

ACTIVATOR

*Building a Culture of
Collaboration and Achievement*



Presented by Jason Jones, Ph.D.



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

Type it in the chat!



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 form the basic structure, including the eyes, nose, and mouth. Overlaid on this wireframe are numerous translucent, wavy lines that flow across the face, creating a sense of movement and energy. The color palette is primarily blue and green, with the wavy lines transitioning from a light green on the left to a deeper blue on the right. The overall effect is one of a dynamic, interconnected system, possibly representing the flow of information or the generation of thought and emotion.



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



**THERAPY
SPORTS
HEALTH
WORK
HAPPINESS
SALES
MARKETING**

THE NEUROSCIENCE OF LEADERSHIP



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

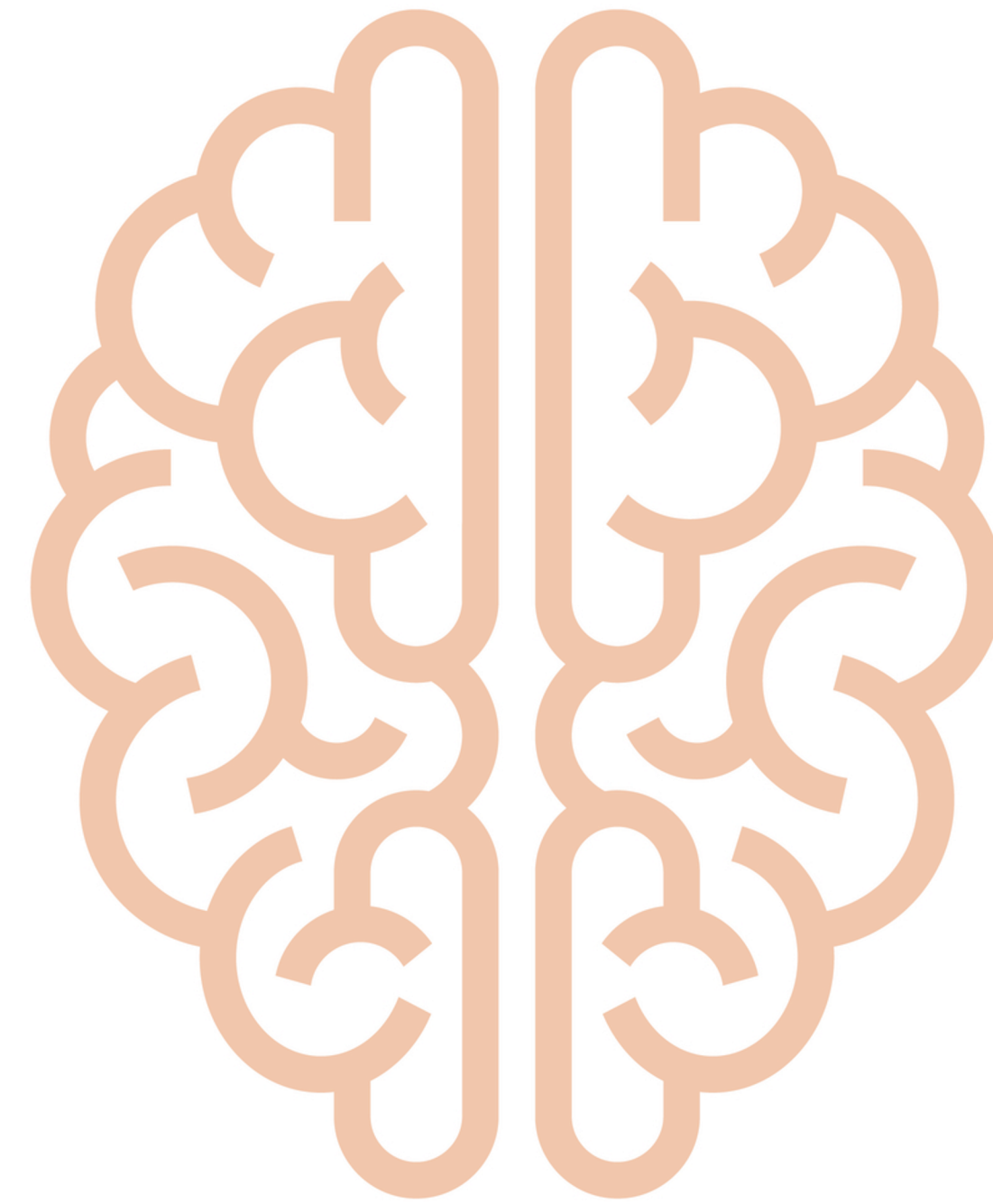
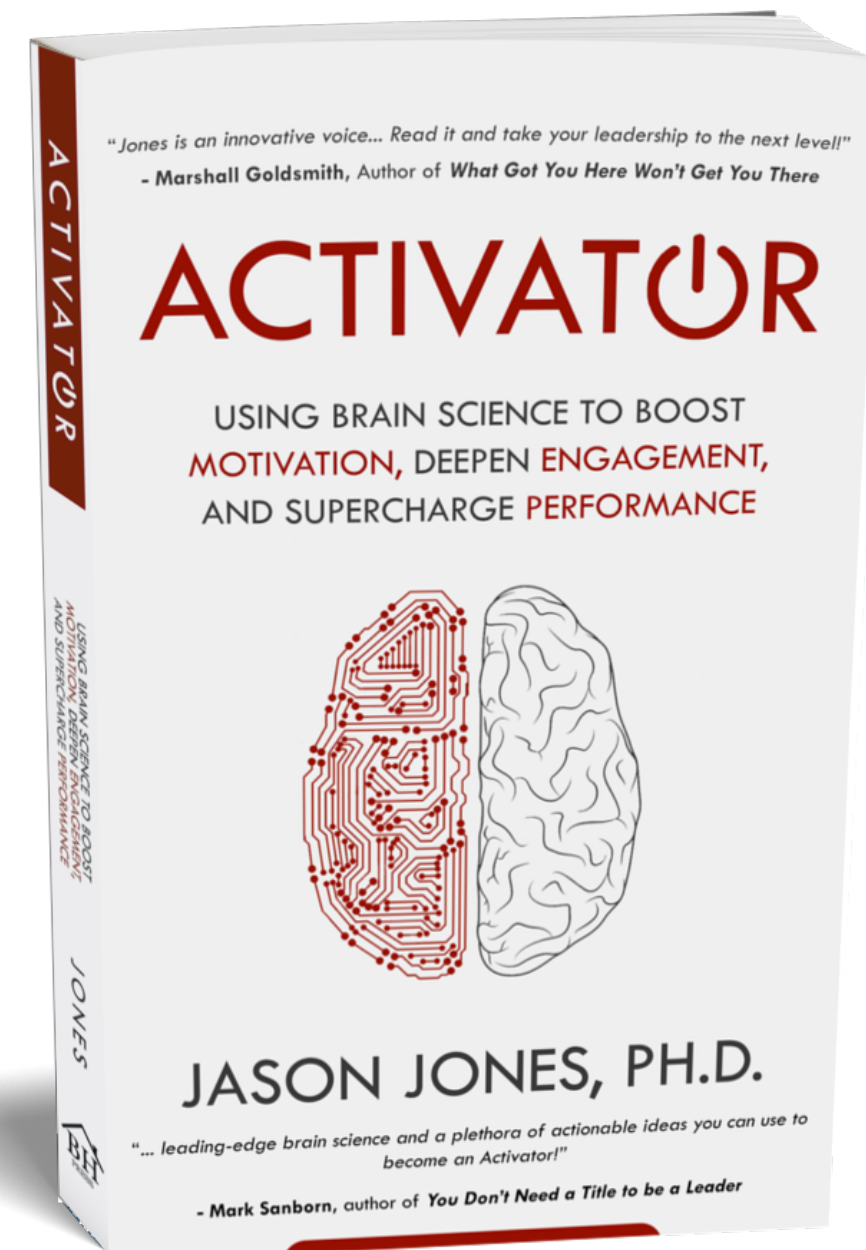
Positive Interactions

14 Regions Activated
0 Deactivated

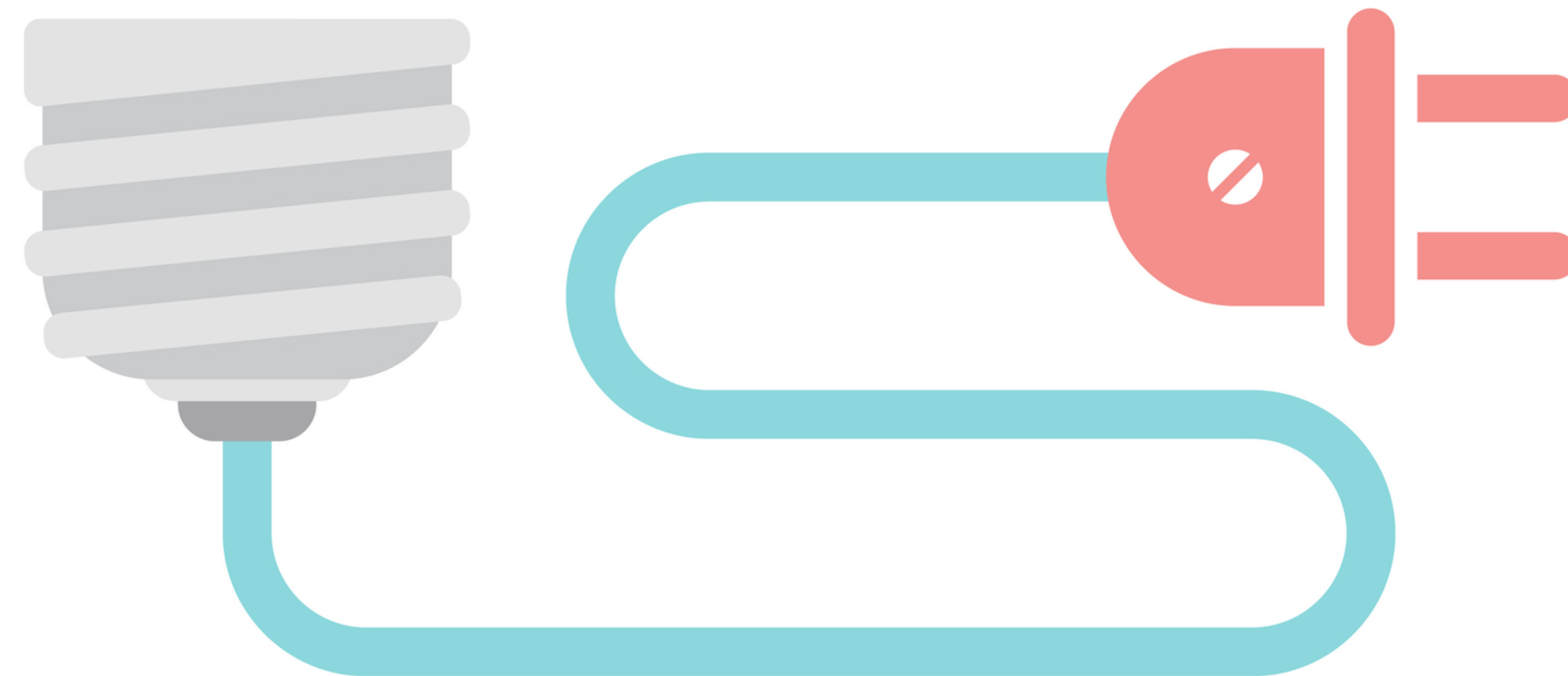
Negative Interactions

6 Regions Activated
11 Deactivated

THE NEW SCIENCE OF PERFORMANCE



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



Think about a time when
you were LIT-UP...

How did you feel?



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 showing a cityscape. 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

Type your answer into the chat box.

EGO



THE SOCIAL BRAIN



CARE *(Safety & Support)*

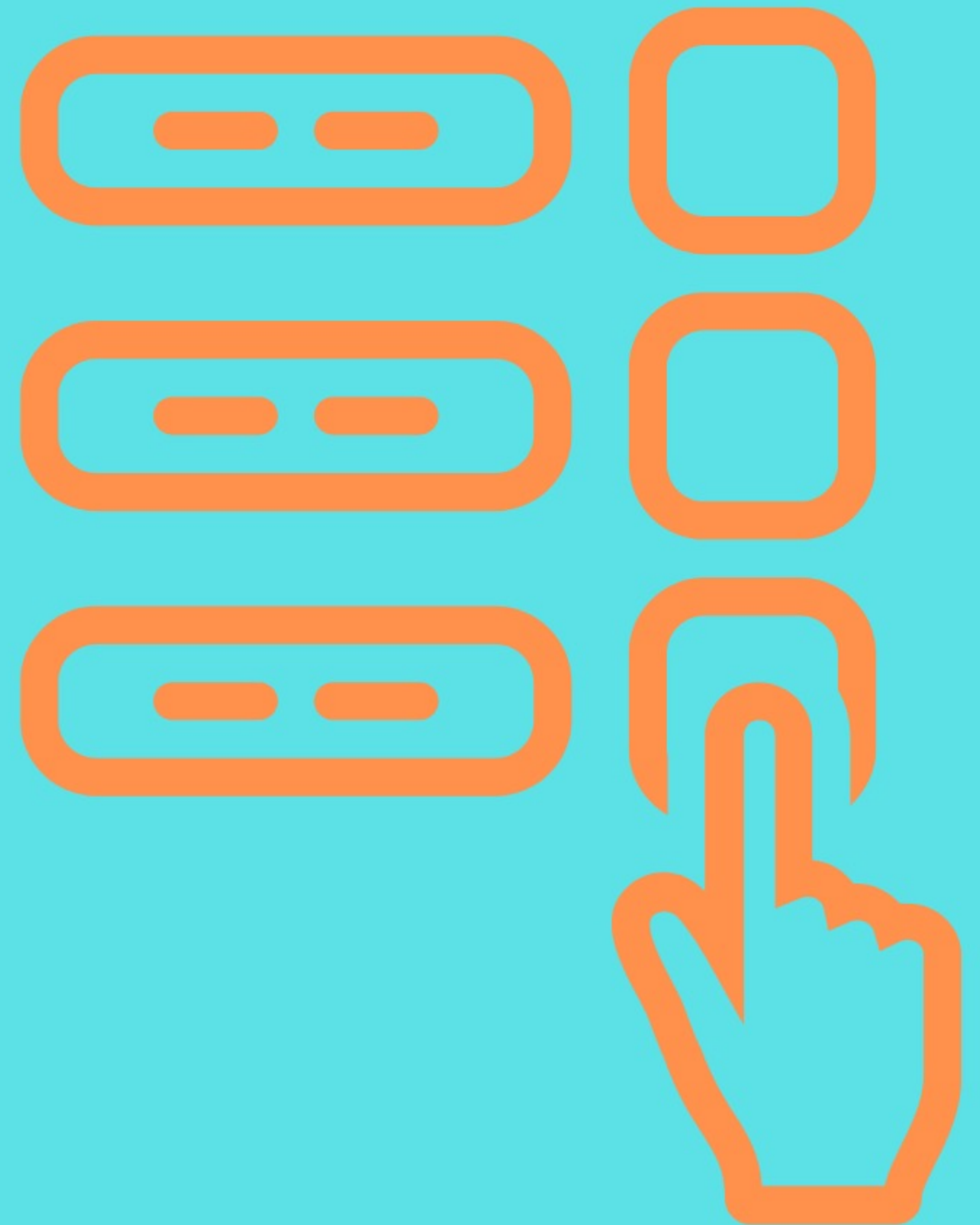
CHARACTER *(Similar Values)*

COMMUNICATION *(Clarity & Consistency)*

POLL QUESTION:

What is the strength of this organization?

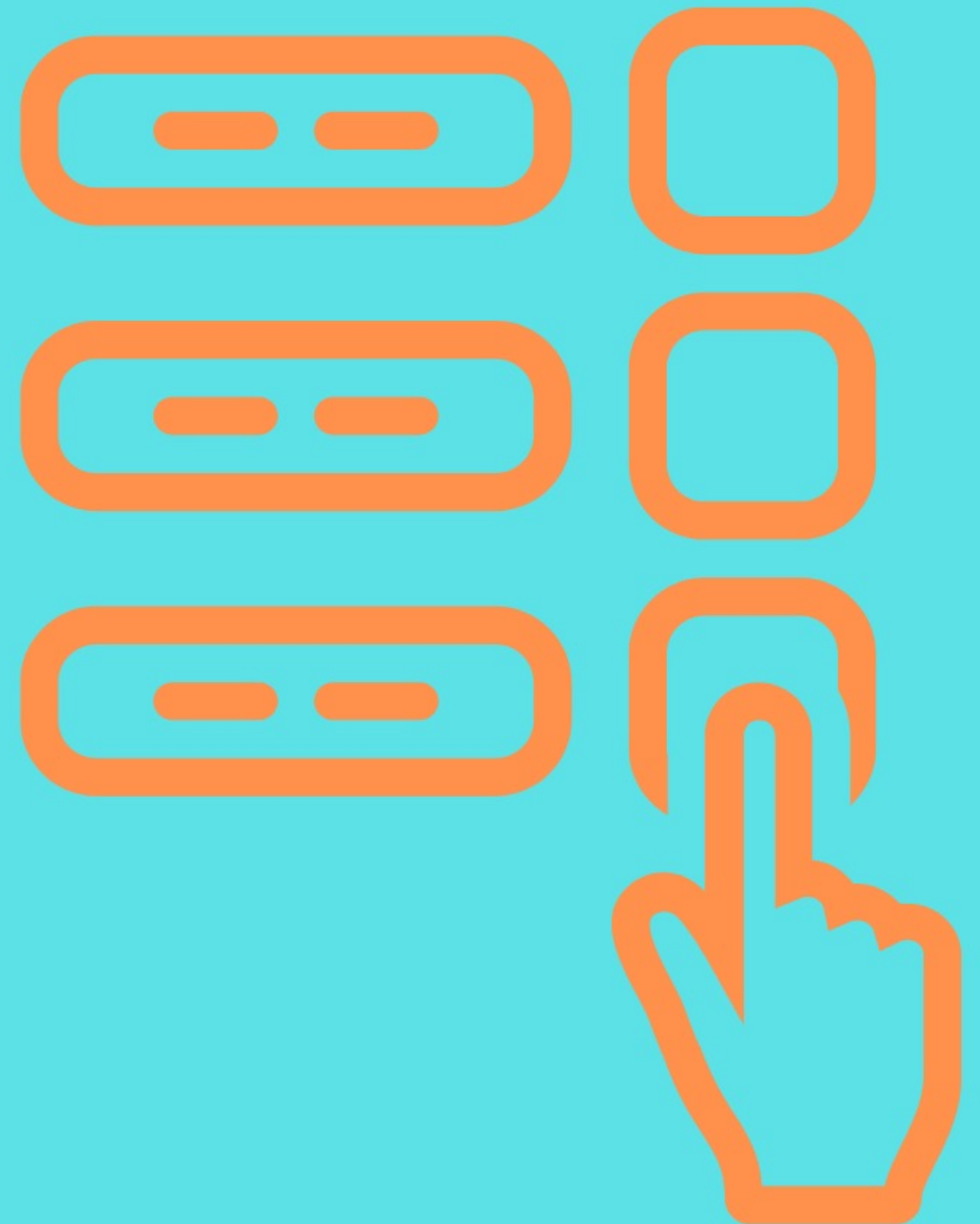
- A. Care
- B. Character
- C. Communication



POLL QUESTION:

What is the weakness of this organization?

- A. Care
- B. Character
- C. Communication



ACTIVATION STRATEGY #1

Set Your Intention Daily
(and before important interactions)



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 #2

Integrate **Activation Words** into Your Communication.



A man with a beard and a woman are sitting at a desk in a modern office. The man is smiling and looking at the woman, who is 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 blue 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.

Think about the best leader you ever had...

What made her/him a
great leader?

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)



**What makes coach Williams
effective as a coach?**



DO YOUR PEOPLE WANT TO GIVE
THEIR BEST FOR YOU?

ACTIVATION STRATEGY #3

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

(Highlight the How)



ACTIVATION STRATEGY #4

Keep the edge by
providing recognition
and constructive
feedback.





CULTURING

Setting and upholding standards of excellence

Culture is a combination of the **character** and **competence** of the people.

WILL & SKILL

The **highest** level of success your organization will be able to reach...
will be determined by...
the **lowest** level of behavior you are willing to accept.

BREAKOUT GROUPS DISCUSSION



QUESTION:

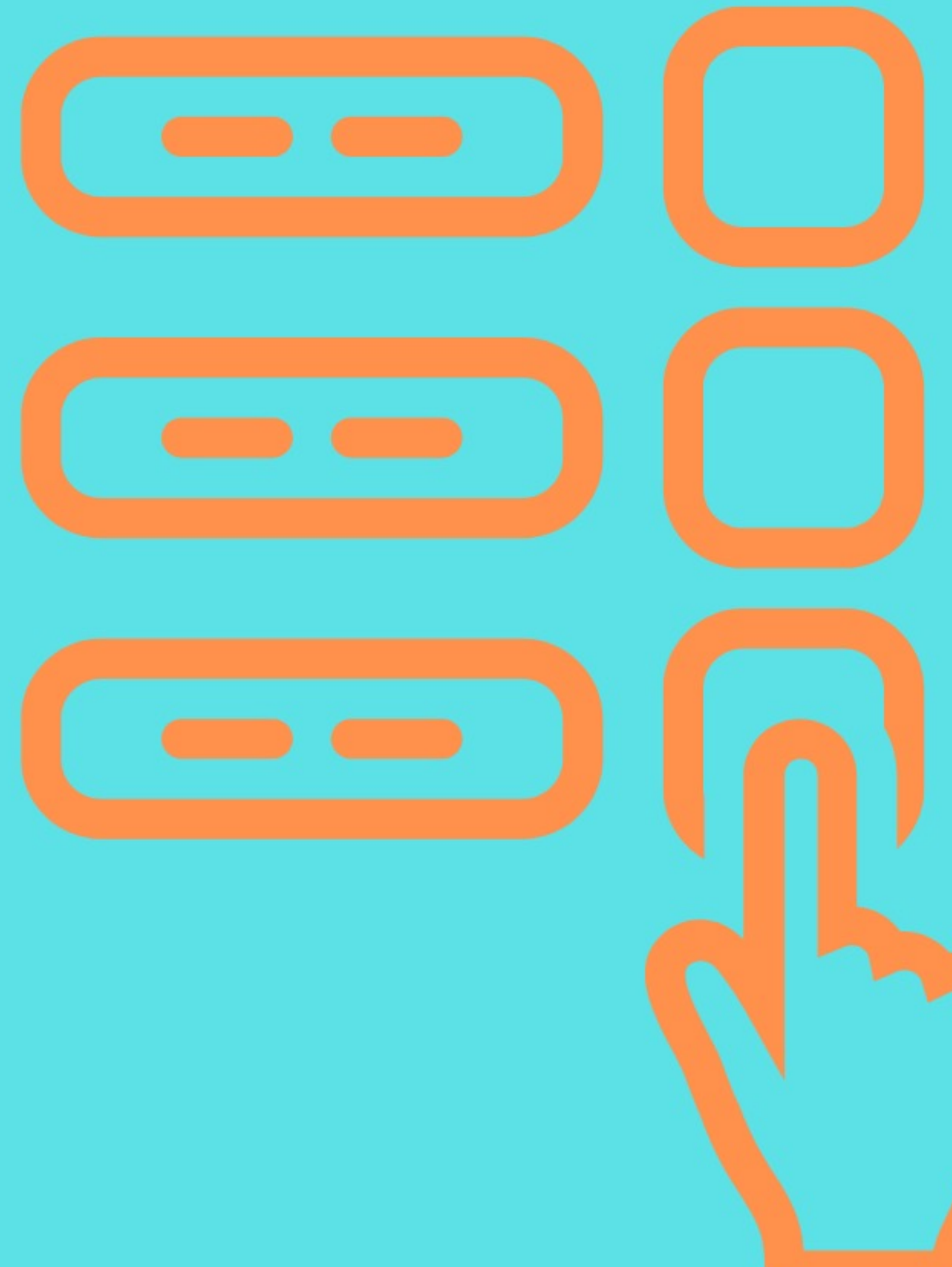
What is a standard of excellence you want to see in your organization?

The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: a blue 'G', two red 'o's, a yellow 'o', a blue 'g', a green 'l', and a red 'e'.

POLL QUESTION 3:

What one employee characteristic predicts performance at work?

- A. Intelligence
- B. Type of Degree
- C. School attended
- D. Age
- E. Experience Level
- F. Personality
- G. Gender
- H. Race





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

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)



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





TOTAL PERFORMANCE

Individual + Team







ACTIVATION STRATEGY #5

Be a Pro and Build Pros
(not an amateur)





Amateur

Professional

PROs vs. AMATEURS

PROs	AMATEURS
1. Consistent Output	1. Inconsistent Output
2. High Quality	2. Low Quality
3. Efficient	3. Inefficient
4. Reliable	4. Unreliable
5. Experienced	5. Inexperienced
6. Professional	6. Amateurish
7. Skilled	7. Unskilled
8. Knowledgeable	8. Unknowledgeable
9. Adaptable	9. Inflexible
10. Resilient	10. Fragile
11. Collaborative	11. Isolated
12. Communicative	12. Non-communicative
13. Organized	13. Disorganized
14. Detail-oriented	14. Careless
15. Proactive	15. Reactive
16. Resourceful	16. Unresourceful
17. Team player	17. Team disrupter
18. Self-motivated	18. Lack of motivation
19. Goal-oriented	19. Goalless
20. Responsible	20. Irresponsible
21. Accountable	21. Unaccountable
22. Committed	22. Uncommitted
23. Dedicated	23. Undedicated
24. Passionate	24. Unpassionate
25. Enthusiastic	25. Unenthusiastic
26. Optimistic	26. Pessimistic
27. Positive	27. Negative
28. Confident	28. Insecure
29. Assertive	29. Passive
30. Decisive	30. Indecisive
31. Independent	31. Dependent
32. Self-sufficient	32. Self-sufficient
33. Resilient	33. Fragile
34. Adaptable	34. Inflexible
35. Resourceful	35. Unresourceful
36. Team player	36. Team disrupter
37. Self-motivated	37. Lack of motivation
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44. Enthusiastic	44. Unenthusiastic
45. Optimistic	45. Pessimistic
46. Positive	46. Negative
47. Confident	47. Insecure
48. Assertive	48. Passive
49. Decisive	49. Indecisive
50. Independent	50. Dependent

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

ACTIVATION STRATEGY #5

Find and Tell the Stories.



USE STORIES TO
ENGAGE THE BRAIN



A young child with blonde hair, wearing a blue suit, red tie, and a brown leather aviator helmet with goggles, is riding a skateboard on a dark wooden floor. The child has their arms outstretched and is smiling. In the background, there are hand-drawn sketches in black ink on a light-colored wall: a kite with a long tail on the left, a trail of stars in the center, and a cloud on the right.

STORIES LIFT OUR IMAGINATION AND OUR
SENSE OF POSSIBILITY

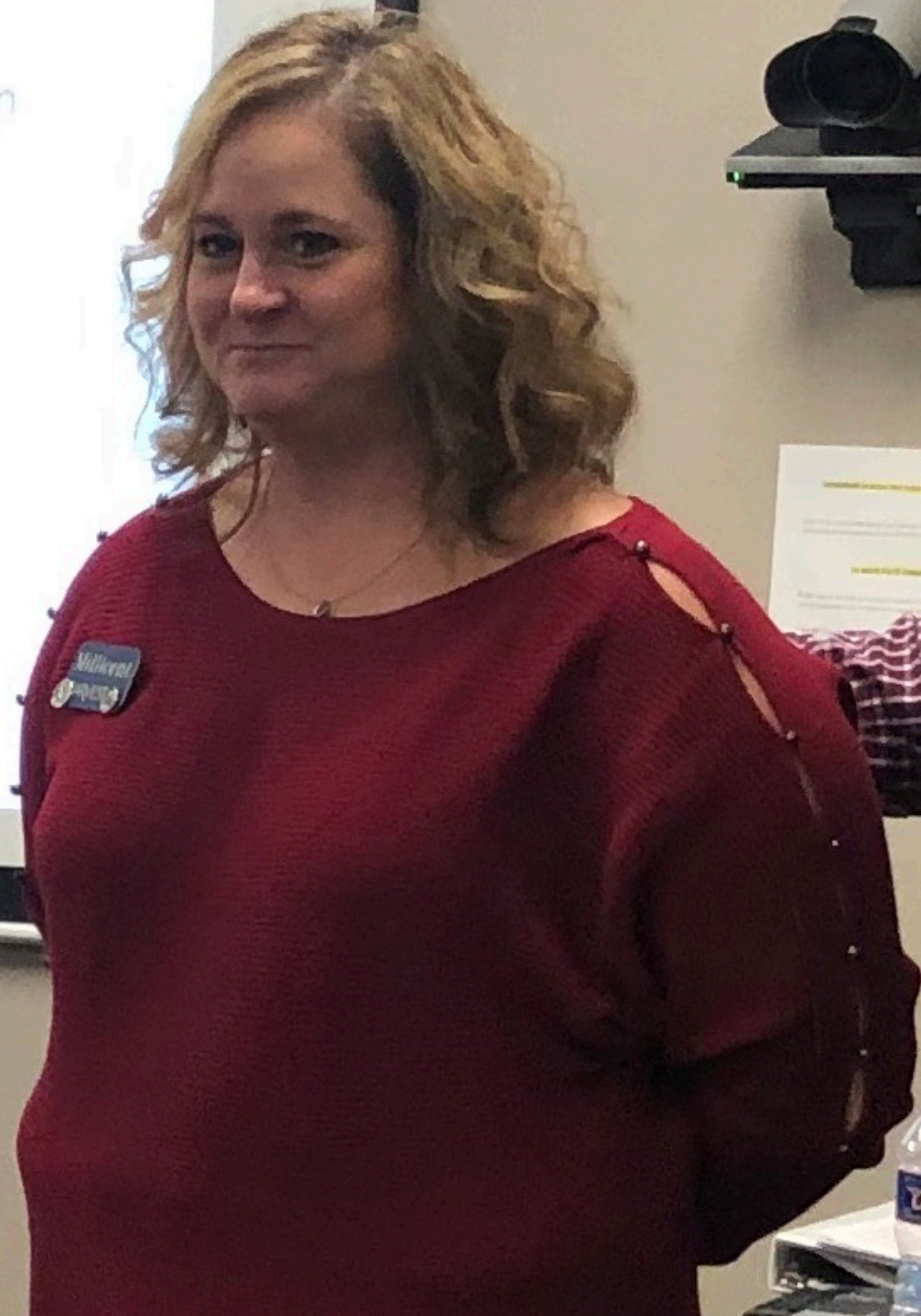
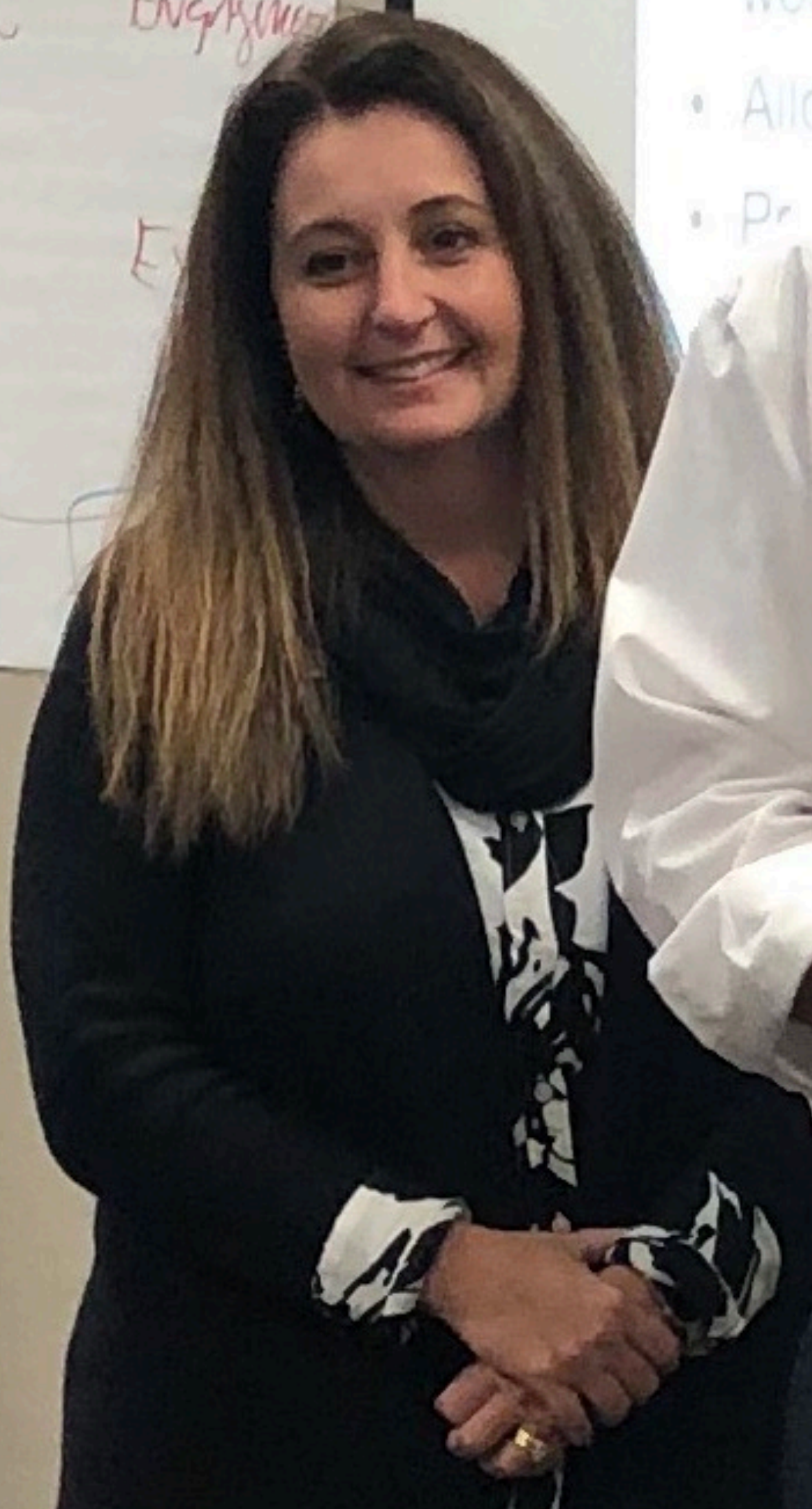


WILLING WANTING
MOTIVATION ENGAGEMENT
INT. EX.
16 Factors
Intrinsic Values

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



YOUR IMPACT COMMITMENT

CONNECTING

COACHING

CULTURING

PLAY A BIGGER GAME



PLAY A BIGGER GAME
FOR A BIGGER WIN



THANK YOU!



DrJasonJones.com



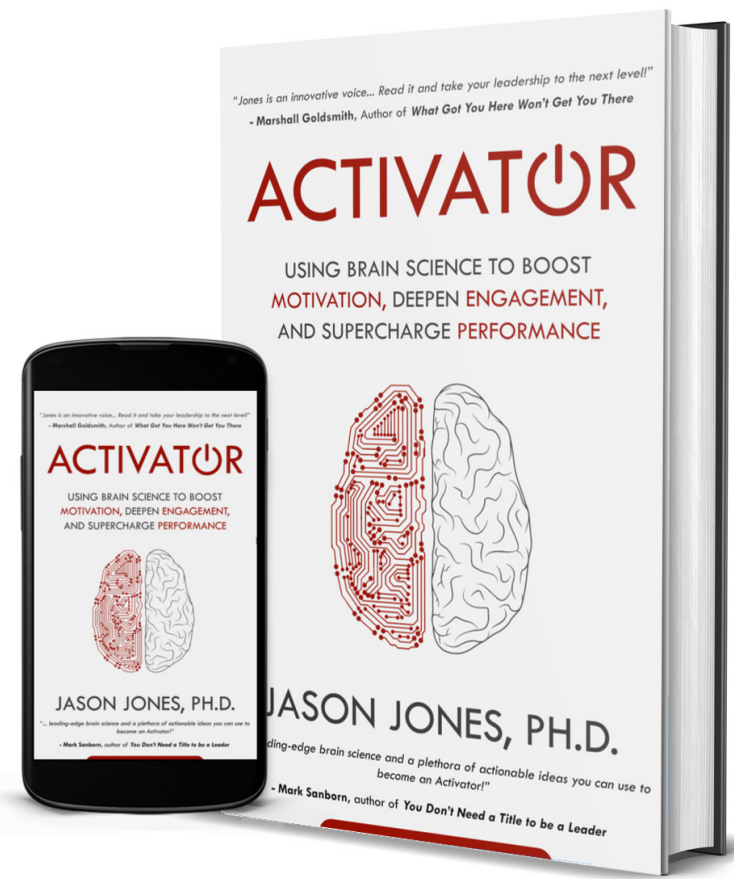
DrJ@DrJasonJones.com



IG: DrJJones



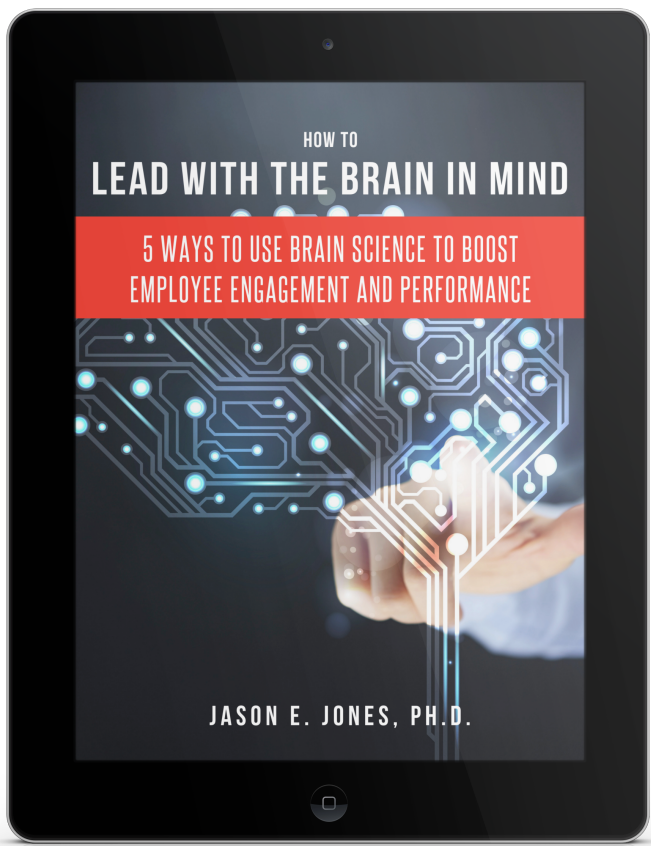
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an amazon company

BARNES & NOBLE



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