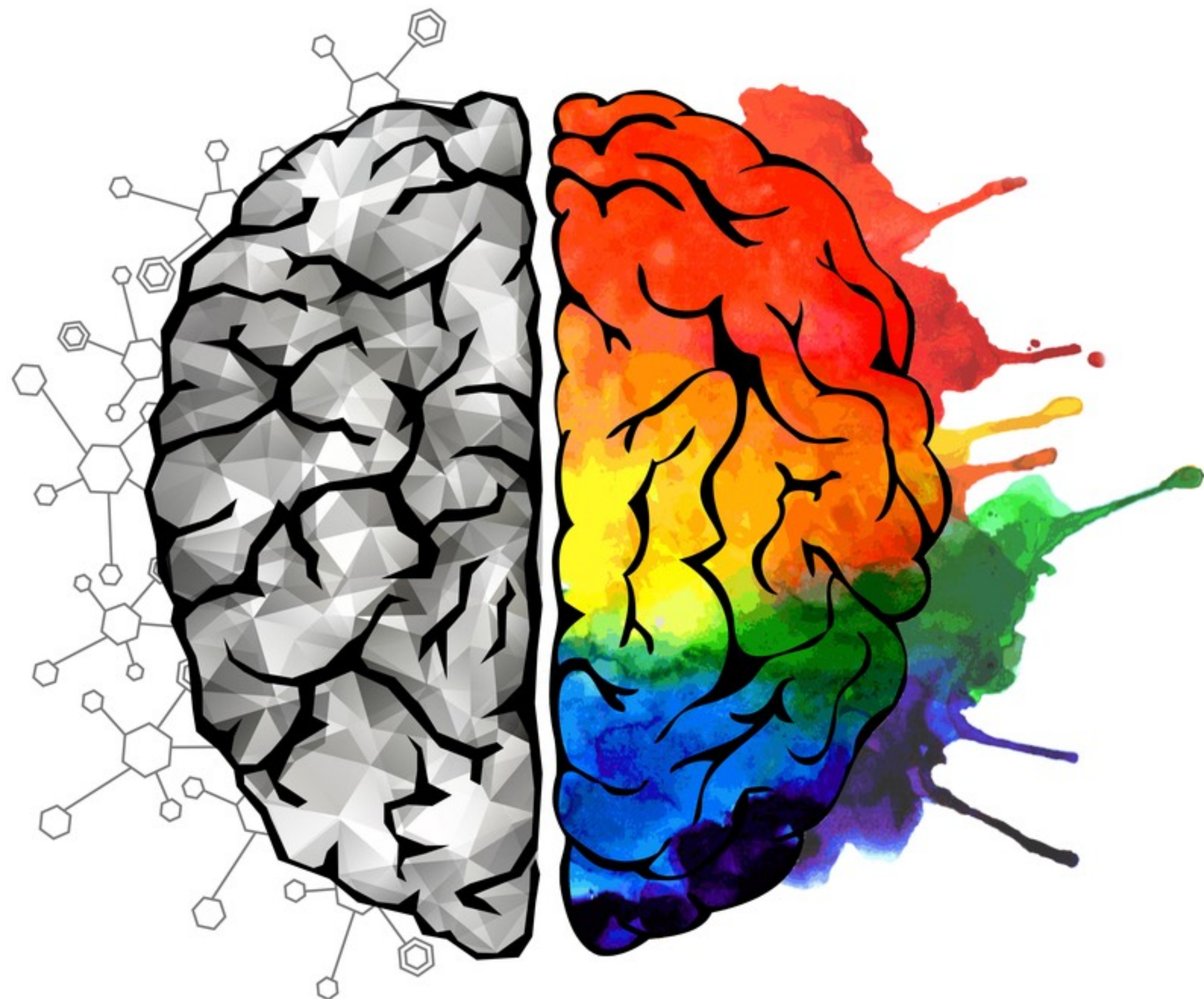
THREAT OR **THRIVE**

THINK

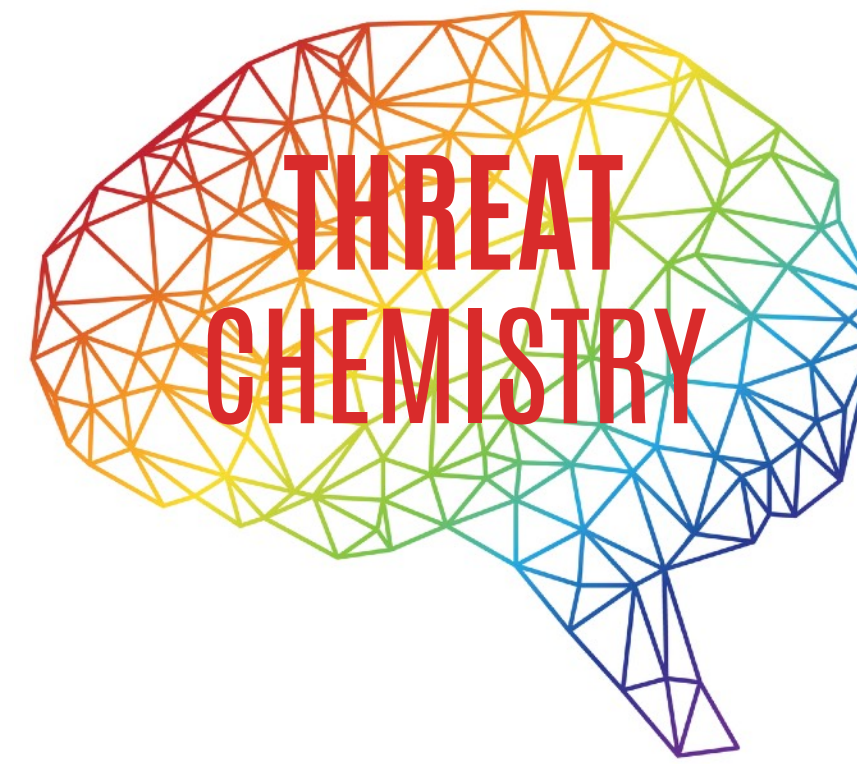


FEEL

CHEMISTRY DRIVES THINKING, BEHAVING, & PERFORMANCE

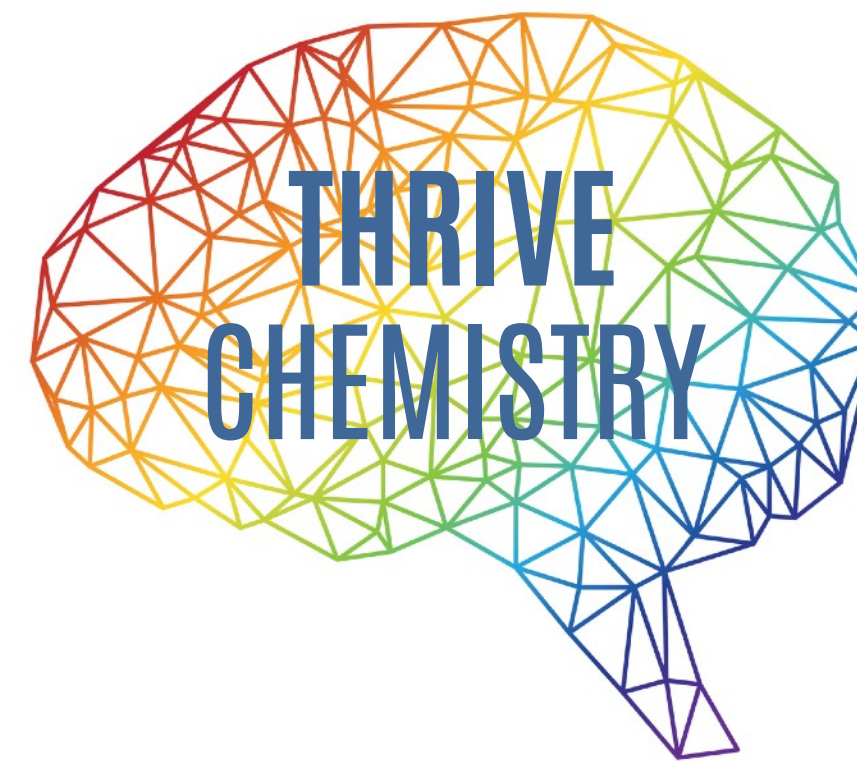


THRIVE WITH THE RIGHT NEUROCHEMISTRY



Cortisol & Adrenaline

Fear, anger, defensiveness,
hopeless, negative,
apprehensive, out of control,
confused



Dopamine & Oxytocin

Empowered, confident, open,
hopeful, excitement, control,
positivity, gratefulness,
connection

EEG BRAIN RESEARCH

Dr. Michelle Adams

President, MarketingBrainology.com



A photograph of three business professionals in a meeting. A man in a dark suit and a woman in a green top are looking at a glass wall covered with colorful sticky notes (yellow, red, and teal). Another woman in a light blue shirt and glasses is pointing at the notes. The scene is brightly lit, suggesting a modern office environment.

CULTURING

Setting and upholding standards of excellence

CULTURING is an ongoing process
of co-creating the kind of workplace
where everyone thrives.

Leaders can't dictate culture!



Project Aristotle

“The whole is greater than the sum of its parts.”

FREEDOM

ABILITY

ENERGY



RELATIONSHIPS

MEANING

EXPERIENCES AND STORIES

BUILD CULTURE

autonomy of thought and action

BEST PRACTICES

- Allow employees to set some of their own work goals
- Allow employees to contribute to their team goals
- Pr

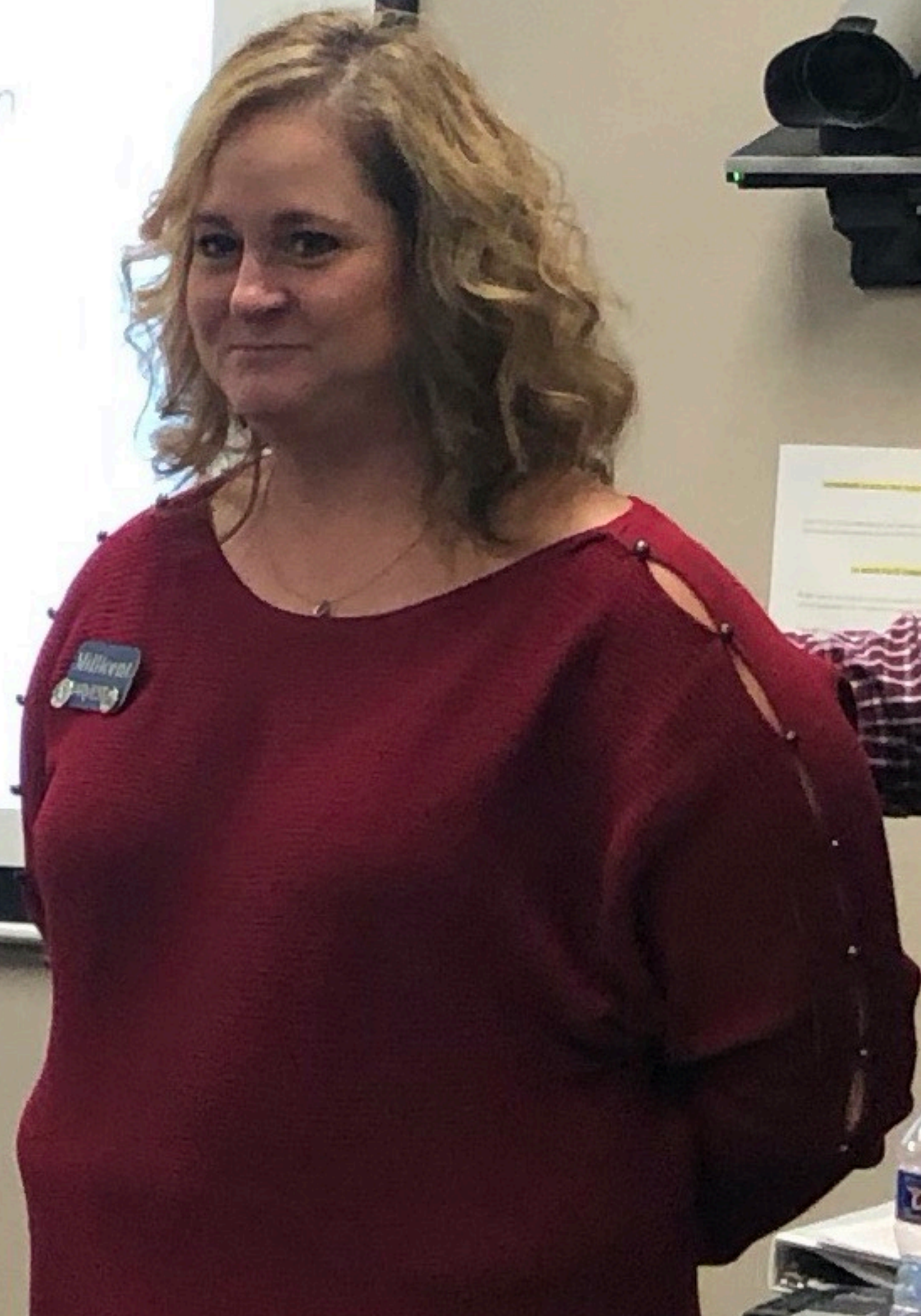
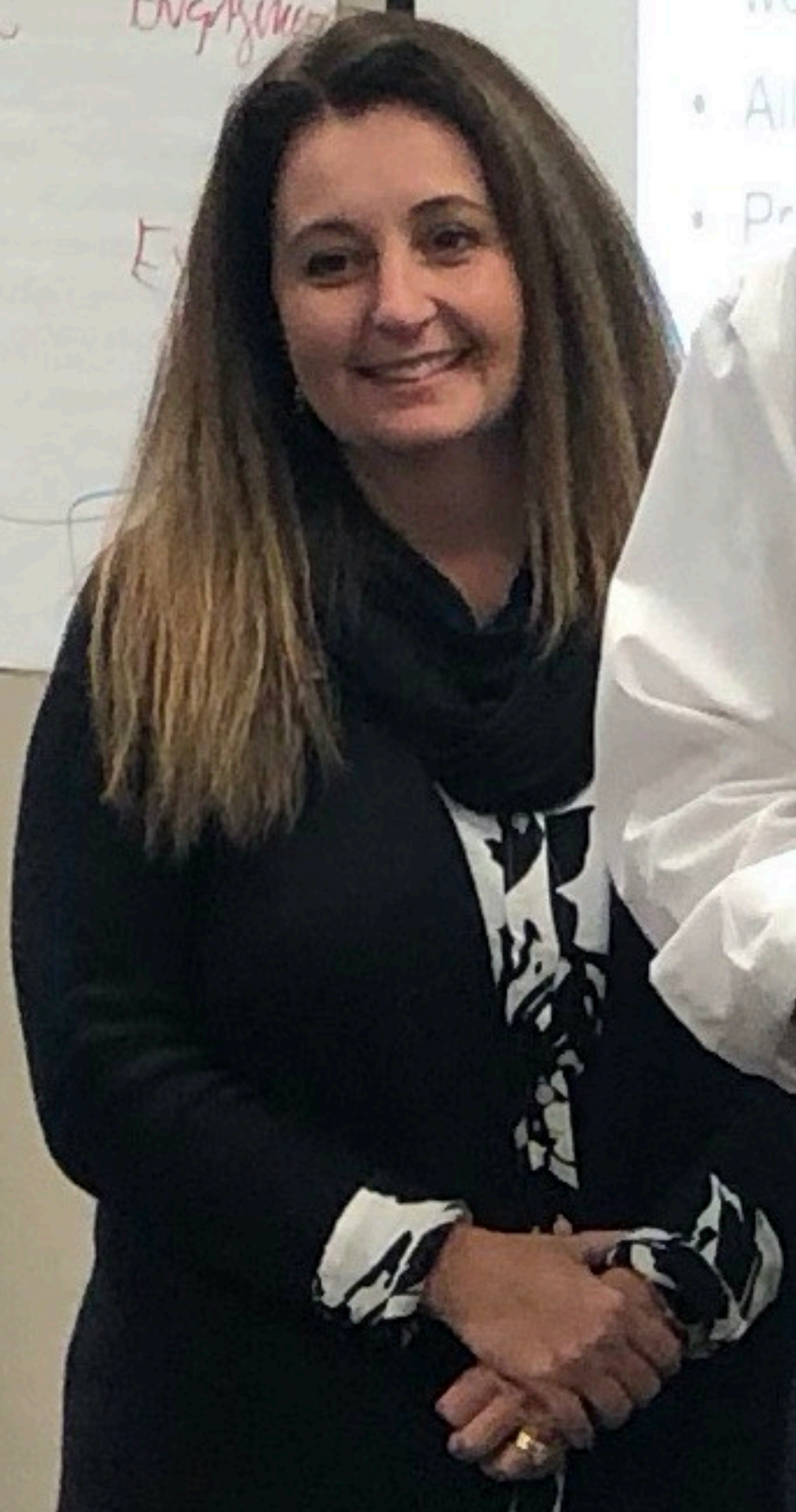
Rodney
ARVEST

WILLING WANTING
MOTIVATION ENGAGEMENT
INT. EX.
16 Factors
Intrinsic Values

Autonomy of thought and action

BEST PRACTICES

- Allow employees to set some of their own work goals
- Allow employees to contribute to their team goals
- Pr...



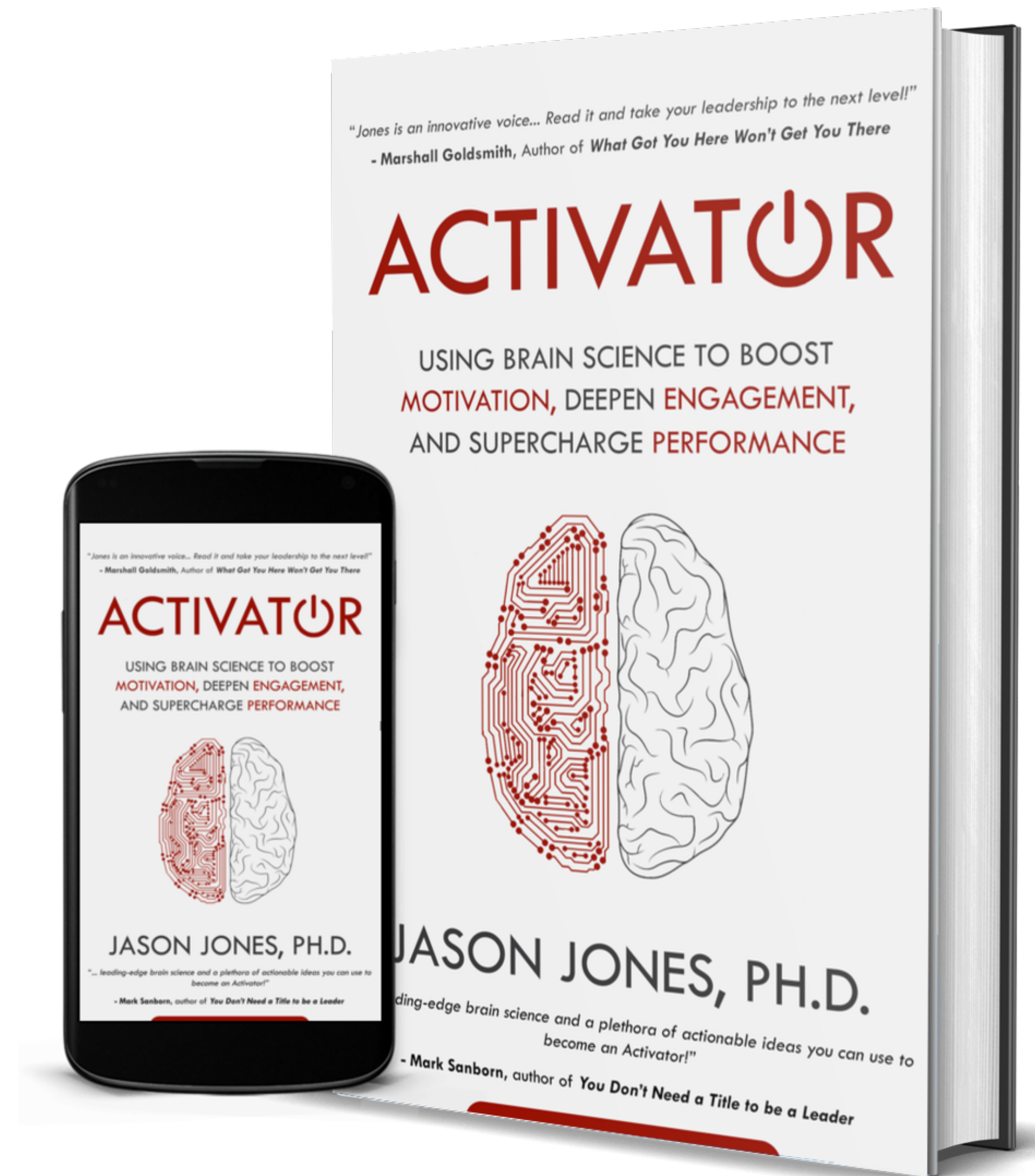
3 CORE PRACTICES OF ACTIVATION

CONNECTING

COACHING

CULTURING

DO YOU WANT TO BE AN ACTIVATOR?



ACTIVATOR

LEADERSHIP METHOD

eCourse Includes:

- 37 Video Micro-Lessons
- Anytime Access
- Self-Paced
- Workbook
- Motives & Values Assessment
- Checklists
- 76 Brain Activation Tactics
- Planning Worksheets
- Certificate of Completion



REGISTER NOW at...

www.ActivatorEcourse.com

THANK YOU!



Let's Connect!!



DrJasonJones.com



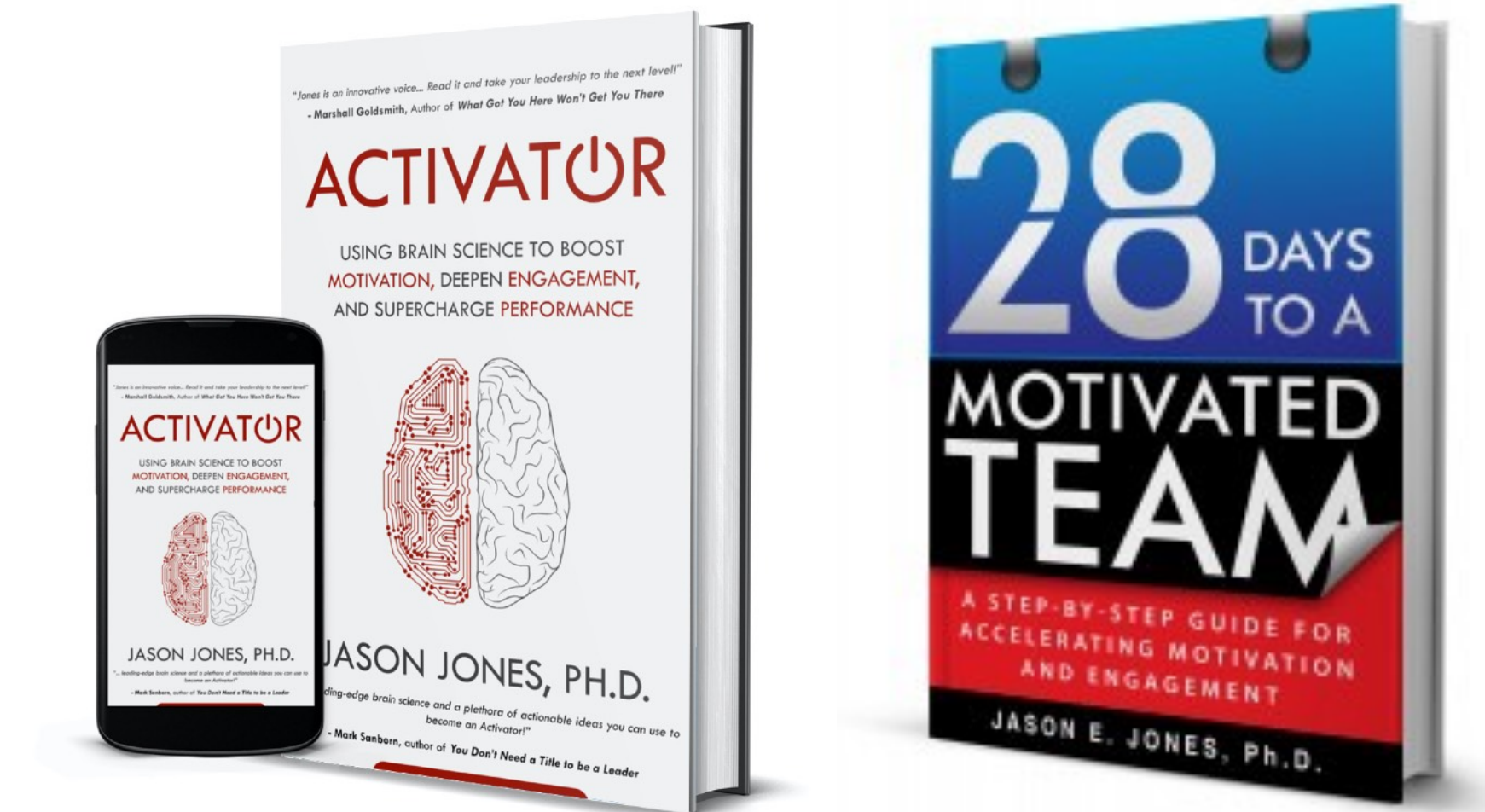
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BARNES & NOBLE

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