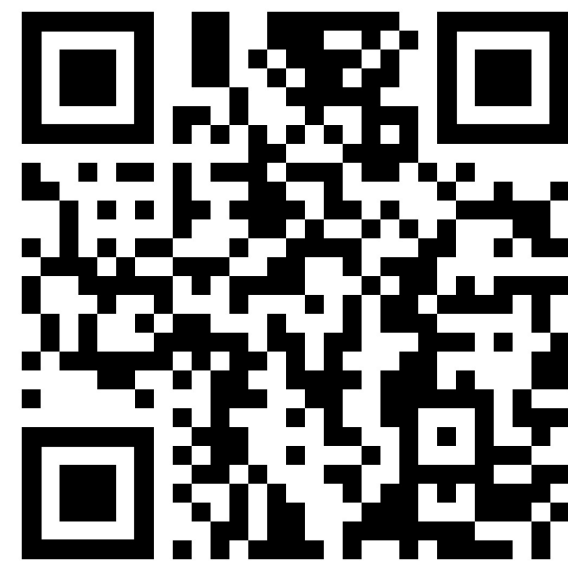




# COLLABORATE FOR SUCCESS

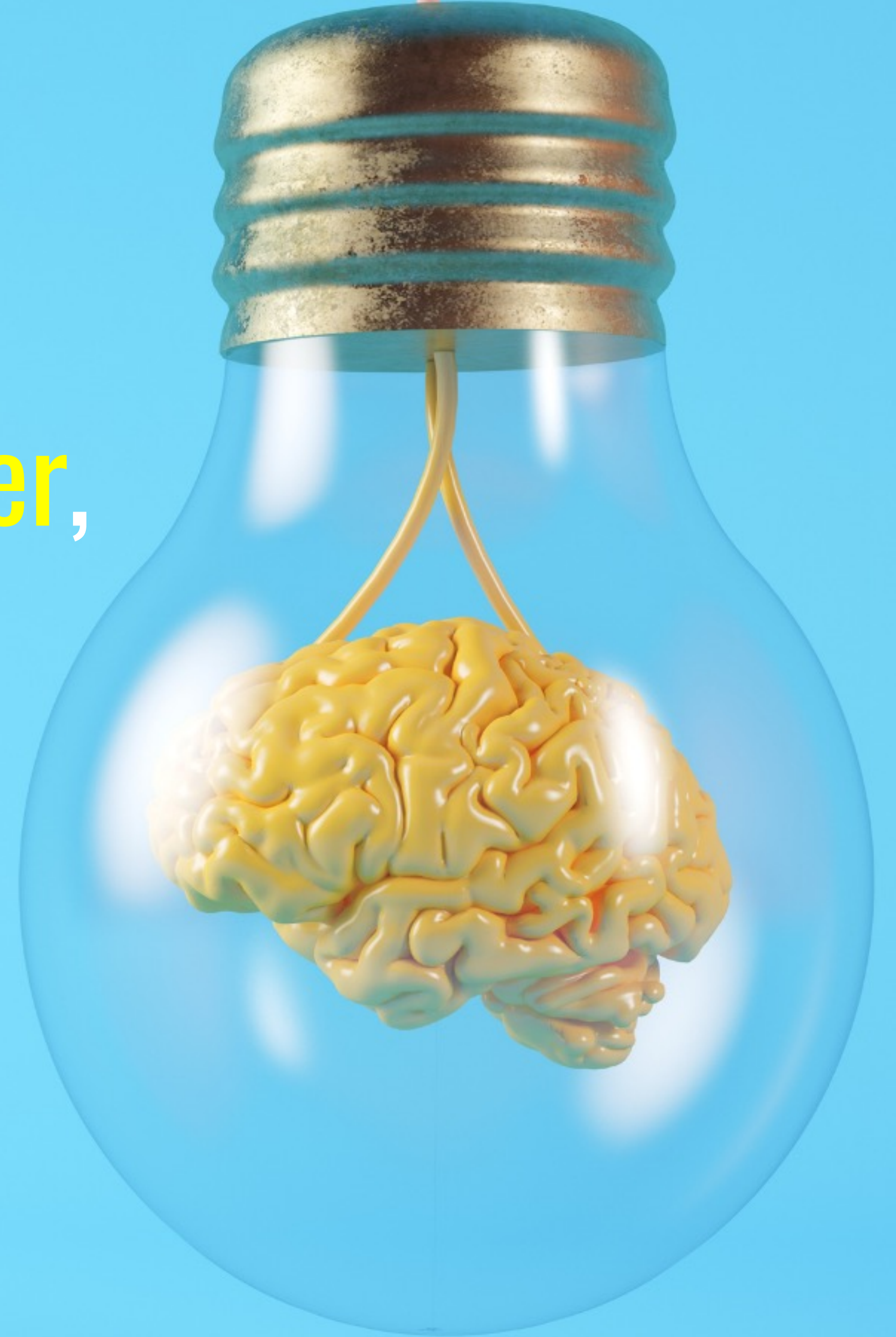


Presented by Jason Jones, Ph.D.





If you could gain more **brainpower**,  
how would you use it?







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





**THERAPY  
SPORTS  
HEALTH  
WORK  
SALES  
MARKETING  
ACHIEVEMENT**







# 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

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Positive Interactions

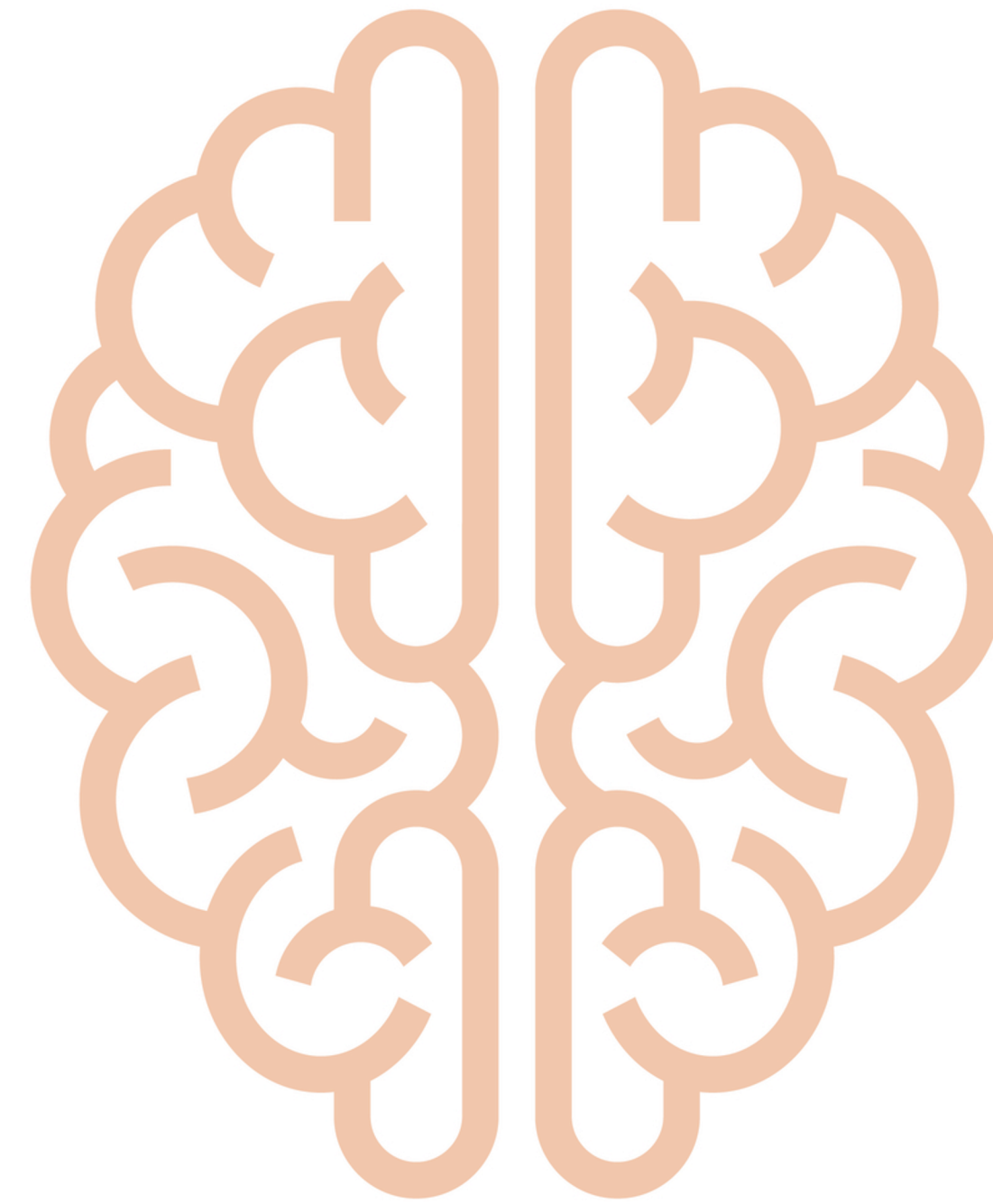
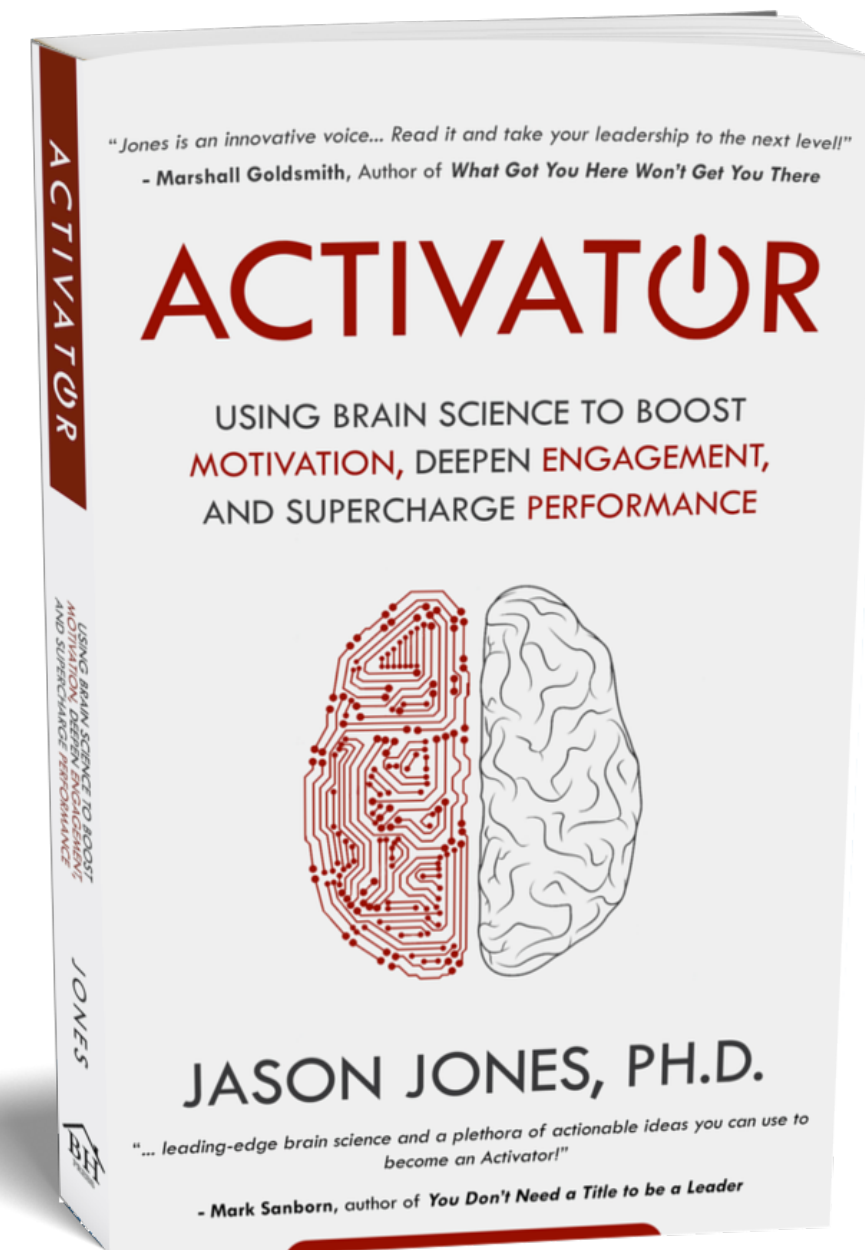
*14 Regions Activated*  
*0 Deactivated*

Negative Interactions

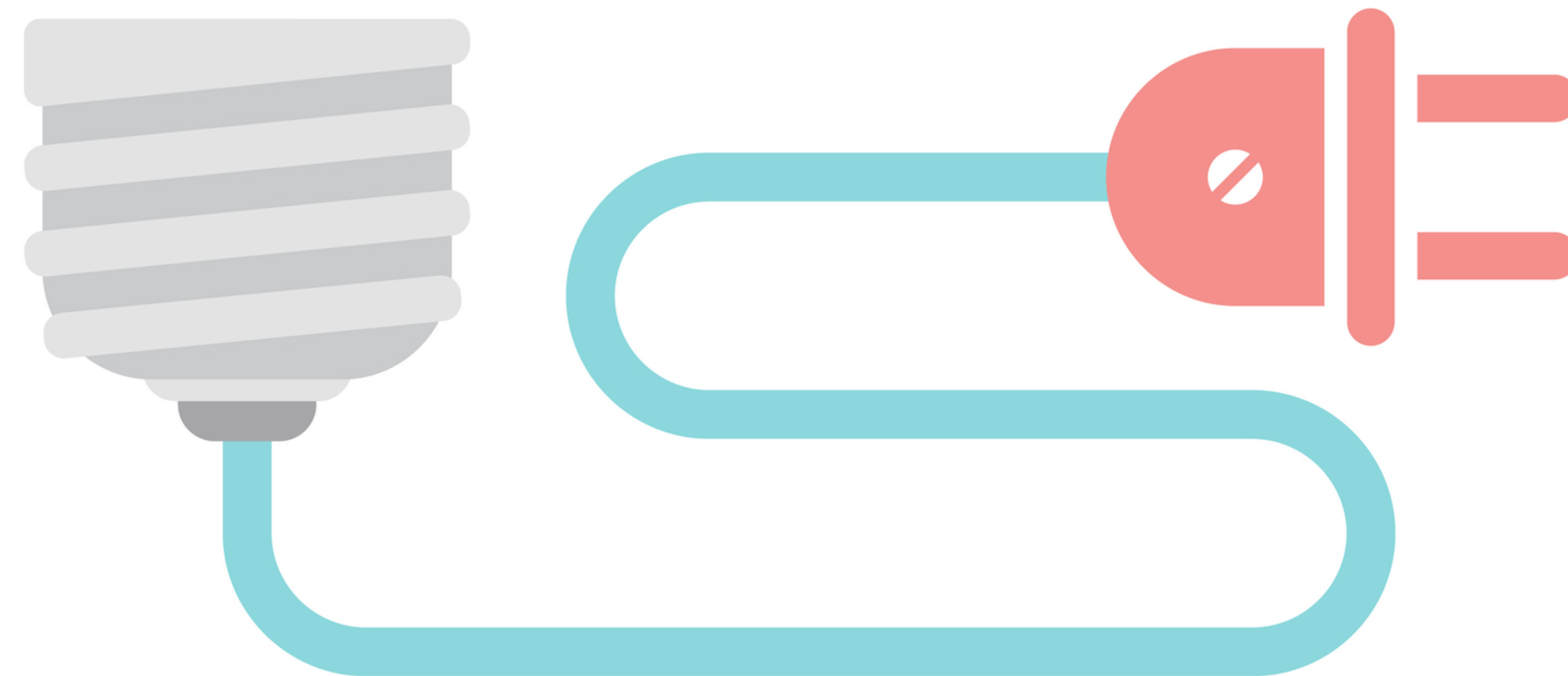
*6 Regions Activated*  
*11 Deactivated*



# THE NEW SCIENCE OF PERFORMANCE



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





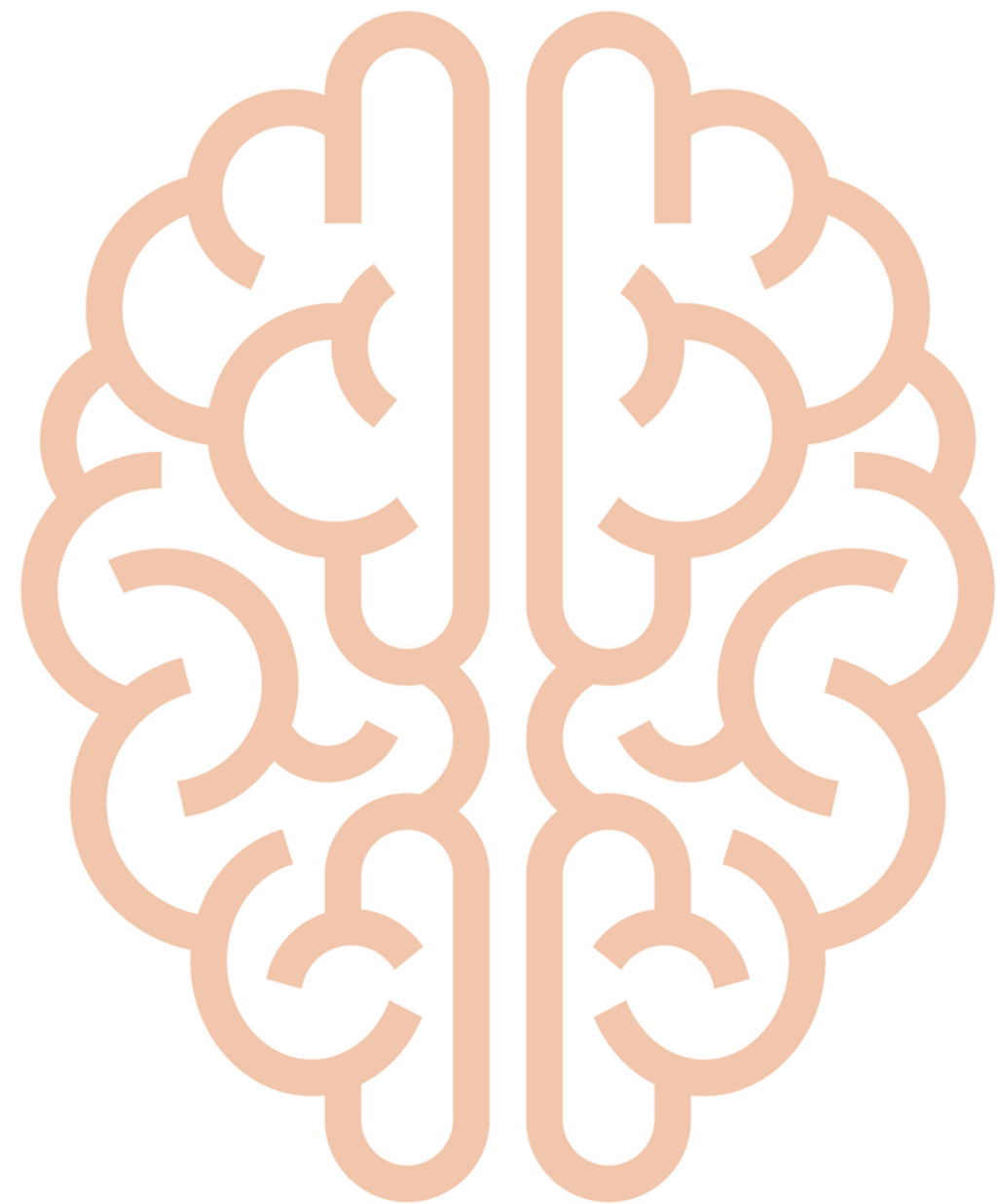
Think about a time when  
you were LIT-UP...

How did you feel?



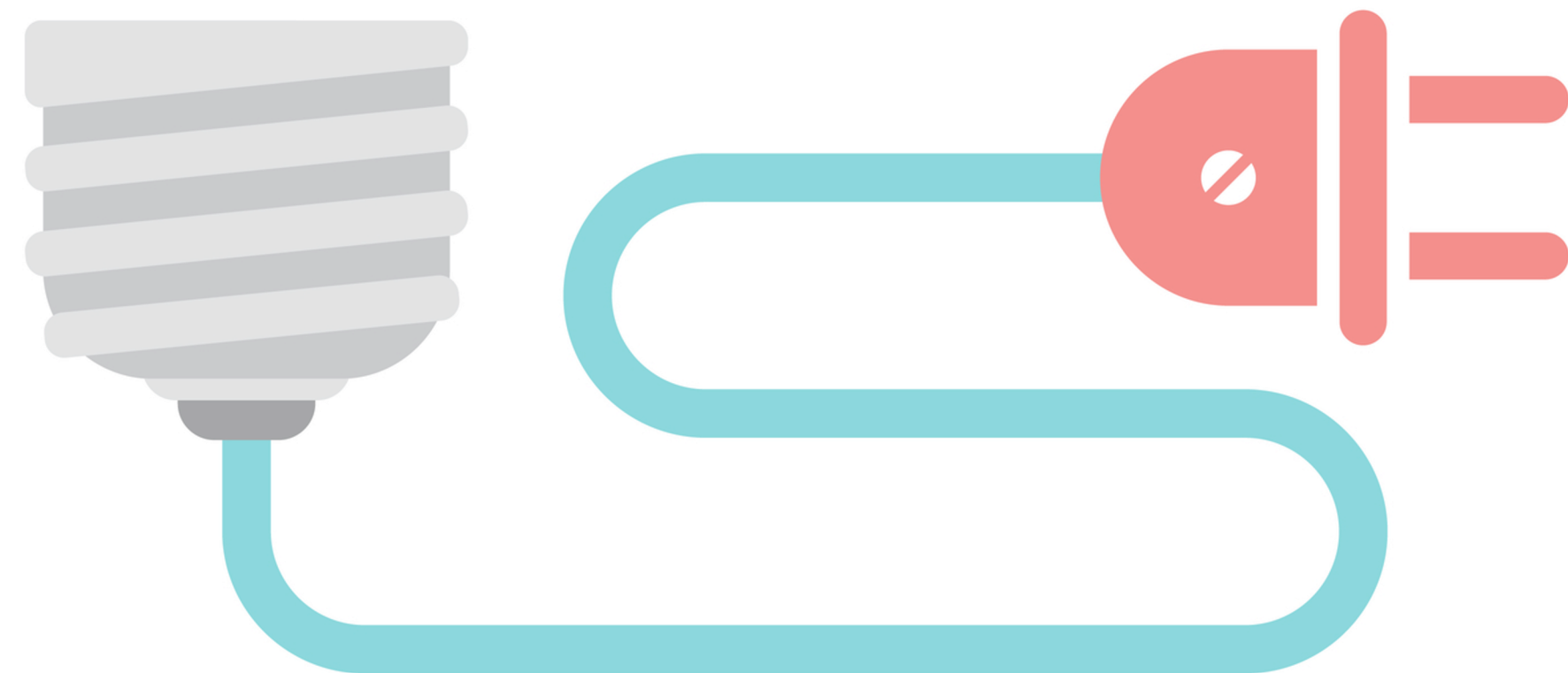


# ACTIVATORS UNDERSTAND...



**You can't reach your highest level of performance and success without the help of others.**

**You can't reach your highest level of performance and success without helping others reach theirs.**





# THE 3 PRACTICES OF ACTIVATORS

---

CONNECTING

COLLABORATING

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*



We have an unyielding faith that great change comes from **collaboration**, so we make sure we stay **connected**, even as a distributed team.



**THE BIGGEST DETERENT TO  
EFFECTIVE COLLABORATION & LEADERSHIP**

**EGO**





# THE SOCIAL BRAIN





CARE *(Safety & Support)*

CHARACTER *(Similar Values in Action)*

COMMUNICATION *(Clarity & Consistency)*





# WHAT IS BLOCKCHAINS' CONNECTION STRENGTH?

- ❑ CARE *(Safety & Support)*

- ❑ CHARACTER *(Similar Values)*

- ❑ COMMUNICATION *(Clarity & Consistency)*





# WHAT IS BLOCKCHAINS' CONNECTION WEAKNESS?

- ❑ CARE (*Safety & Support*)
- ❑ CHARACTER (*Similar Values*)
- ❑ COMMUNICATION (Clarity & Consistency)



# 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





# DEACTIVATION WORDS

Should

But

Impossible

Stupid

Can't





# 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, modern office. The man is smiling and looking at the woman, who is looking at a laptop. A large, modern lamp is hanging over the desk. In the background, there is a window with a view of a city and some text on the wall.

# COLLABORTATING

*Working together to Achieve at a Higher Level*



**“Coming together is a beginning, staying together is progress, working together is success.”**

**-Henry Ford**



# Who is Your First Team?

**The team you are on** (your peers and supervisor)

**The team you lead** (you and your direct reports)





# SILOED ORGANIZATIONS

Product  
Development

Sales

Marketing

Customer  
Service

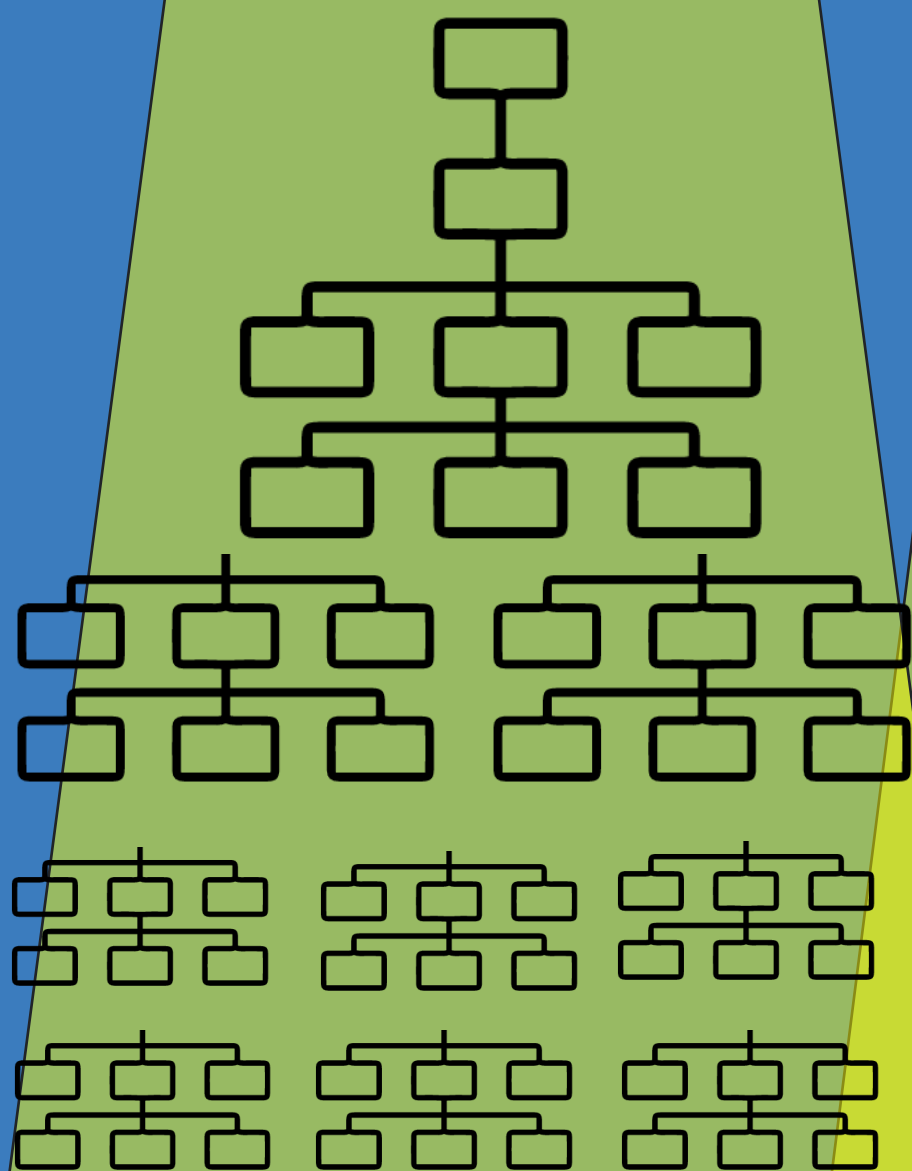
Information  
Technology

HR

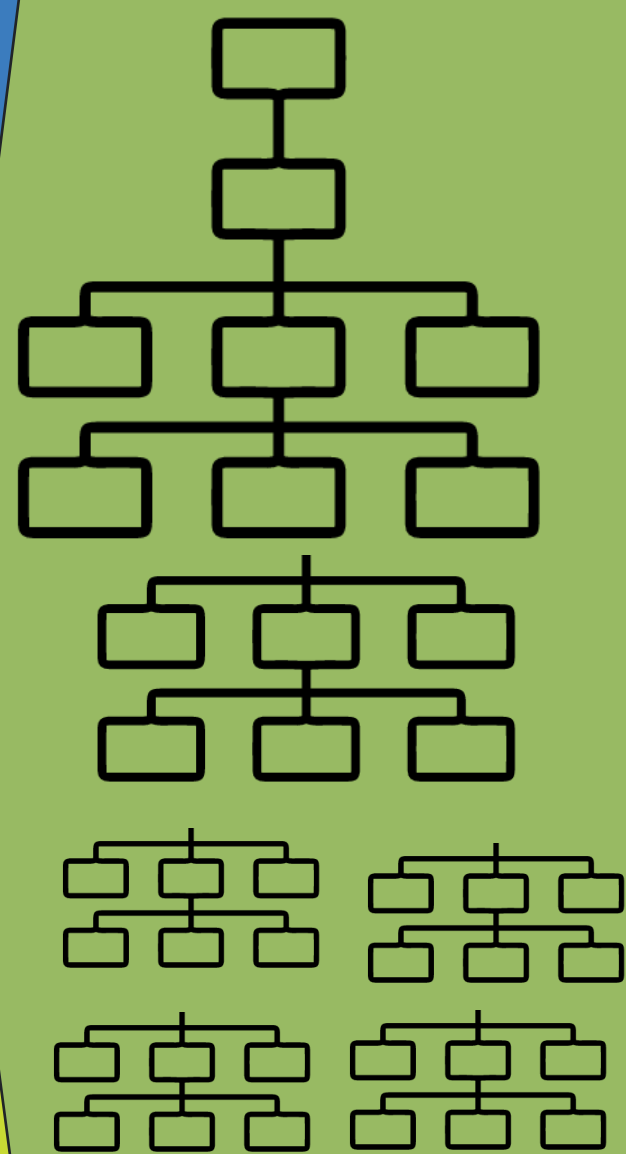


# SILOED ORGANIZATIONS

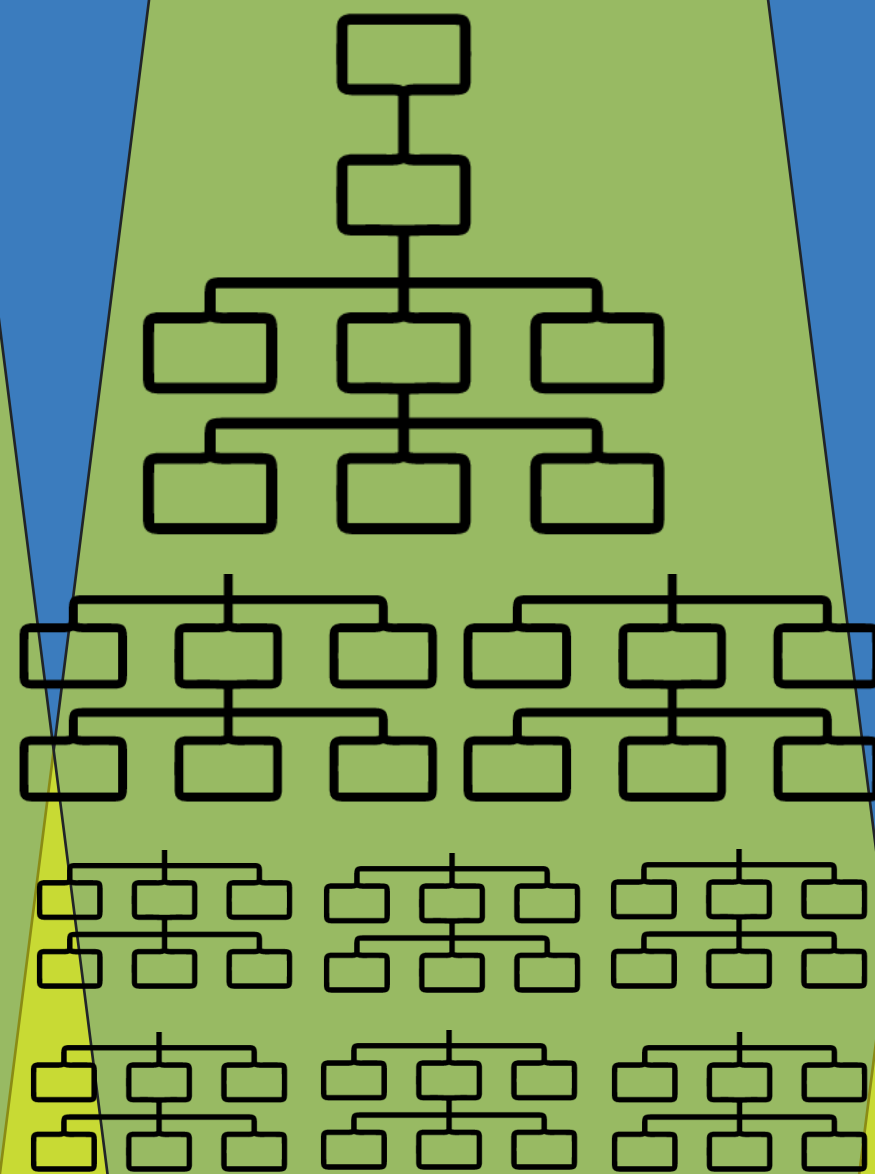
Product  
Development



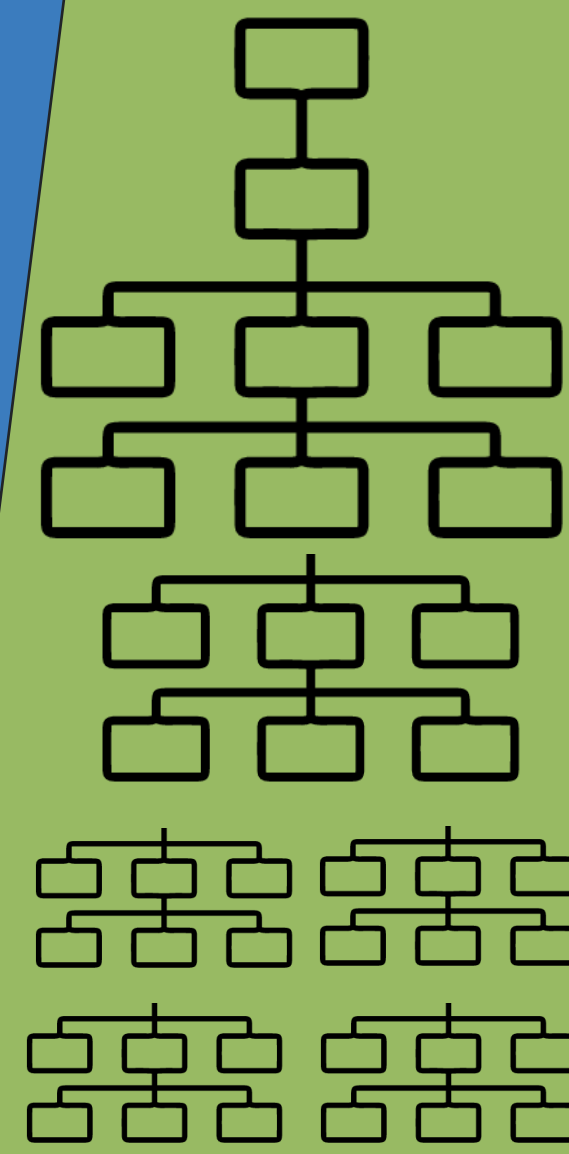
Sales



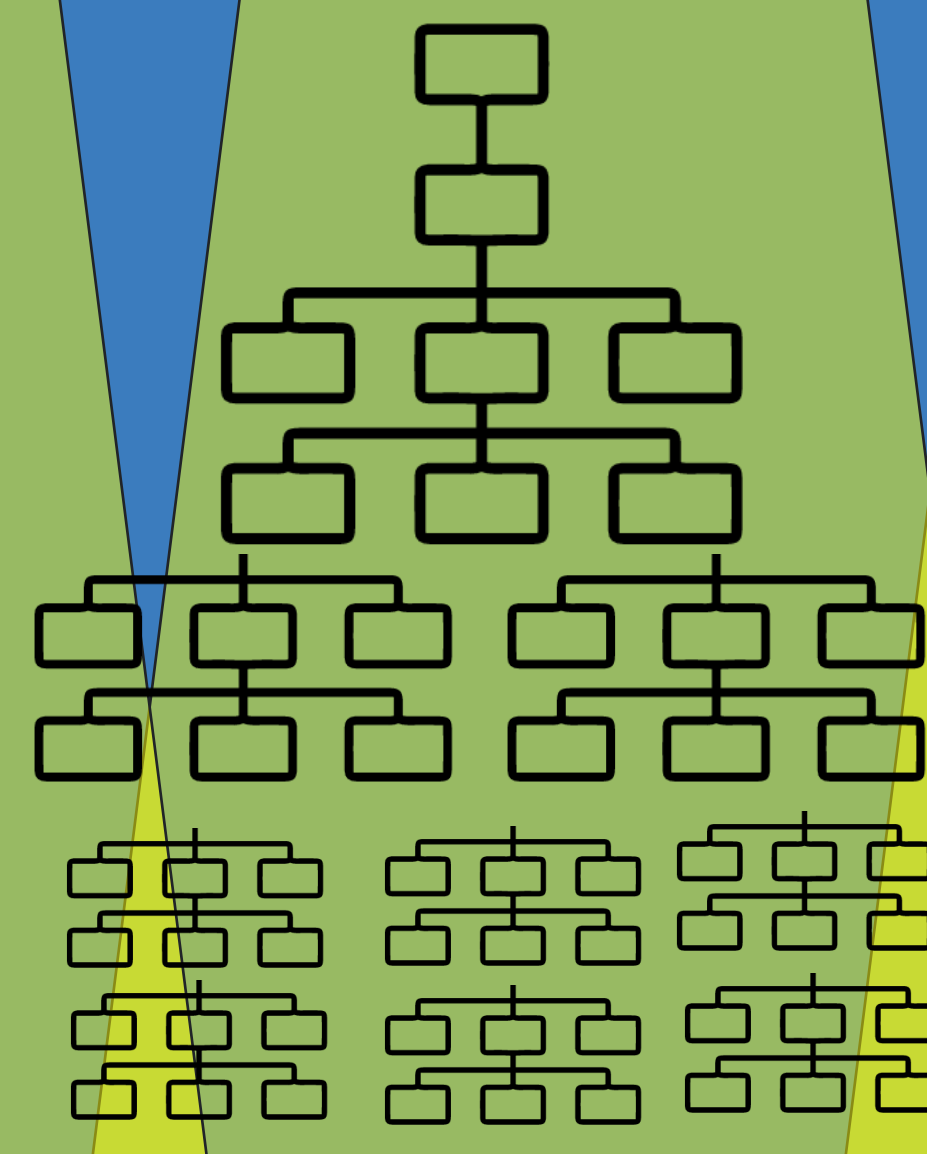
Marketing



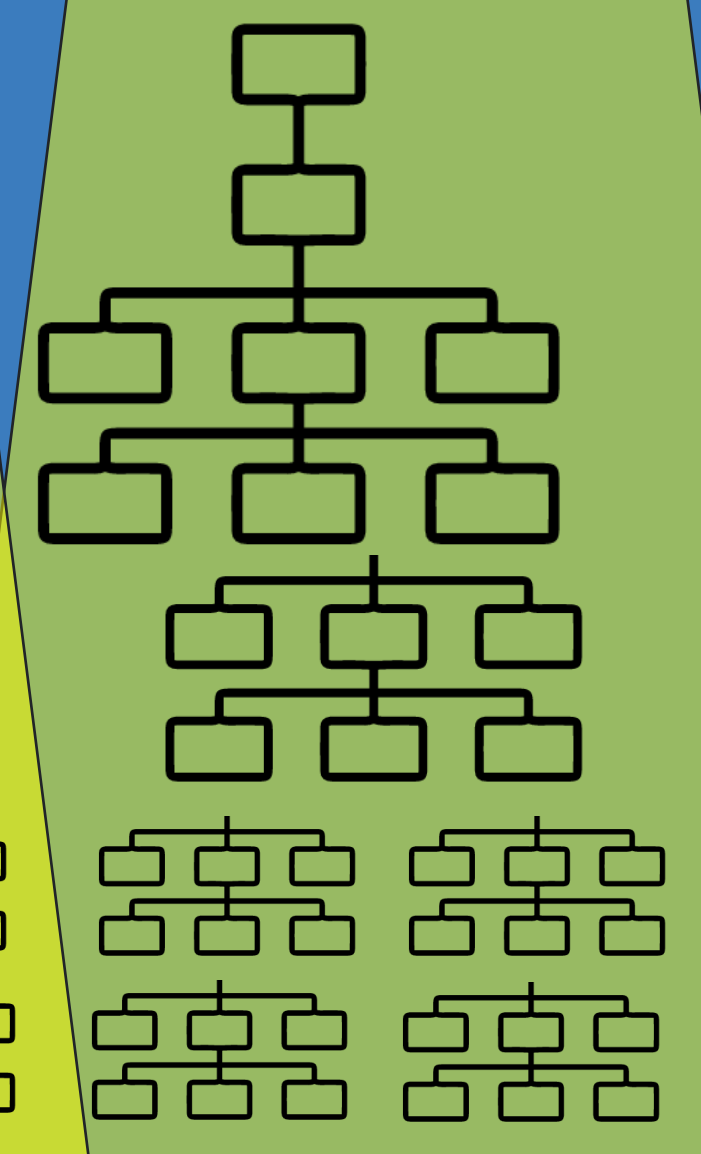
Customer  
Service



Information  
Technology



HR





# SILOED ORGANIZATIONS

*Greater Good Team*

Product  
Development

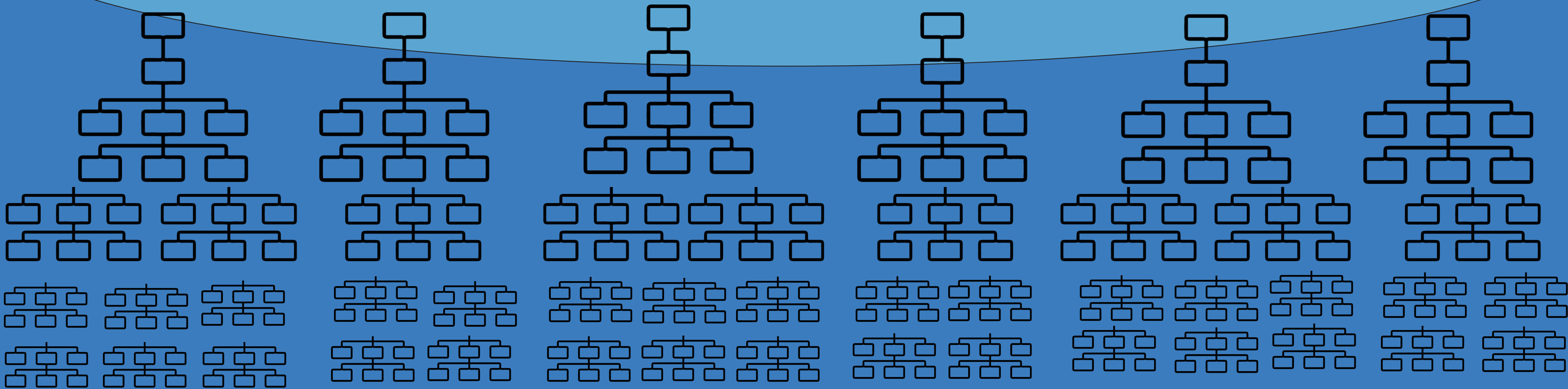
Sales

Marketing

Customer  
Service

Information  
Technology

HR





# SILOED ORGANIZATIONS

Product  
Development

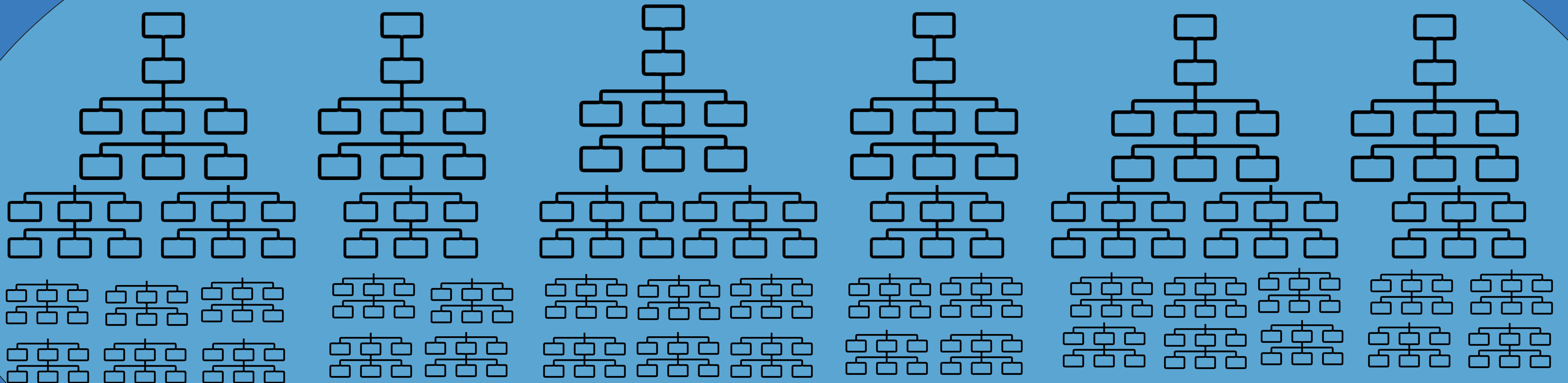
Sales

Marketing

Customer  
Service

Information  
Technology

HR





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

*-African Proverb*





## 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)





The most successful companies are made up of people who understand that their strength is not found in individual performance, it's found in their **collective efforts.**

















# TOTAL PERFORMANCE

Individual + Team





You can't collaborate without this **character quality**...

# COOPERATION

*“Cooperation and Collaboration is working together with colleagues from different backgrounds, levels, and with different skill sets and personality sets to draw on each other's strengths. It's asking for opinions and sharing insights. It's giving our best for mutual benefit and recognizing none of us can achieve at our highest level alone.”*



HOW?



Mathias Schlitte





Mathias “HellBoy” Schlitte





# #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



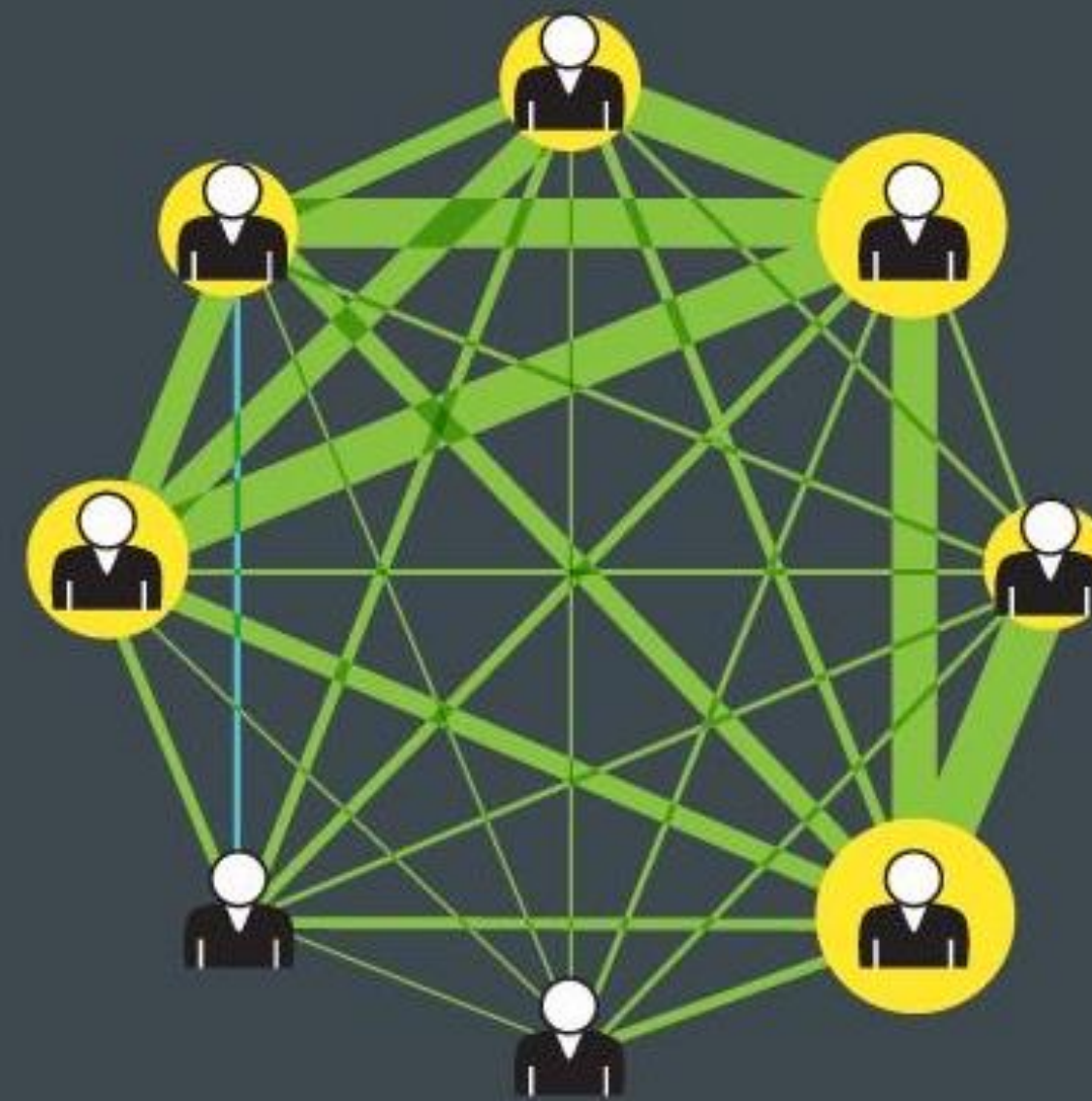


# HIGH-PERFORMANCE COLLABORATION

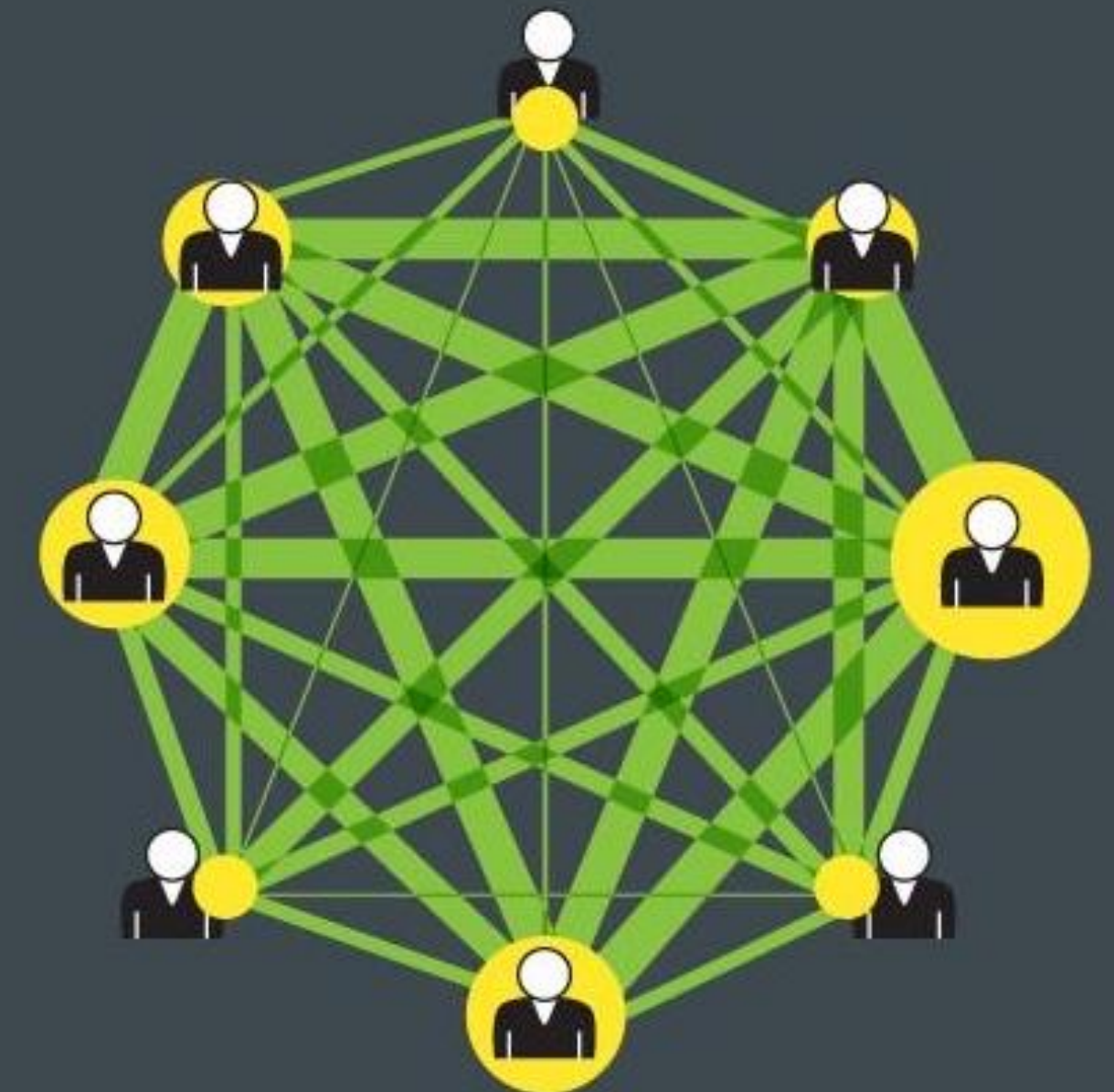
ENERGY

ENGAGEMENT

EXPLORATION



**Poorly Performing Team**



**High-Performing Team**

*MIT Human Dynamics Lab Research. Harvard Business Review*



# POWER PHRASES

*I trust you.*

*We will get this done.*

*What do you think?*

*How can I help?*





# TWO CRITICAL QUESTIONS TO CONSIDER?

What is your Communication saying about you?

How is your communication impacting others?



# LEADERSHIP







Driving results while caring for people.



Think about the best leader you ever had...

What made her/him a great leader?



A chalkboard drawing illustrating the concept of coaching. On the left, a rocket is drawn with a person climbing it. In the center, a lightbulb is drawn with rays emanating from it. On the right, a target is drawn with an arrow hitting the bullseye. A large, stylized arrow points from the lightbulb towards the target, and the word "COACHING" is written along its path. The entire drawing is done in white chalk on a black background.

Coaching is a method of leadership and collaboration.



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)





DO YOUR PEOPLE WANT TO GIVE  
THEIR BEST FOR YOU?



# ACTIVATION STRATEGY #3

Acknowledge and  
leverage the strengths of  
others.





# ACTIVATION STRATEGY #4

Keep the edge by  
providing and accepting  
recognition and  
constructive feedback.







# CULTURING

*Setting and upholding standards of excellence*



Who are we?

Who are we working to be?



The core of your culture is the **competence**  
and **character** 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.







# Get There Together

We have unyielding faith that great change comes from collaboration.







**QUESTION:**

*What is a standard of  
excellence you want to  
see at Blockchains?*



# ACTIVATION STRATEGY #5

Be a Pro and Build Pros







Amateur

Professional



# PROs vs. AMATEURS

PROs	AMATEURS
1. <b>Consistent Output</b> Professionals maintain a steady stream of work, meeting deadlines and producing high-quality results consistently.	1. <b>Irregular Output</b> Amateurs often struggle with consistency, with periods of high productivity followed by long stretches of inactivity.
2. <b>Deep Expertise</b> Professionals possess specialized knowledge and skills, honed through years of practice and experience.	2. <b>Shallow Knowledge</b> Amateurs often lack the depth of understanding and technical proficiency required for complex tasks.
3. <b>Strong Network</b> Professionals have established a robust network of contacts, including clients, collaborators, and industry peers.	3. <b>Limited Connections</b> Amateurs often have a smaller, less diverse network, limiting their access to opportunities and resources.
4. <b>Financial Stability</b> Professionals typically earn a steady income, allowing them to cover their expenses and invest in their craft.	4. <b>Financial Uncertainty</b> Amateurs often face financial challenges, including irregular income and the need to cover their own expenses.
5. <b>Resilience</b> Professionals are accustomed to setbacks and criticism, maintaining their focus and motivation.	5. <b>Low Resilience</b> Amateurs may struggle to persevere through challenges, often giving up when faced with setbacks.
6. <b>Time Management</b> Professionals are skilled at prioritizing tasks and managing their time effectively.	6. <b>Poor Time Management</b> Amateurs often struggle with procrastination and inefficient time management.
7. <b>Professionalism</b> Professionals adhere to industry standards and ethical guidelines, presenting themselves as reliable and trustworthy.	7. <b>Lack of Professionalism</b> Amateurs may lack the formal training and experience needed to meet professional standards.
8. <b>Continuous Learning</b> Professionals actively seek out new knowledge and skills, staying current in their field.	8. <b>Stagnation</b> Amateurs may not invest in ongoing education or skill development, leading to outdated knowledge.
9. <b>Collaboration</b> Professionals are skilled at working with others, contributing to team efforts and achieving shared goals.	9. <b>Isolation</b> Amateurs may struggle to collaborate effectively, often working in isolation.
10. <b>Adaptability</b> Professionals are able to adapt to changing circumstances and market demands.	10. <b>Rigidity</b> Amateurs may struggle to adapt to change, often sticking to rigid routines or methods.



**PROs**

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

Gratitude

**AMATEURS**

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

Entitlement



# ACTIVATION STRATEGY #6

Find and Tell the Stories.





USE STORIES TO  
ENGAGE THE BRAIN







DO GOOD... MAKE A MARK... BE DARING...  
GET THEIR TOGETHER!





*Character, Customer Service, Employee Owned*





*How does KPMG operate when we are at our best?*

*What is unique about our culture?*









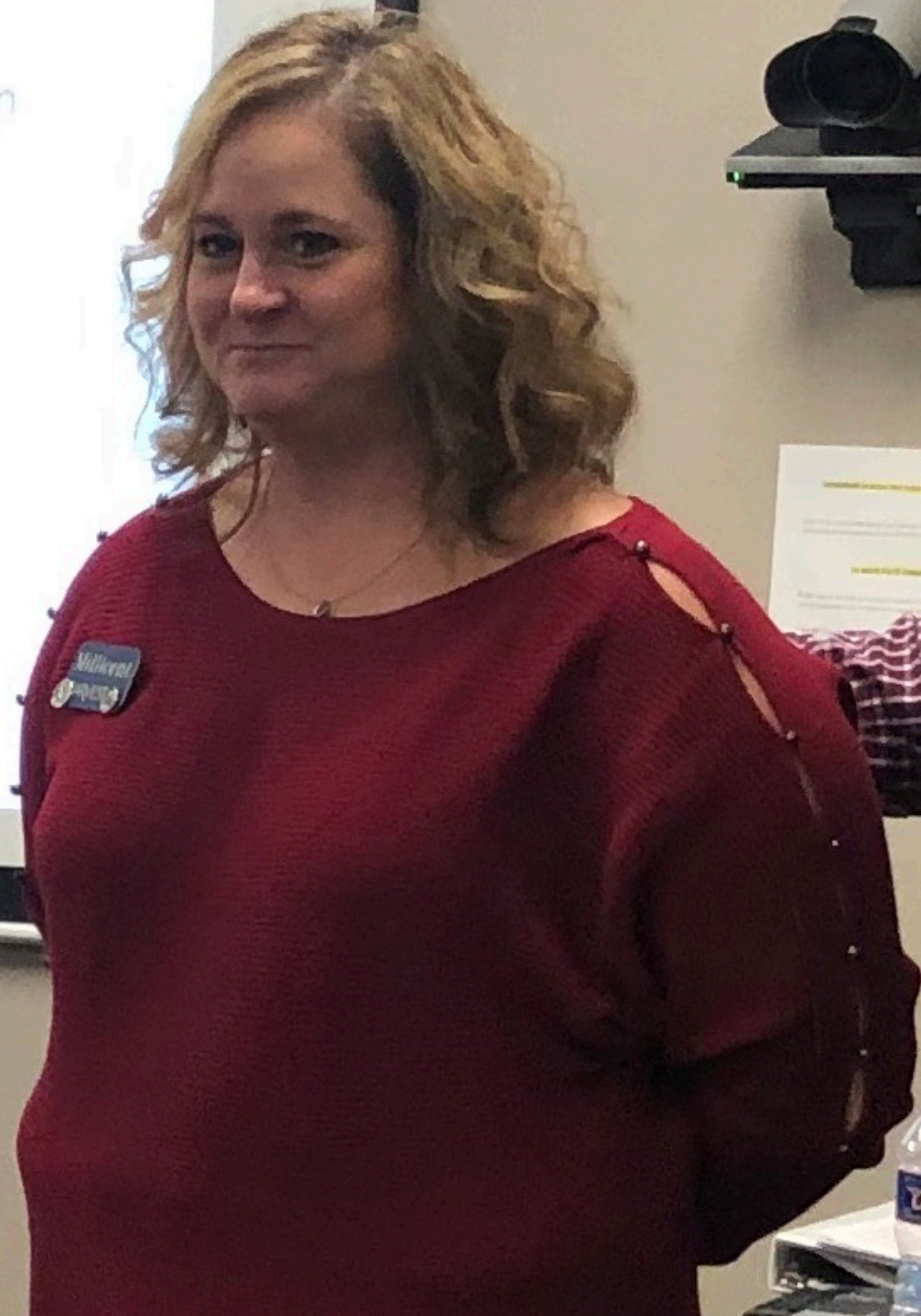
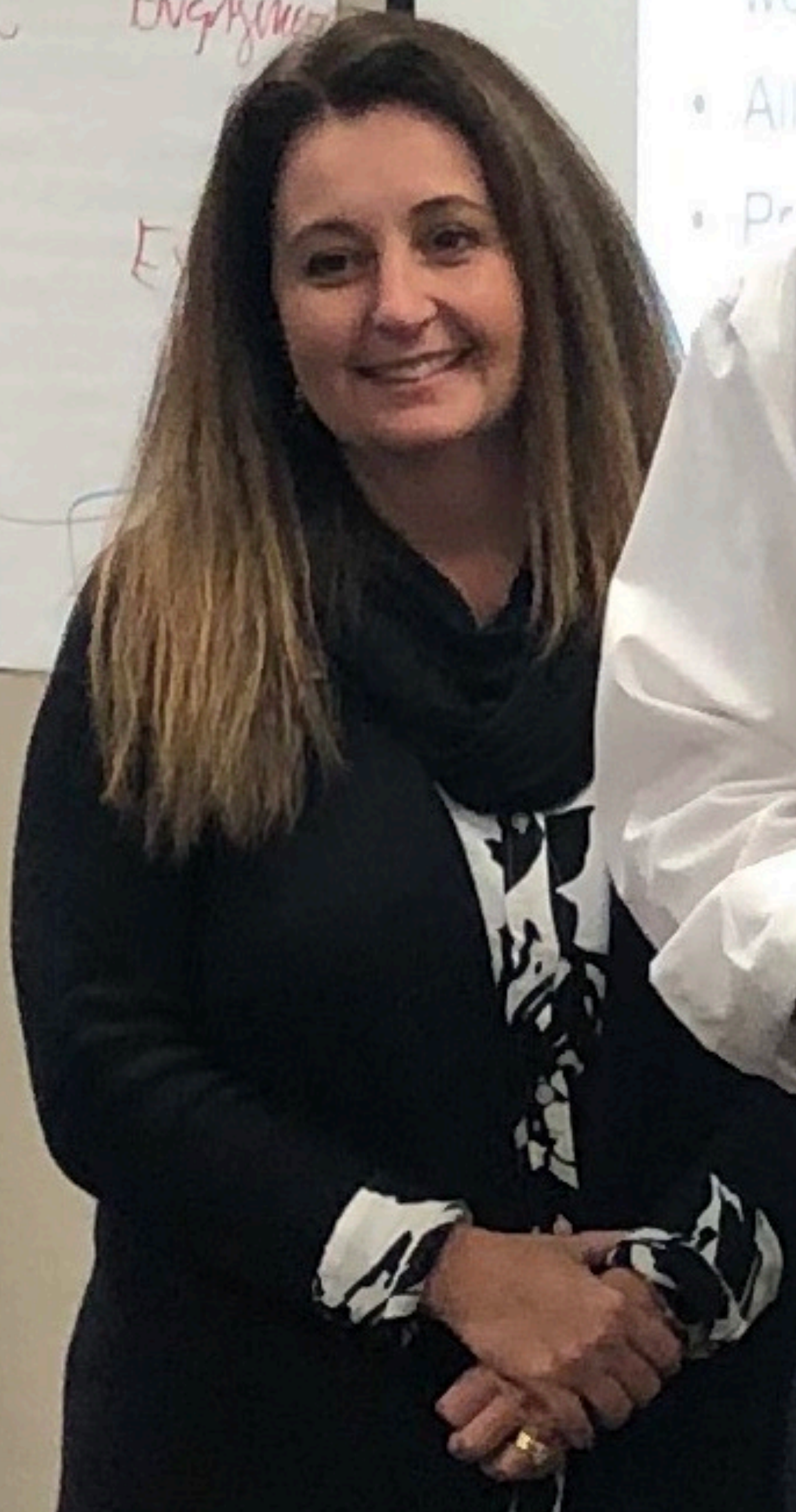


WILLING      WANTING  
MOTIVATION      ENGAGEMENT  
INT.      EX.  
16 Factors  
Intrinsic Values

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

COLLABORATING

CULTURING

---



PLAY A BIGGER GAME





PLAY A BIGGER GAME  
FOR A BIGGER WIN





# THANK YOU!



DrJasonJones.com



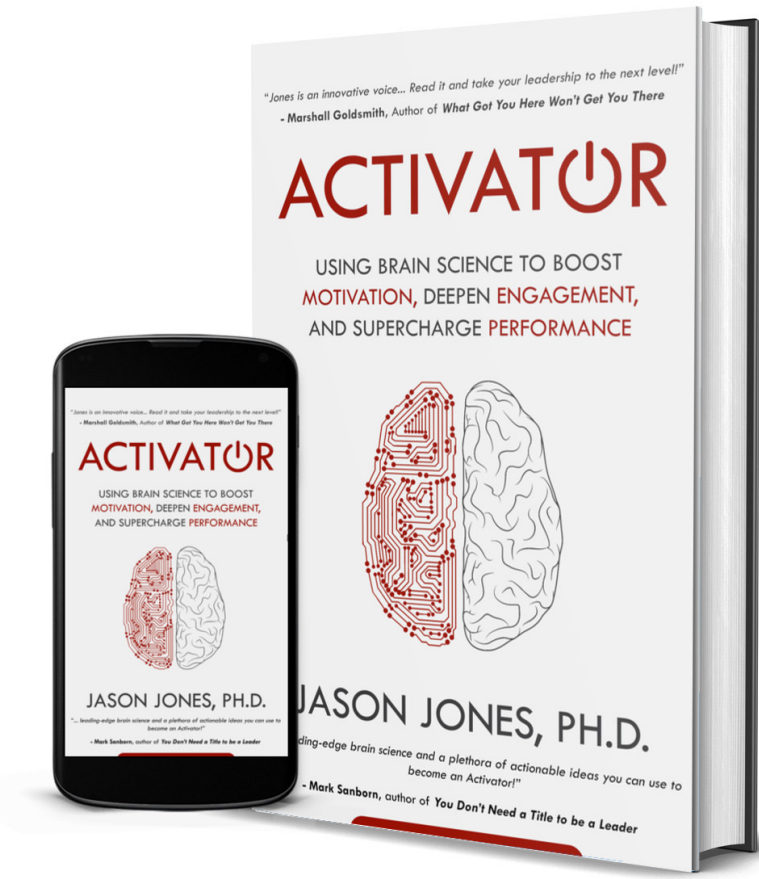
DrJ@DrJasonJones.com



IG: DrJJones



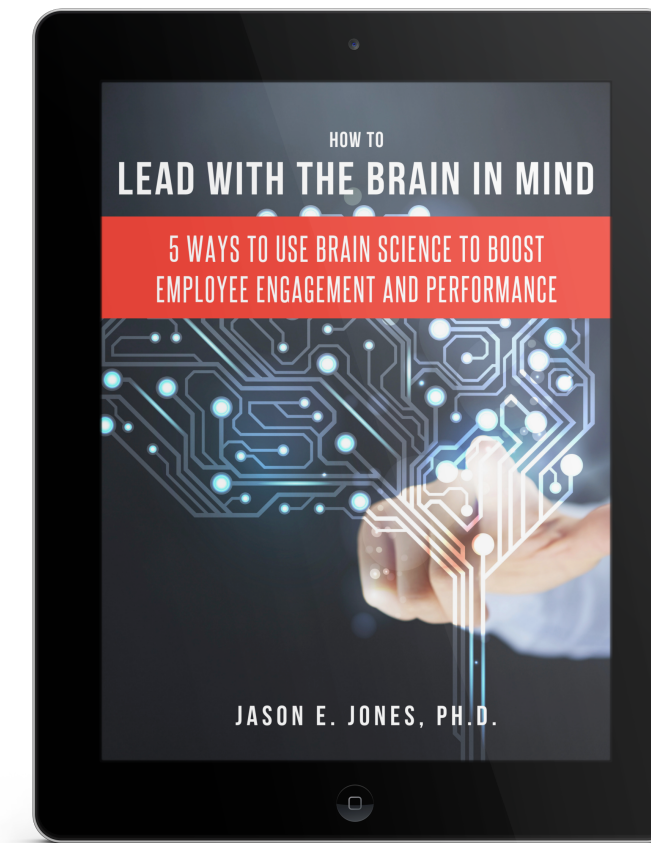
LinkedIn.com/in/DrJasonJones1



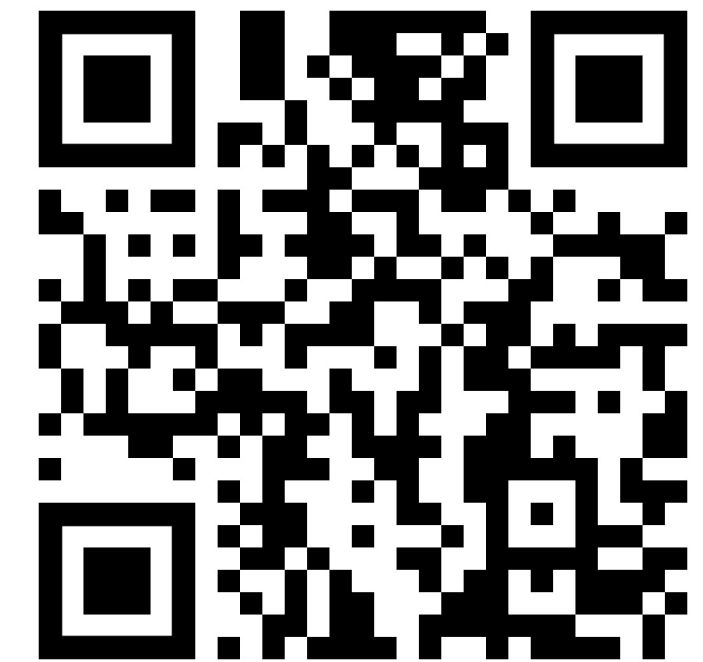
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