



ENGAGE THE HEART AND MIND OF YOUR STAFF

Presented by Jason Jones, Ph.D.



A Neuroscience Approach
to Boosting Motivation,
Deepening Commitment,
and building Advocacy.

Practical Applications



The Power Generator of Thinking, Feeling, and Behavior

The background features a stylized, wireframe representation of a human face. The face is composed of a grid of lines that are colored with a gradient from green on the left to blue on the right. Overlaid on the face are several translucent, wavy lines that also follow the green-to-blue color gradient, creating a sense of movement and energy. The overall aesthetic is futuristic and digital.



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

THE NEUROSCIENCE OF LEADERSHIP





LEADERSHIP
SPORTS
HEALTH
WORK
HAPPINESS
SALES
MARKETING

3 NEUROSCIENCE PRINCIPLES TO KNOW



NEUROSCIENCE PRINCIPLE 1

YOUR BRAIN IS IN A CONSTANT STATE OF CHANGE

Neuroplasticity

Epigenetics



NEUROSCIENCE PRINCIPLE 2

**YOUR BRAIN IS WIRED TO
CONNECT SOCIALLY**





fMRI BRAIN SCAN STUDY

Richards Boyatzis and Anthony Jack
Case Western Reserve University

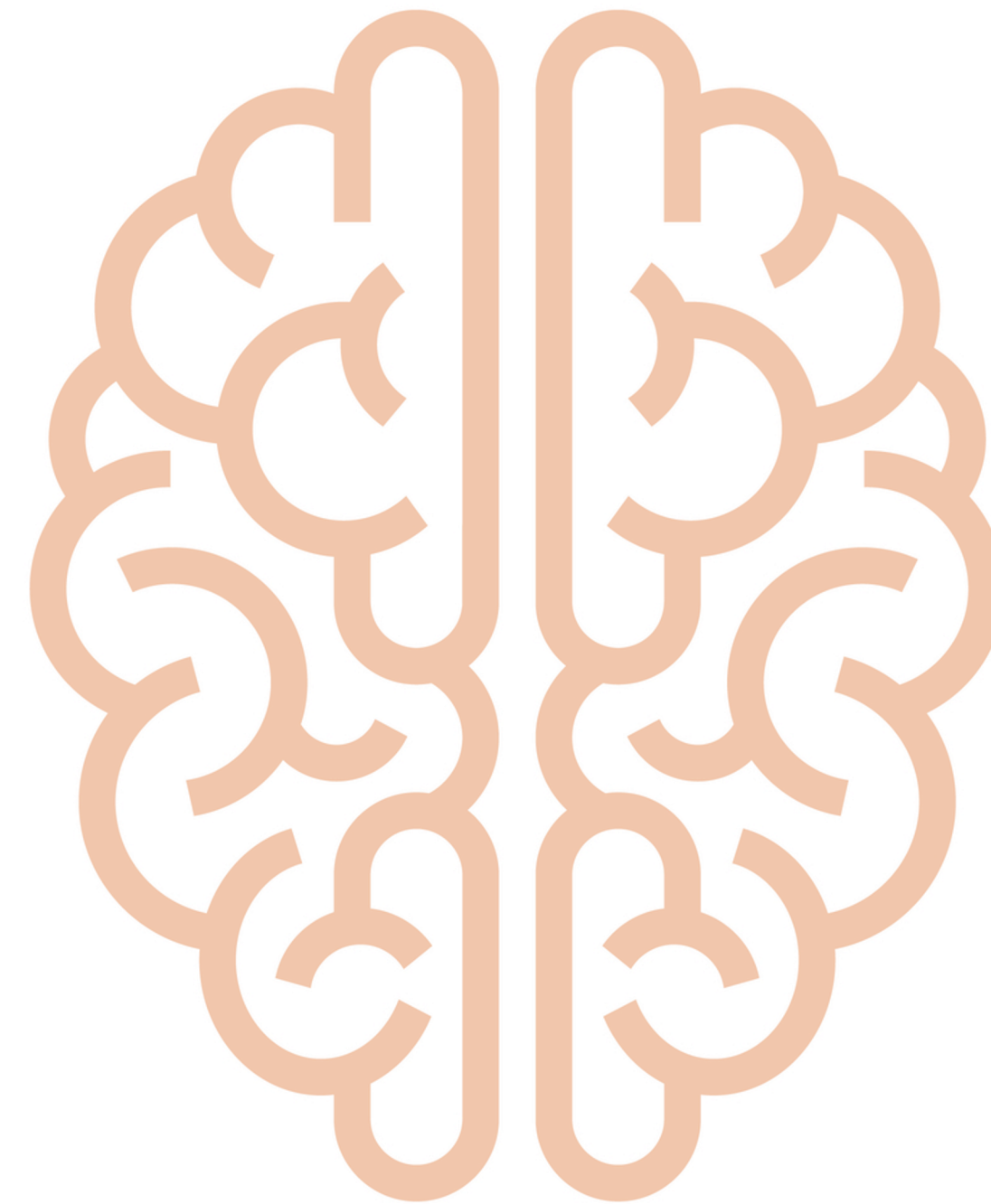
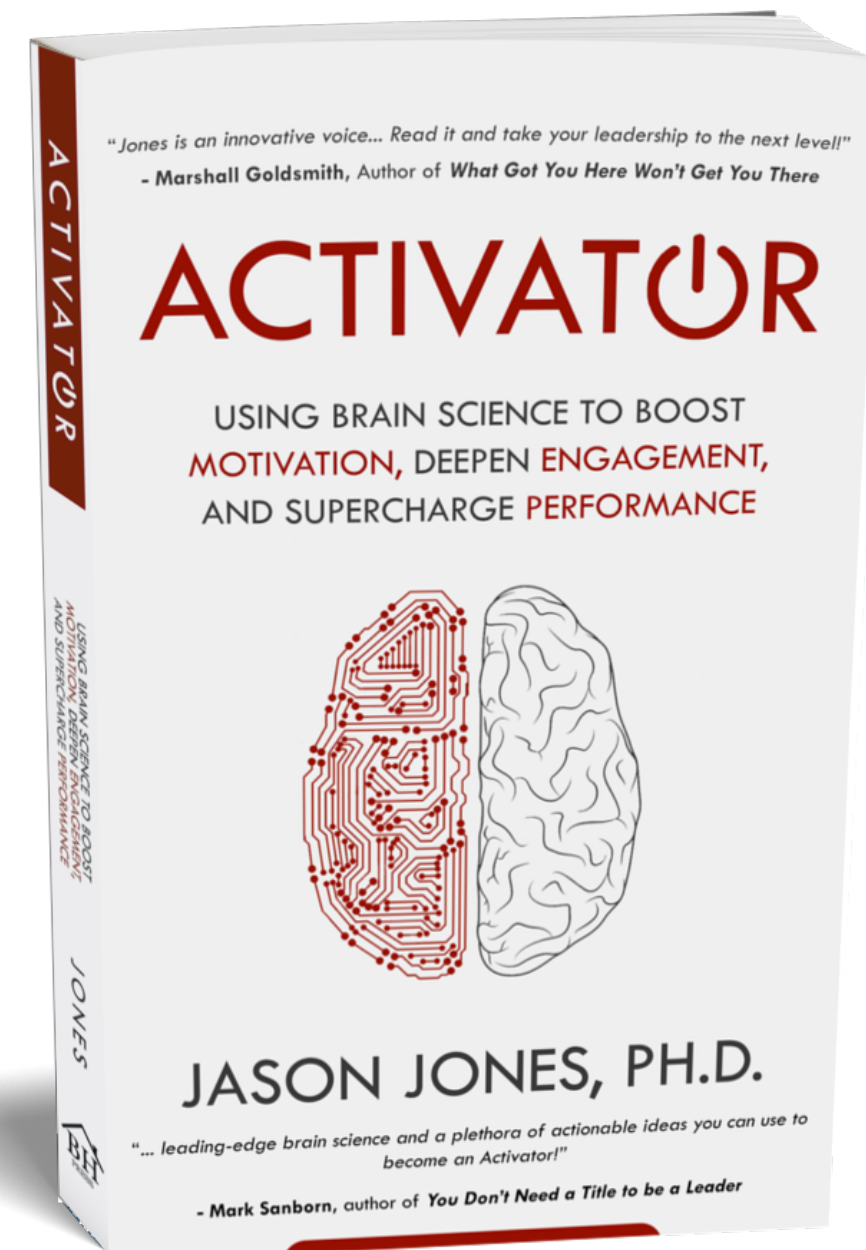
Positive Interactions

14 Regions Activated
0 Deactivated

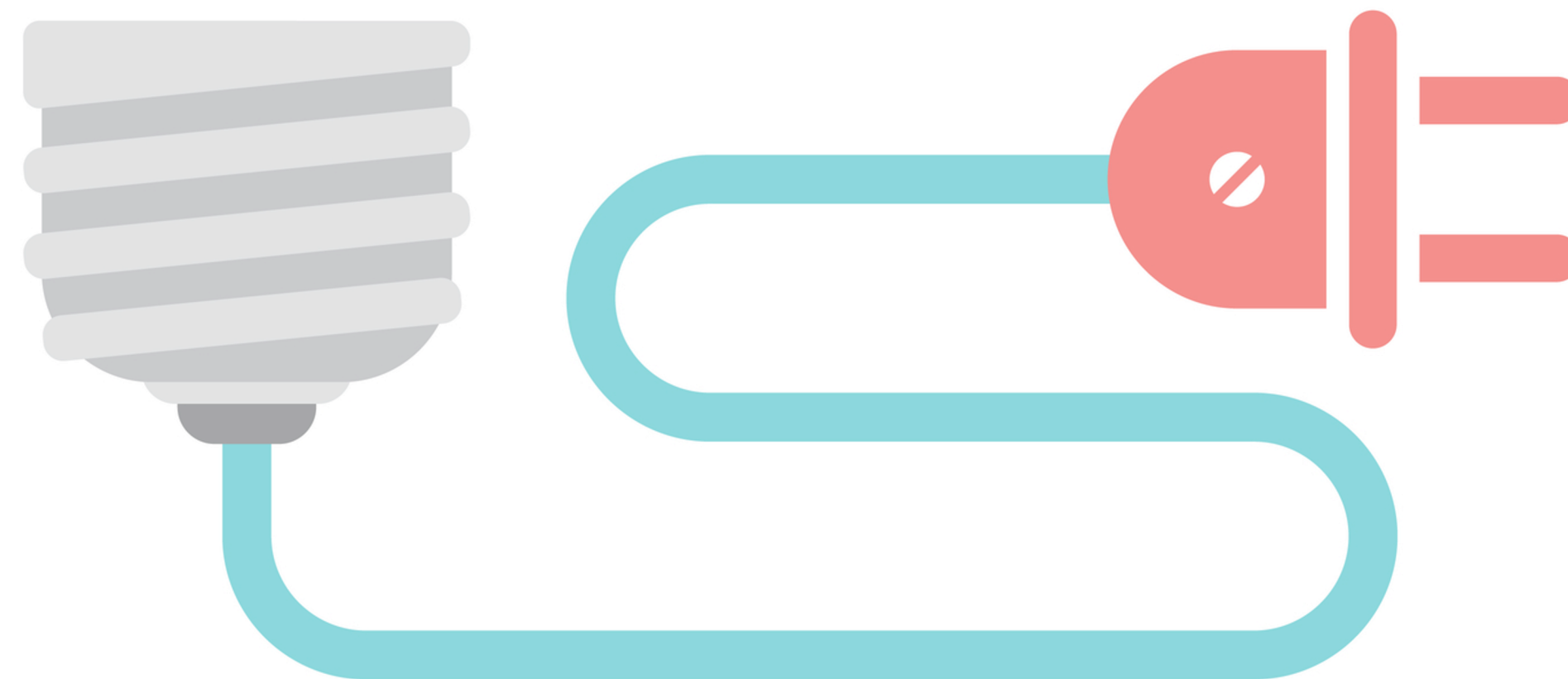
Negative Interactions

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)*

#1 Factor of High-Performing Teams

COMMUNICATION

Communication is the most important predictor of team success and more powerful than individual intelligence, personality, and skill combined!

MIT Human Dynamics Laboratory (2012)



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.

ACTIVATION STRATEGY #1

Set Your Intention Daily
(and before important interactions)



ACTIVATION STRATEGY #2

Integrate **Activation Words** into Your Communication.



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. 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 a large window 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)



Does your staff want to play for you?

ACTIVATION STRATEGY #3

**Recognize a person for
who they are, not just for
what they accomplished.**

(Highlight the How)



ACTIVATION STRATEGY #4

Position people to put
their strengths and
motivations to work.



Mathias Schlitte



Mathias “HellBoy” Schlitte



What strengths do you see your staff?



CULTURING

Setting and upholding standards of excellence

Leaders can't **dictate** culture.

They **co-create** it.

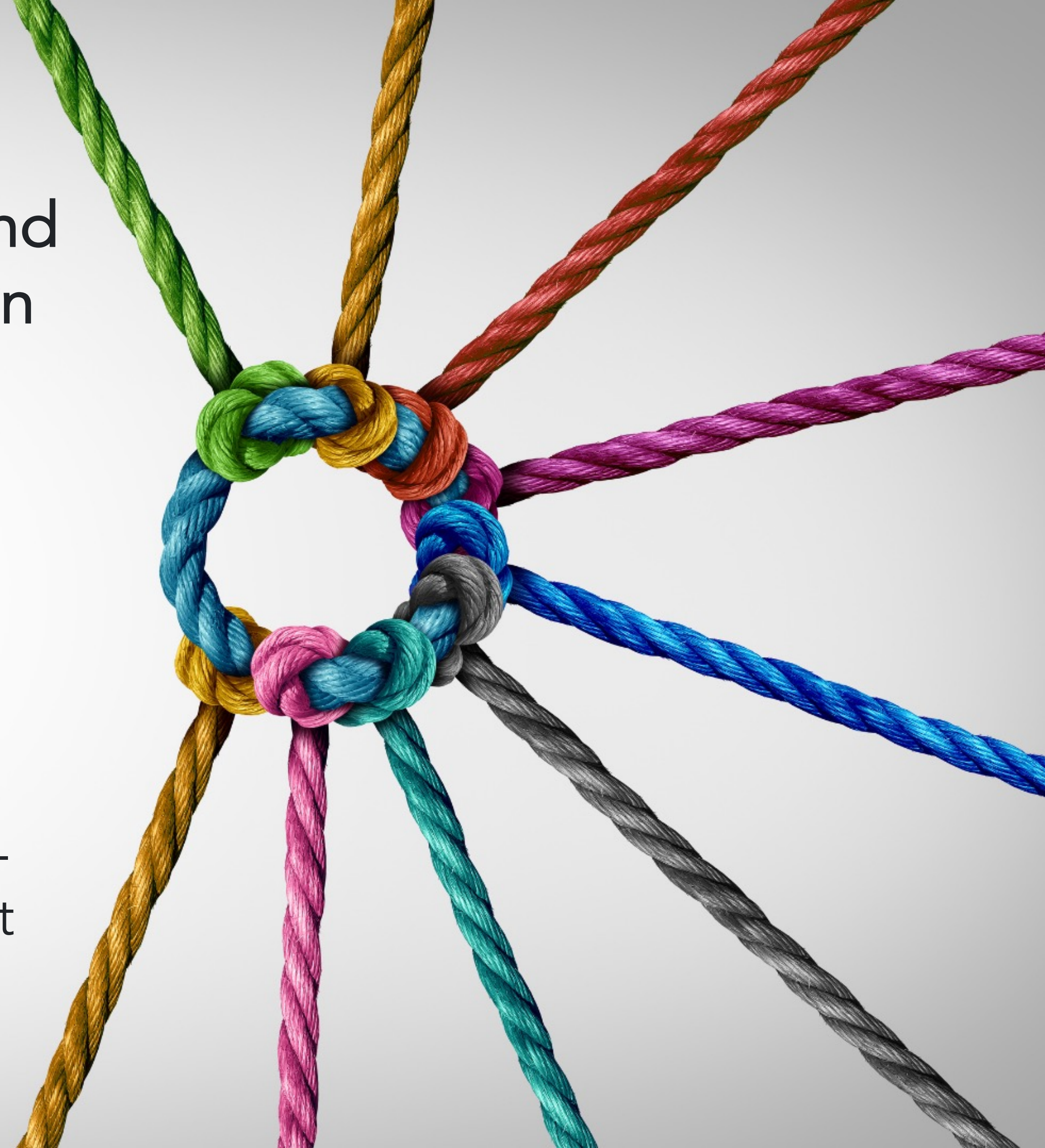
Leaders help people understand that our strength is not found in individual performance, it's found in our **combined efforts**.

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)





Project Aristotle

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

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

-African Proverb



TYPES OF TEAM MEMBERS



ACTIVATION STRATEGY #5

**Call people to be culture
builders and Activists.**



PROs vs. AMATEURS

PROs	AMATEURS
1. Consistent Output Professionals maintain a steady stream of work, meeting deadlines and producing high-quality results consistently.	1. Irregular Output Amateurs often struggle with consistency, with periods of high productivity followed by long stretches of inactivity.
2. Deep Expertise Professionals possess specialized knowledge and skills, honed through years of practice and experience.	2. Shallow Knowledge Amateurs often lack the depth of understanding and technical proficiency required for complex tasks.
3. Strong Network Professionals have established a robust network of contacts, including clients, collaborators, and industry experts.	3. Limited Connections Amateurs often have a smaller, less diverse network, limiting their access to opportunities and resources.
4. Financial Stability Professionals typically earn a steady income, allowing them to cover their expenses and invest in their craft.	4. Financial Uncertainty Amateurs often face financial challenges, including irregular income and the need to cover their own expenses.
5. Professionalism Professionals adhere to industry standards, maintain a strong work ethic, and communicate effectively.	5. Lack of Professionalism Amateurs may struggle with meeting deadlines, maintaining quality, and communicating effectively.
6. Resilience Professionals are able to handle criticism, setbacks, and pressure, maintaining their focus and motivation.	6. Low Resilience Amateurs may be more susceptible to discouragement and lack the ability to bounce back from setbacks.
7. Continuous Learning Professionals actively seek out new challenges, stay updated on industry trends, and invest in ongoing education.	7. Stagnation Amateurs may lack the motivation and resources to engage in continuous learning and skill development.
8. Strong Reputation Professionals have built a strong reputation for their work, earning trust and respect from their peers and clients.	8. Limited Recognition Amateurs often struggle to gain recognition and establish a strong presence in their field.
9. Clear Goals Professionals have a clear vision of their career path and set specific, measurable goals.	9. Lack of Direction Amateurs may lack a clear sense of purpose and struggle to define their goals.
10. Collaboration Professionals are skilled at working with others, sharing ideas, and leveraging collective strengths.	10. Isolation Amateurs may struggle to find collaborators and may work in isolation.

PROs

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

Gratefulness

AMATEURS

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

Entitlement



ACTIVATION STRATEGY #6

Find and Tell the Stories.



USE STORIES TO
ENGAGE THE BRAIN





STORIES LIFT OUR IMAGINATION AND OUR
SENSE OF POSSIBILITY

KPMG



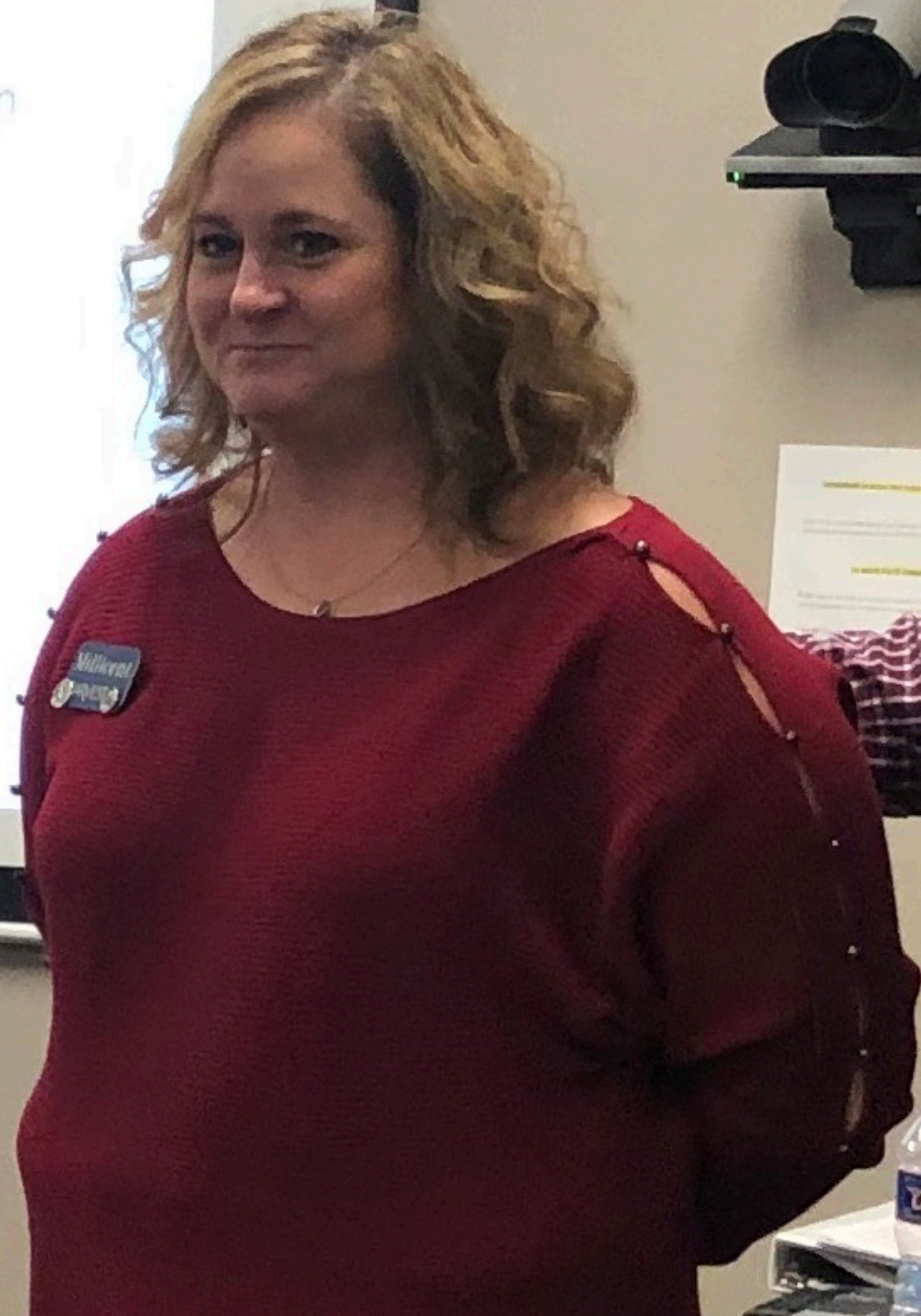
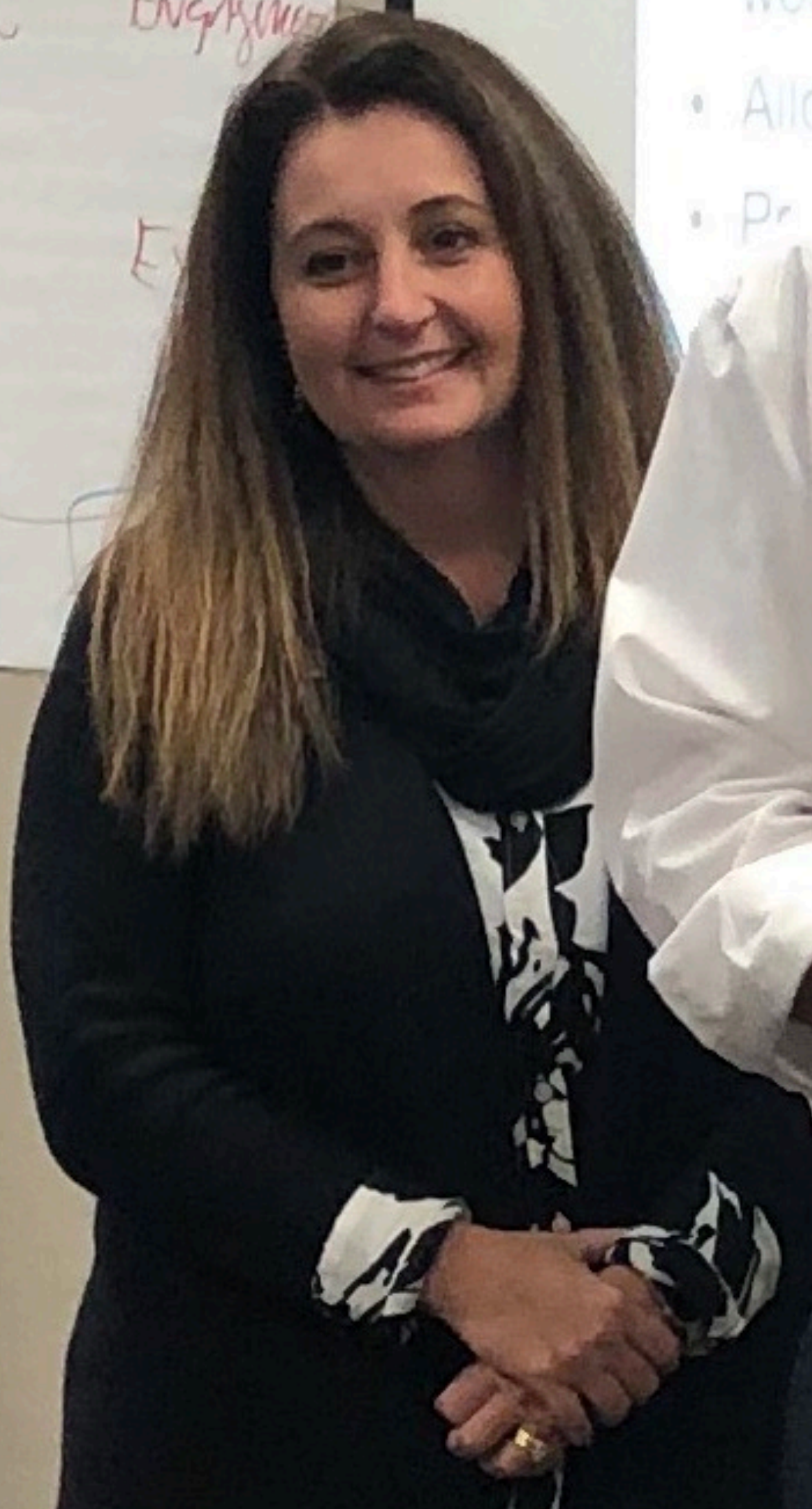


WILLING WANTING
MOTIVATION ENGAGEMENT
INT. EX.
16 Factors
Intrinsic Values

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

THANK YOU!



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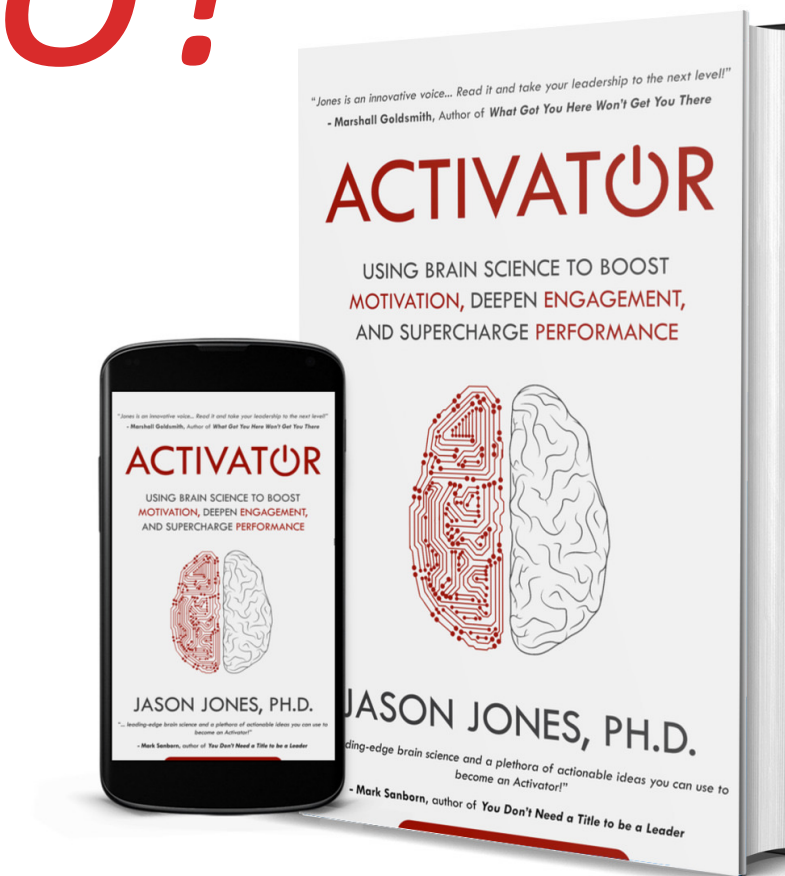
DrJ@DrJasonJones.com



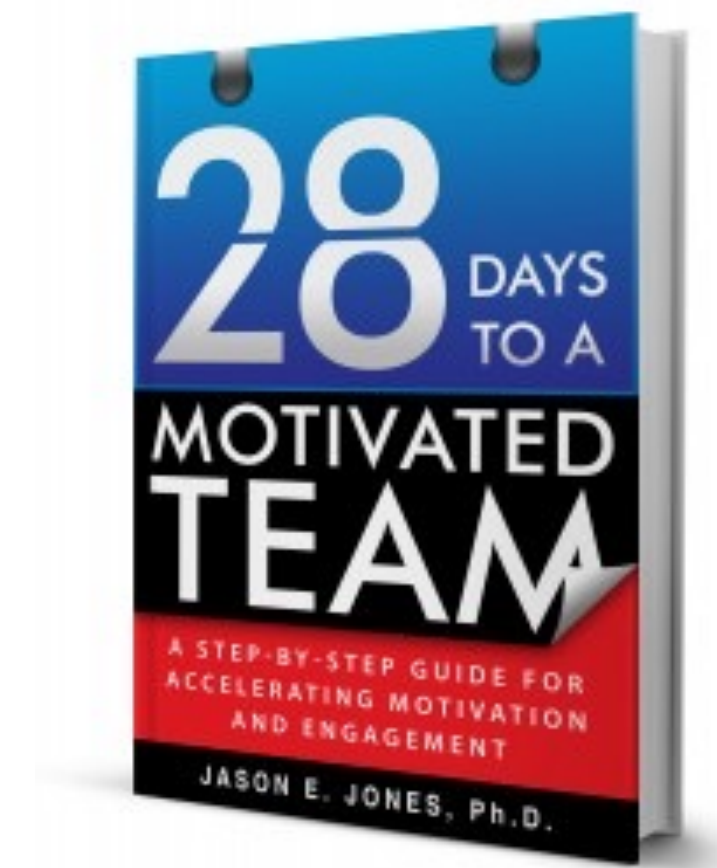
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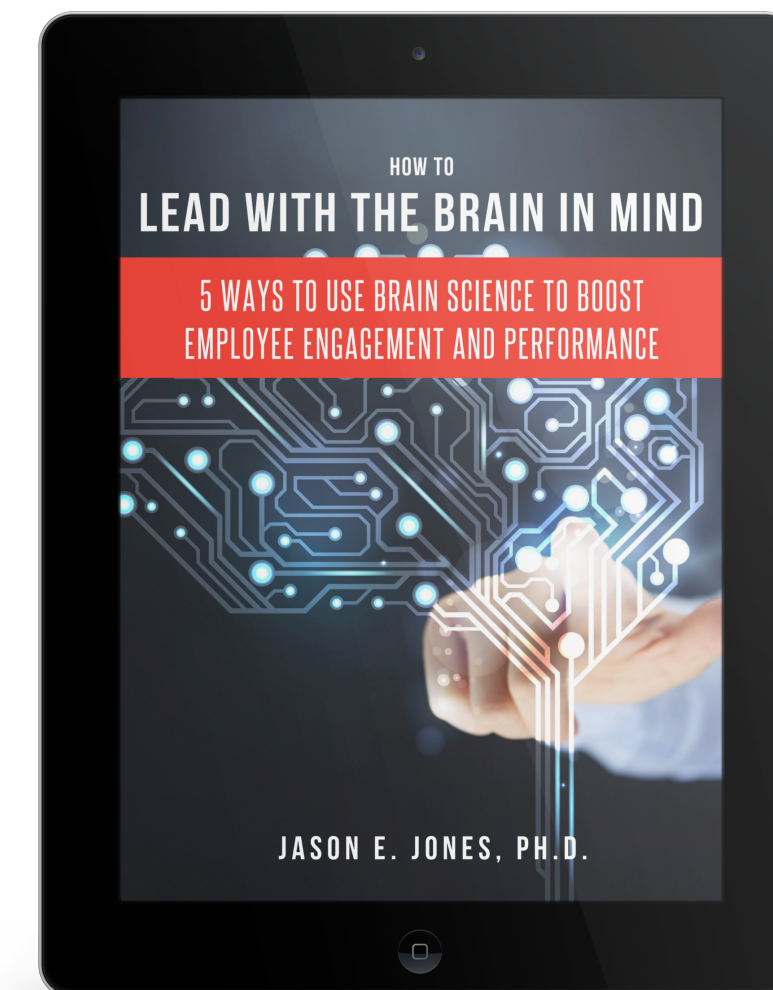
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