

opentext™

THE NEW SCIENCE OF PERFORMANCE

Presented by Jason Jones, Ph.D.



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

The Power Generator of Thinking, Feeling, and Behavior

The background features a stylized, wireframe representation of a human face, primarily in shades of blue and green. The face is composed of a grid of lines that form the basic structure, including the eyes, nose, and mouth. Overlaid on this wireframe are several translucent, wavy lines that flow horizontally across the face, suggesting movement or energy. The overall aesthetic is digital and futuristic.



**THE FUTURE OF PERFORMANCE
WILL BE FOUND IN BRAIN OPTIMIZATION**

THE NEUROSCIENCE OF LEADERSHIP





LEADERSHIP
SPORTS
HEALTH
WORK
HAPPINESS
SALES
MARKETING

NEUROSCIENCE PRINCIPLE 1

**YOUR BRAIN IS IN A
CONSTANT STATE OF CHANGE**

Neuroplasticity

Epigenetics



NEUROSCIENCE PRINCIPLE 2

**YOUR BRAIN IS WIRED TO
CONNECT SOCIALLY**



NEUROSCIENCE PRINCIPLE 3

YOUR BRAIN CAN BE LIT-UP





fMRI BRAIN SCAN STUDY

Richards Boyatzis and Anthony Jack
Case Western Reserve University

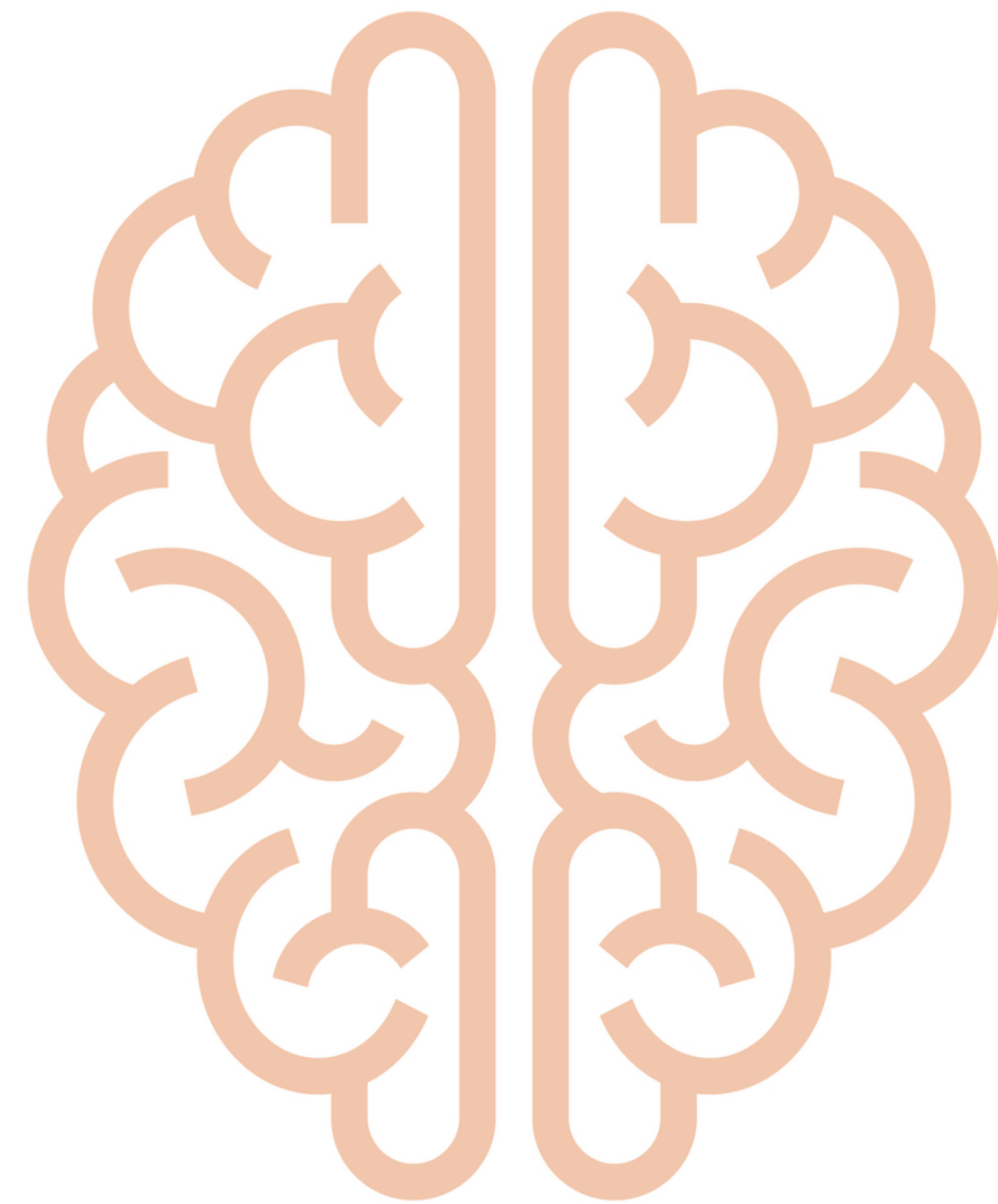
Positive Interactions

14 Regions Activated
0 Deactivated

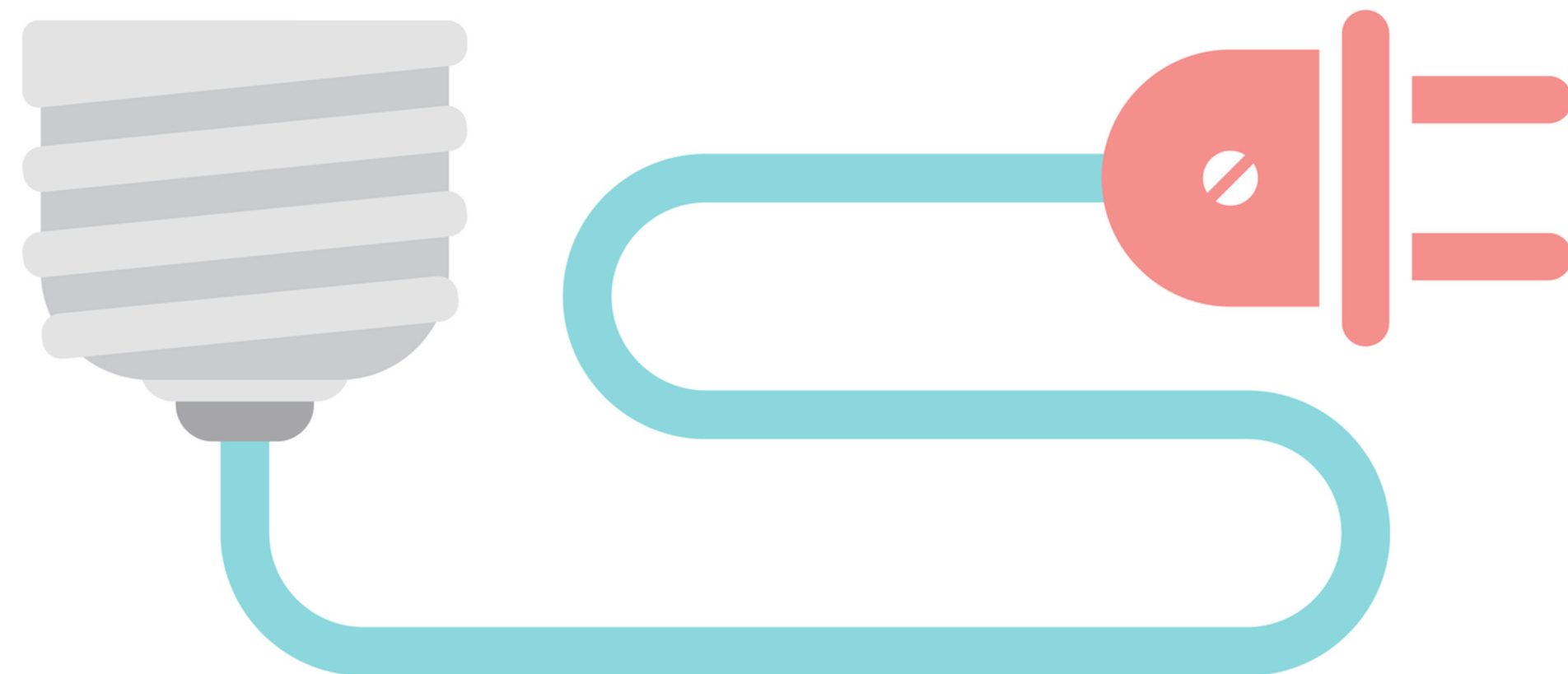
Negative Interactions

6 Regions Activated
11 Deactivated

THE NEW SCIENCE OF PERFORMANCE



Brain **ACTIVATION** through
intentional **interactions**
and **experiences**.



THE 3 PRACTICES OF ACTIVATORS

CONNECTING

COACHING

CULTURING

A woman with long brown hair, wearing a grey blazer over a dark top, is smiling warmly at a man whose back is to the camera. They are in an office or meeting room with large windows in the background. A semi-transparent grey box is overlaid on the lower left of the image, containing the text.

CONNECTING

Cultivating trust through relationships

**THE BIGGEST DETERENT TO
EFFECTIVE LEADERSHIP**

EGO



THE SOCIAL BRAIN



CARE *(Safety & Support)*

CHARACTER *(Similar Values)*

COMMUNICATION *(Clarity & Consistency)*

ACTIVATION WORDS

Cooperation

Collaborate

Excited

Launch

Endurance

Strength

Courage

Brave

Hero

Discover

Flexible

Enterprising

Dynamic

Impact

Insight

Progress

Achievement



John Bargh, Mark Chen, and Lara Burrows, Journal of Personality and Social Psychology, 1996.

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 also smiling and looking at him. They are both looking at a laptop screen. The man is holding a pen in his right hand. The woman is wearing a white tank top. The man is wearing a light-colored shirt. The background is a bright office with large windows and a modern lamp.

COACHING

Facilitating Performance with backbone and heart



Driving results while caring for people.

WHAT KIND OF COACH ARE YOU?
THREAT OR **THRIVE**

STYLE

THREAT COACHES

Guilt and Obligation

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

vs.

THRIVE COACHES

Inspired and Trusting

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)



A close-up, low-angle shot of several rowers in a boat, captured mid-stroke. The rowers are wearing blue long-sleeved shirts and white tank tops with red accents. Their hands are gripping yellow handles of black oars. The oars are positioned diagonally across the frame, creating a strong sense of motion and rhythm. The background is a blurred view of the water and the sky, emphasizing the focus on the rowers and their equipment.

**DO YOUR PEOPLE WANT TO GIVE
THEIR BEST FOR YOU?**



CULTURING

Setting and upholding standards of excellence



Project Aristotle

"The whole is greater than the sum of its parts."

90% of Investment analyst list “quality of management team” as the single most important factor for predicting business success.

Team function increases efficiency and quality of work

(meta-study: 185 Case Studies + 12 Large-Scale Studies, Applebaum & Batt)

Workgroup cohesion predicts high-performance and goal achievement

(Mullen & Cooper)



*“If you want to go fast. Go alone.
If you want to go far. Go together.”*

-African Proverb



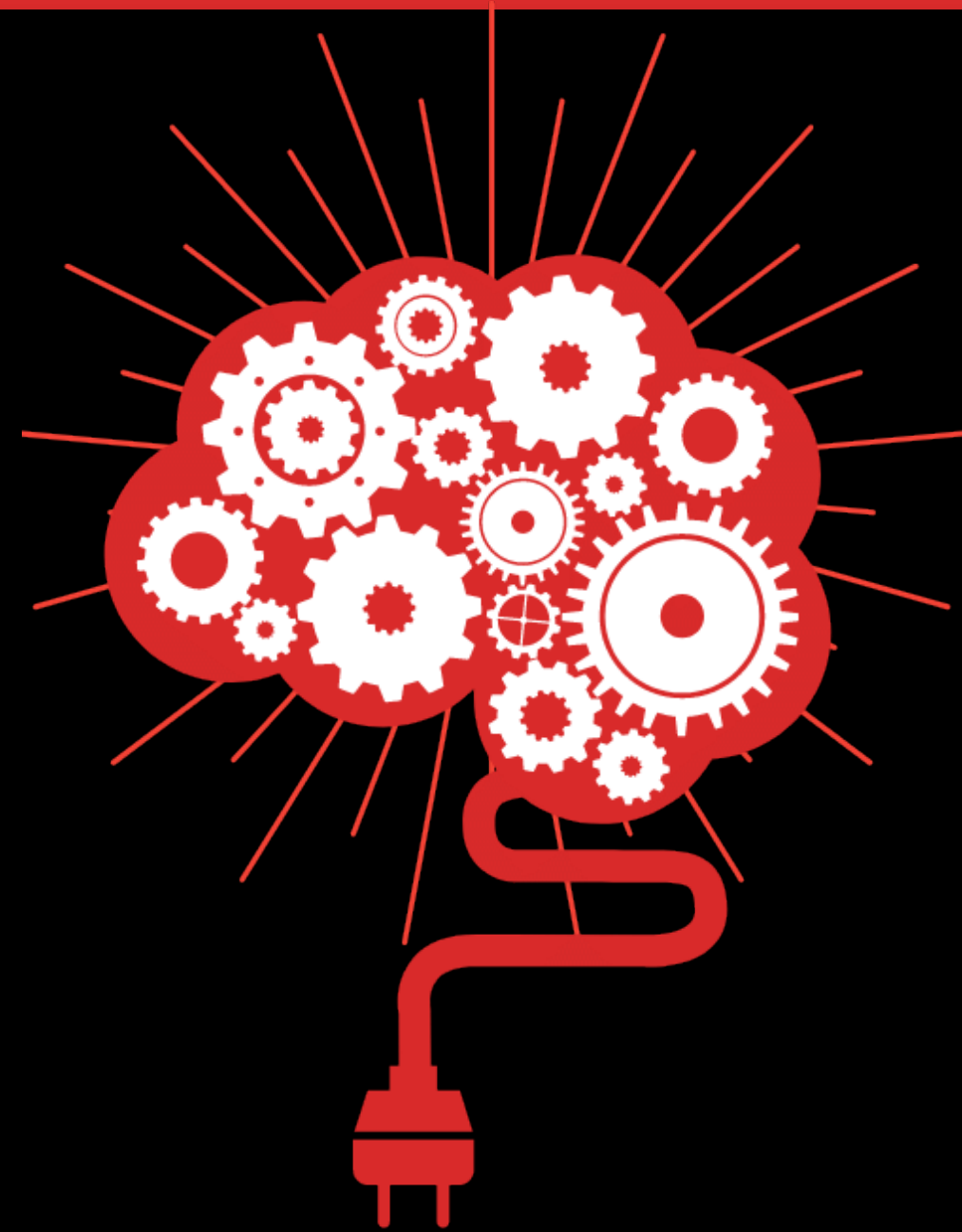
TOTAL PERFORMANCE

Individual + Team









5 BRAIN-ACTIVATION STRATEGIES FOR A HIGH-PERFORMANCE CULTURE

1. BE A PRO



PROs *vs.* AMATEURS

PROs

Team/Organizational Goals
Win/Win Mindset
Responsibility
Solutions Focused
Openness & Abundance
Diversity as a strength
Humble
Others-Focused

Gratefulness

AMATEURS

Personal/Individual Goals
Win/Lose Mindset
Blames Others
Personal Comfort
Protectionism & Scarcity
Differences/Personality
Ego
Self-Focused

Entitlement

A close-up photograph of a person wearing a white lab coat, sitting at a desk and writing in a notebook with a pencil. The person's hands are visible, and the background is blurred. A semi-transparent dark grey box is overlaid on the lower left portion of the image, containing white text.

**2. STATE YOUR INTENTIONS
about communication,
feedback, and change.**

A man with a beard and a woman are in an office. The man is smiling and looking at the woman, who is also smiling. They are standing near a desk with a laptop. A large lamp is hanging over the desk. In the background, there is a window with some text on it.

3. ACKNOWLEDGE a person for who they are, not just what they achieved.

4. LEAD WITH QUESTIONS



5. USE STORIES





STORIES LIFT OUR IMAGINATION AND OUR
SENSE OF POSSIBILITY

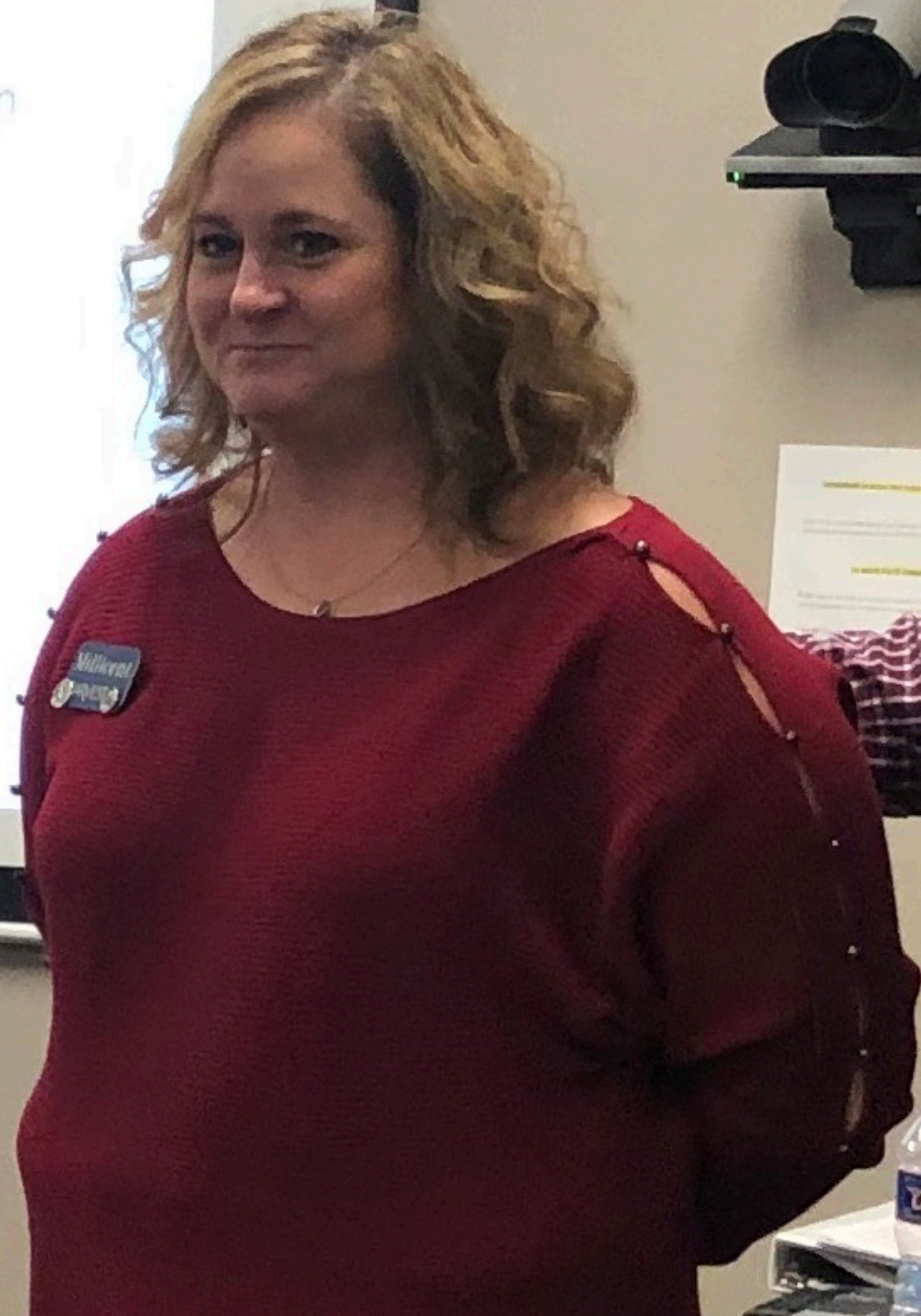
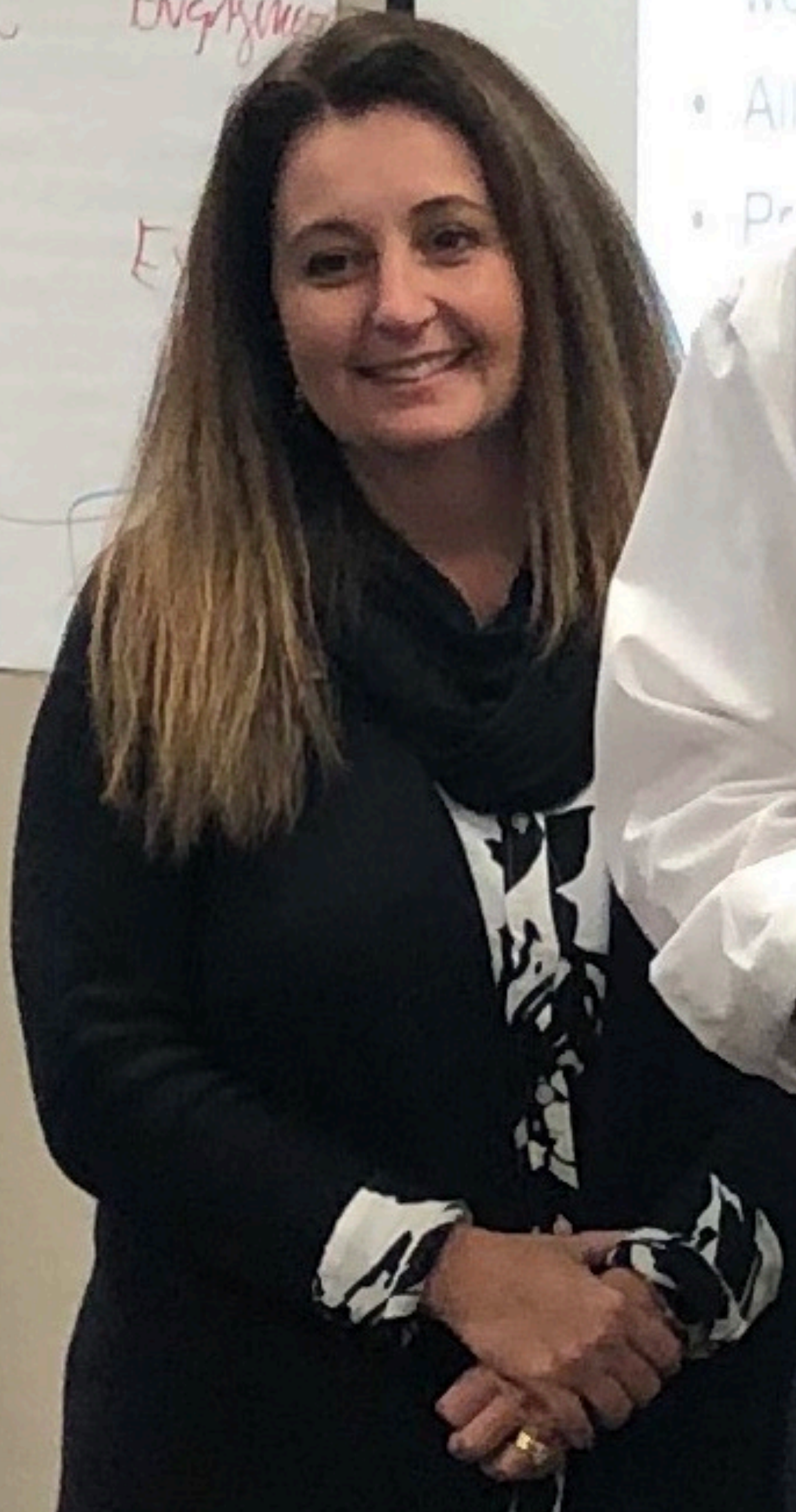


Willing Wanting
Motivation Engagement
INT. Ex.
16 Factors
Intrinsic Values

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



THE 3 PRACTICES OF ACTIVATORS

CONNECTING

COACHING

CULTURING

YOUR COMMITMENTS



PLAY A BIGGER GAME



PLAY A BIGGER GAME
FOR A BIGGER WIN



THANK YOU!



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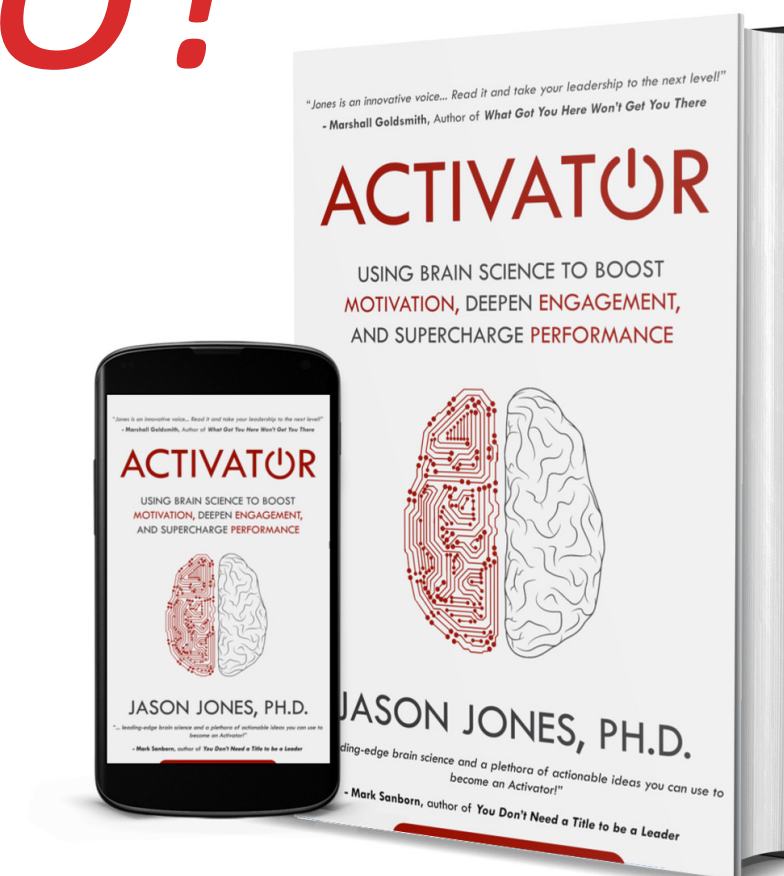
DrJ@DrJasonJones.com



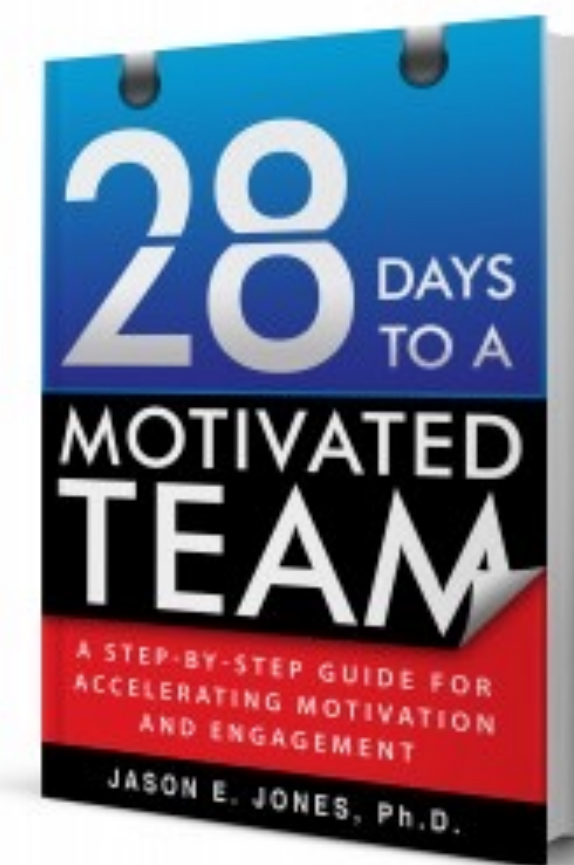
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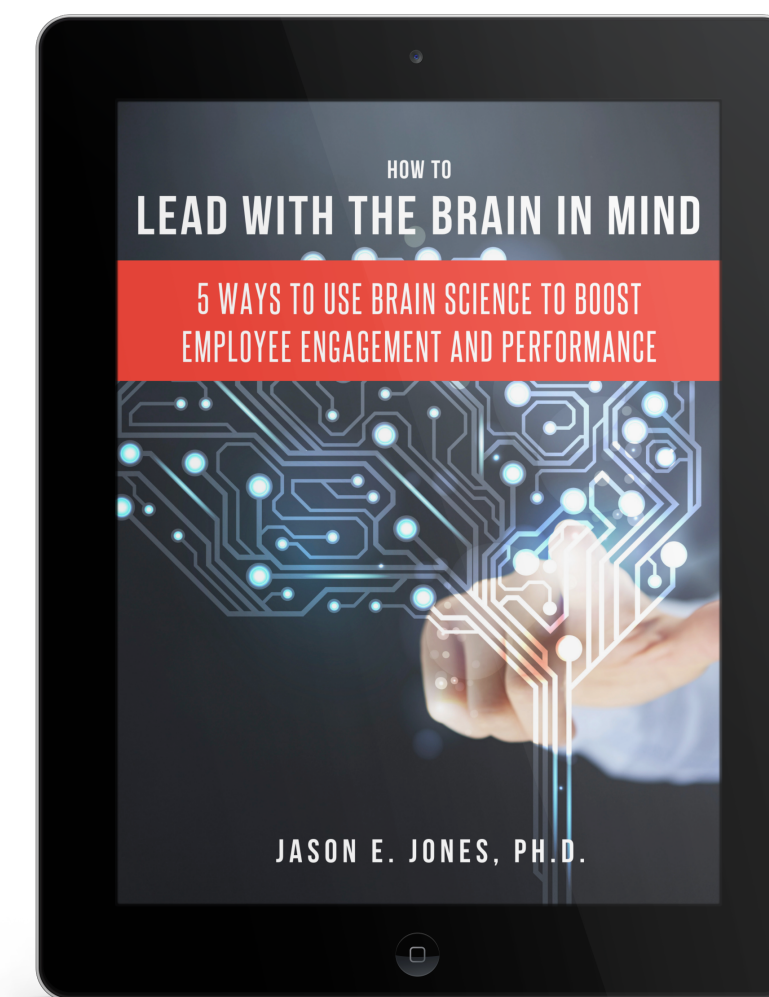
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