

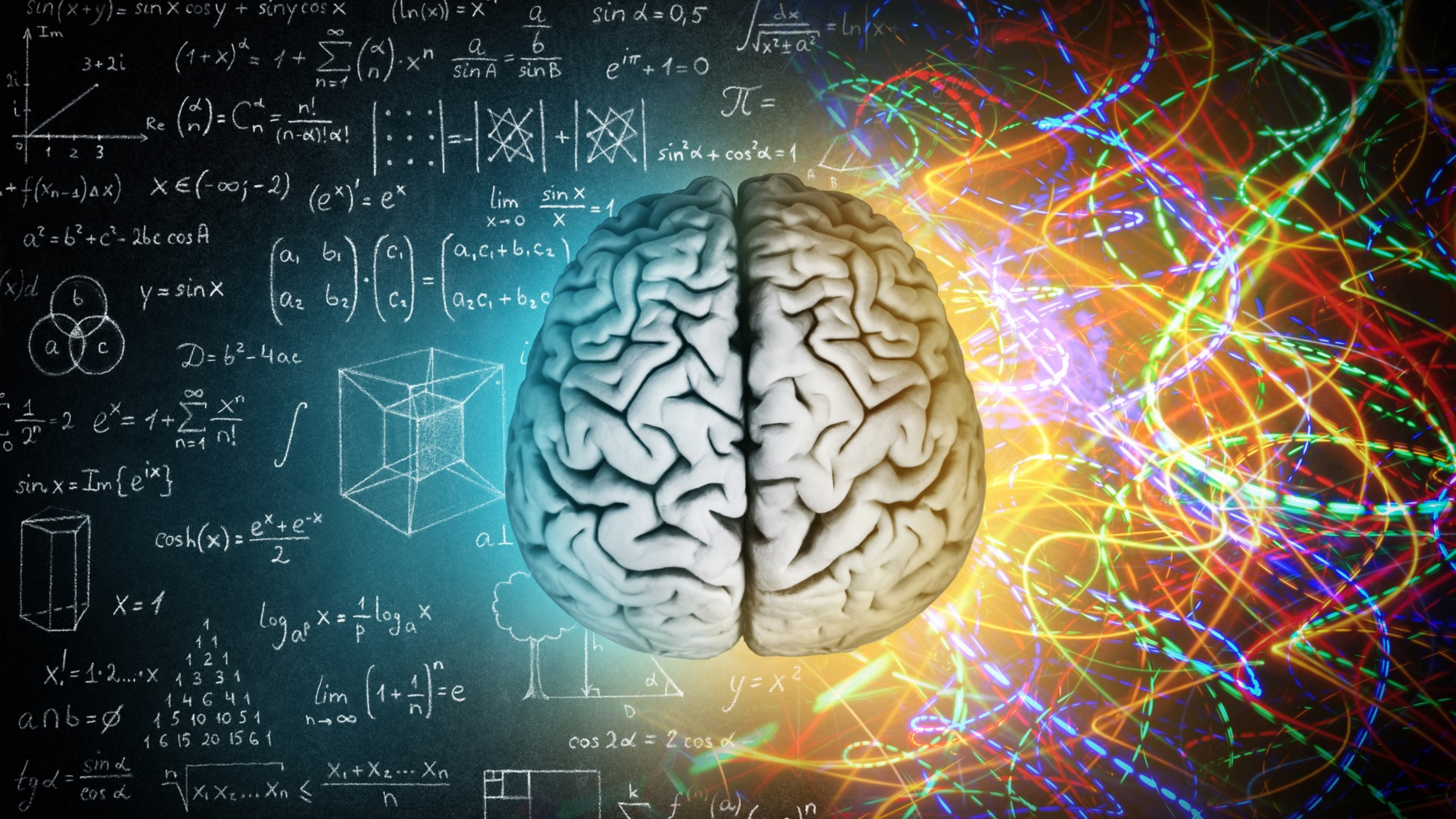
THE FUTURE OF LEADERSHIP

*Engaging the Head and Heart
of the People You Lead*



Presented by Jason Jones, Ph.D.





$\sin(x+y) = \sin x \cos y + \sin y \cos x$ $(\ln(x))' = \frac{1}{x}$ $\frac{a}{\sin A} = \frac{a}{\sin B}$ $\sin \alpha = 0,5$ $\int \frac{dx}{\sqrt{x^2 \pm a^2}} = \ln|x + \dots|$

$3+2i$ $(1+x)^\alpha = 1 + \sum_{n=1}^{\infty} \binom{\alpha}{n} \cdot x^n$ $e^{i\pi} + 1 = 0$ $\pi =$

Im Re $\binom{\alpha}{n} = C_n^\alpha = \frac{n!}{(n-\alpha)! \alpha!}$ $\begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} = - \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} + \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix}$ $\sin^2 \alpha + \cos^2 \alpha = 1$

$+f(x_{n-1})\Delta x$ $x \in (-\infty; -2)$ $(e^x)' = e^x$ $\lim_{x \rightarrow 0} \frac{\sin x}{x} = 1$

$a^2 = b^2 + c^2 - 2bc \cos A$ $y = \sin x$ $\begin{pmatrix} a_1 & b_1 \\ a_2 & b_2 \end{pmatrix} \cdot \begin{pmatrix} c_1 \\ c_2 \end{pmatrix} = \begin{pmatrix} a_1 c_1 + b_1 c_2 \\ a_2 c_1 + b_2 c_2 \end{pmatrix}$

$\frac{1}{2^n} = 2$ $e^x = 1 + \sum_{n=1}^{\infty} \frac{x^n}{n!}$ \int

$\sin x = \text{Im}\{e^{ix}\}$ $\cosh(x) = \frac{e^x + e^{-x}}{2}$

$X=1$ $\log_a^p x = \frac{1}{p} \log_a x$ $\lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n = e$

$X! = 1 \cdot 2 \cdot \dots \cdot X$ $\begin{matrix} & & 1 \\ & 1 & 1 \\ 1 & 2 & 1 \\ 1 & 3 & 3 & 1 \\ 1 & 4 & 6 & 4 & 1 \\ 1 & 5 & 10 & 10 & 5 & 1 \\ 1 & 6 & 15 & 20 & 15 & 6 & 1 \end{matrix}$ $\cos 2\alpha = 2 \cos^2 \alpha - 1$

$a \cap b = \emptyset$ $\sqrt[n]{x_1 x_2 \dots x_n} \leq \frac{x_1 + x_2 + \dots + x_n}{n}$ $y = x^2$ $\frac{k}{n} f^{(n)}(a)$

$\text{tg } \alpha = \frac{\sin \alpha}{\cos \alpha}$ $\frac{1}{2^n} = 2$ $e^x = 1 + \sum_{n=1}^{\infty} \frac{x^n}{n!}$ \int $\cosh(x) = \frac{e^x + e^{-x}}{2}$ $X=1$ $\log_a^p x = \frac{1}{p} \log_a x$ $\lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n = e$ $X! = 1 \cdot 2 \cdot \dots \cdot X$ $\begin{matrix} & & 1 \\ & 1 & 1 \\ 1 & 2 & 1 \\ 1 & 3 & 3 & 1 \\ 1 & 4 & 6 & 4 & 1 \\ 1 & 5 & 10 & 10 & 5 & 1 \\ 1 & 6 & 15 & 20 & 15 & 6 & 1 \end{matrix}$ $\cos 2\alpha = 2 \cos^2 \alpha - 1$ $y = x^2$ $\frac{k}{n} f^{(n)}(a)$



What would it mean to you...
to be able to use
significantly more of
your **BRAINPOWER**?









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



THERAPY
SPORTS
HEALTH
WORK
HAPPINESS
SALES
MARKETING

THE NEUROSCIENCE OF LEADERSHIP

A Neuroscience Approach to Greater Adaptability, Growth, and Success.



NEUROSCIENCE PRINCIPLE 1

YOUR MIND CONTROLS YOUR BRAIN

Consciousness

Neuroplasticity

Epigenetics



NEUROSCIENCE PRINCIPLE 2

**YOUR BRAIN IS WIRED TO
CONNECT SOCIALLY**



NEUROSCIENCE PRINCIPLE 3

YOUR BRAIN CAN BE LIT-UP

YOUR BRAIN CAN BE LIT-UP





fMRI BRAIN SCAN STUDY

Richards Boyatzis and Anthony Jack
Case Western Reserve University

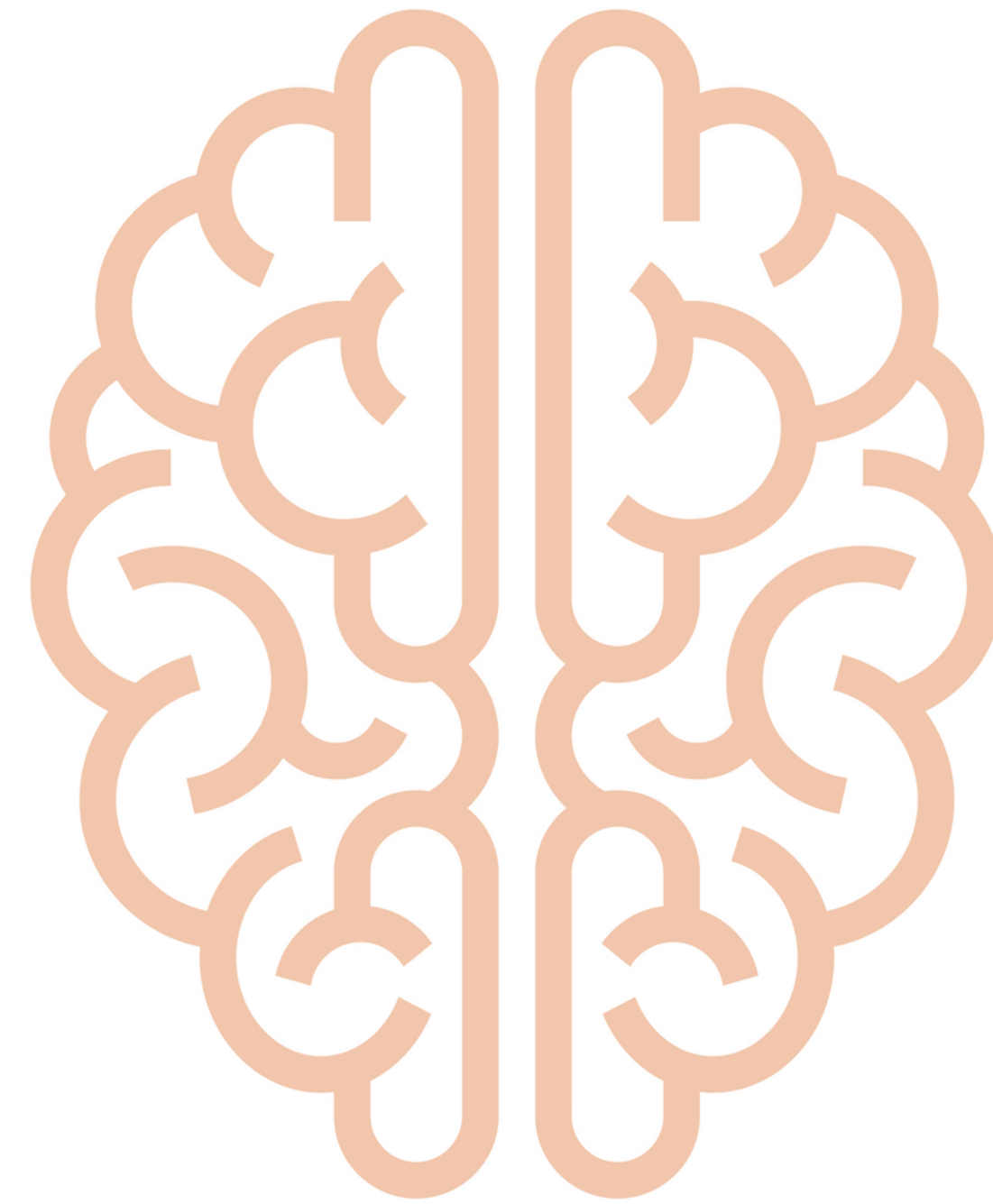
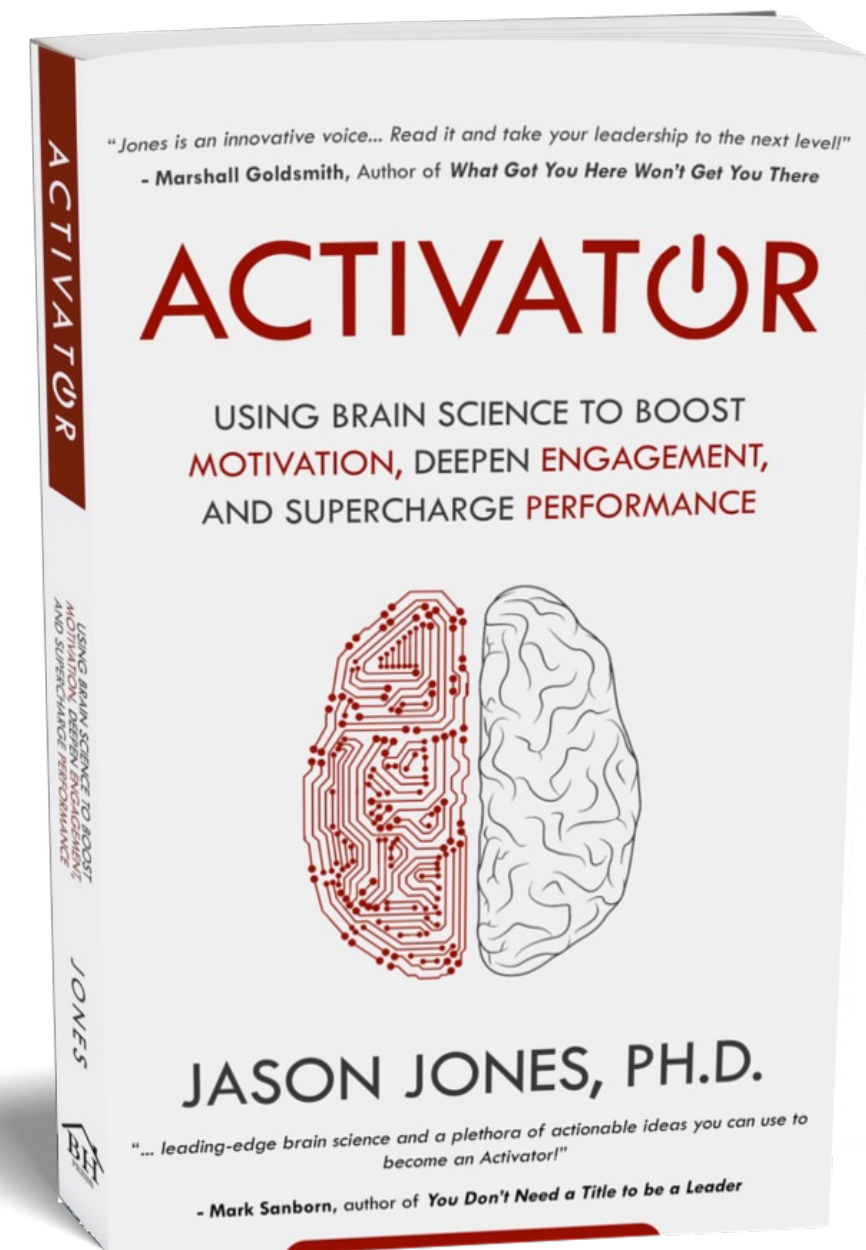
Positive Interactions

14 Regions Activated
0 Deactivated

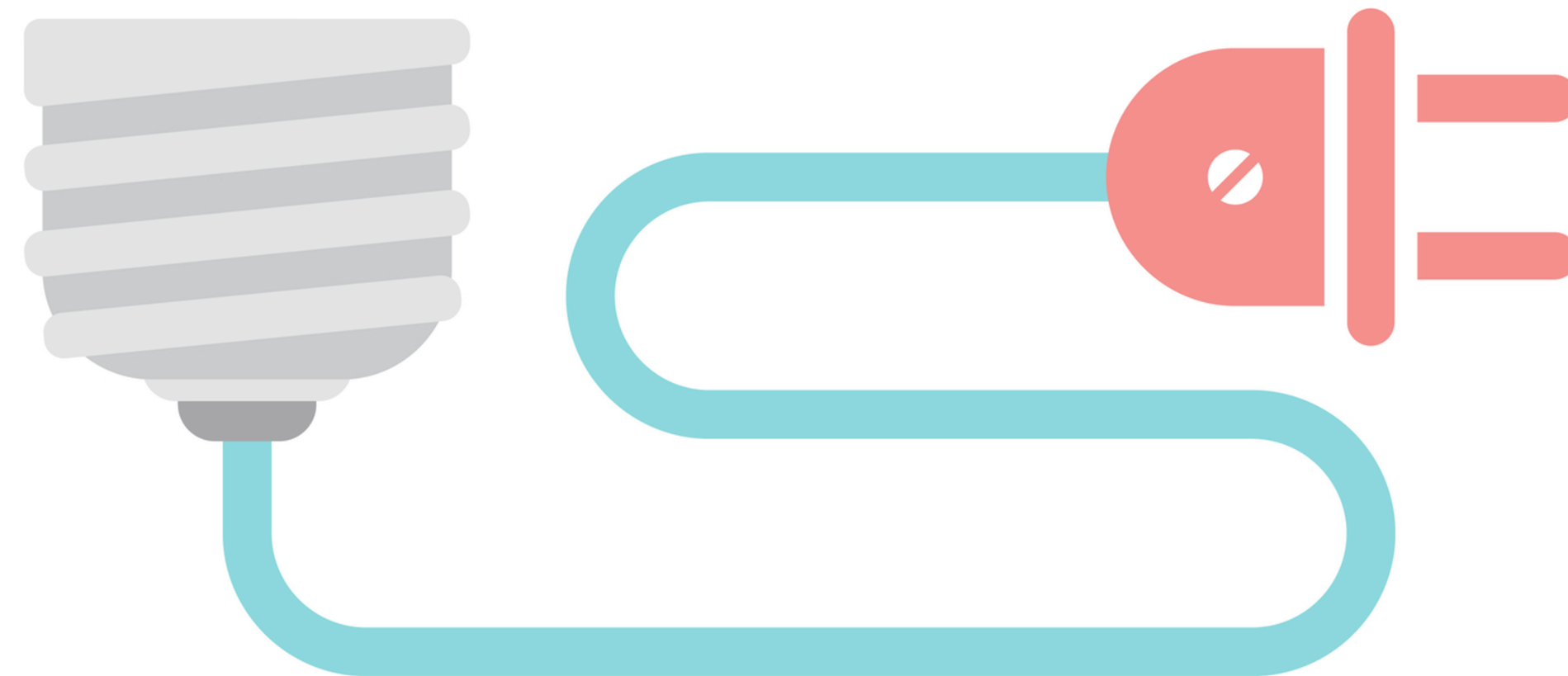
Negative Interactions

6 Regions Activated
11 Deactivated

THE NEW SCIENCE OF PERFORMANCE



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



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 setting 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

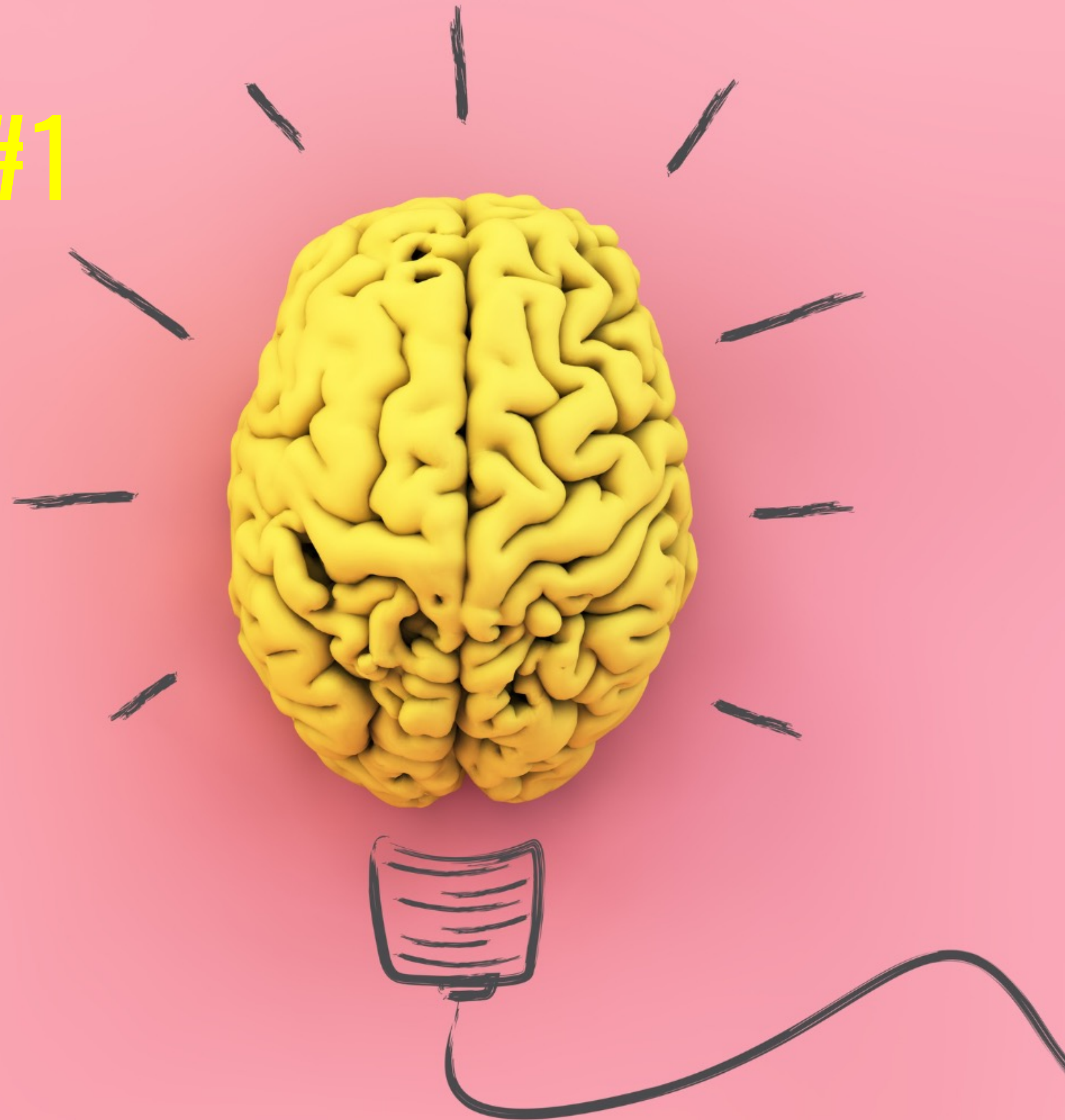
Achievement



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

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 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. There is a large window in the background with a view of a city. A modern lamp is hanging over the desk. The text "COACHING" is overlaid on the image in a large, white, sans-serif font. Below it, the text "Facilitating Performance with backbone and heart" is overlaid in a smaller, white, italicized font.

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

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.



What do you want your culture to be?



ACTIVATION STRATEGY #5

Be a Pro and Build Pros
(not an amateur)





Amateur

Professional

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. Generalist Skills Amateurs often lack the depth of expertise found in professionals, relying on general knowledge and basic techniques.
3. Strong Network Professionals have established a robust network of contacts, including clients, collaborators, and industry influencers.	3. Limited Network Amateurs often have a smaller, less active network, limiting their access to opportunities and resources.
4. Financial Stability Professionals typically earn a higher, more stable income, allowing them to cover their expenses and invest in their craft.	4. Financial Uncertainty Amateurs often struggle with financial instability, with income fluctuating significantly and often falling below the level needed to sustain their practice.
5. Professionalism Professionals exhibit a high level of professionalism, including strong communication skills, reliability, and a commitment to excellence.	5. Lack of Professionalism Amateurs may struggle with professionalism, exhibiting inconsistent communication, missed deadlines, and a lack of commitment to their work.
6. Market Awareness Professionals have a strong understanding of the market, including current trends, demands, and competitive landscape.	6. Lack of Market Awareness Amateurs often lack a clear understanding of the market, leading to misaligned offerings and missed opportunities.
7. Resilience Professionals demonstrate resilience, able to handle setbacks, criticism, and the pressures of a competitive market.	7. Lack of Resilience Amateurs may struggle with resilience, often becoming discouraged or giving up in the face of challenges or setbacks.
8. Continuous Learning Professionals engage in continuous learning, staying up-to-date on the latest industry developments and techniques.	8. Lack of Continuous Learning Amateurs may not prioritize continuous learning, leading to outdated skills and knowledge.
9. Strong Brand Professionals have built a strong, recognizable brand, associated with quality, expertise, and reliability.	9. Lack of Strong Brand Amateurs often struggle to build a strong brand, lacking the consistency and professionalism needed for brand recognition.
10. Collaborative Spirit Professionals often exhibit a collaborative spirit, working effectively with others to achieve common goals.	10. Lack of Collaborative Spirit Amateurs may struggle with collaboration, often working in isolation or exhibiting a lack of teamwork.

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

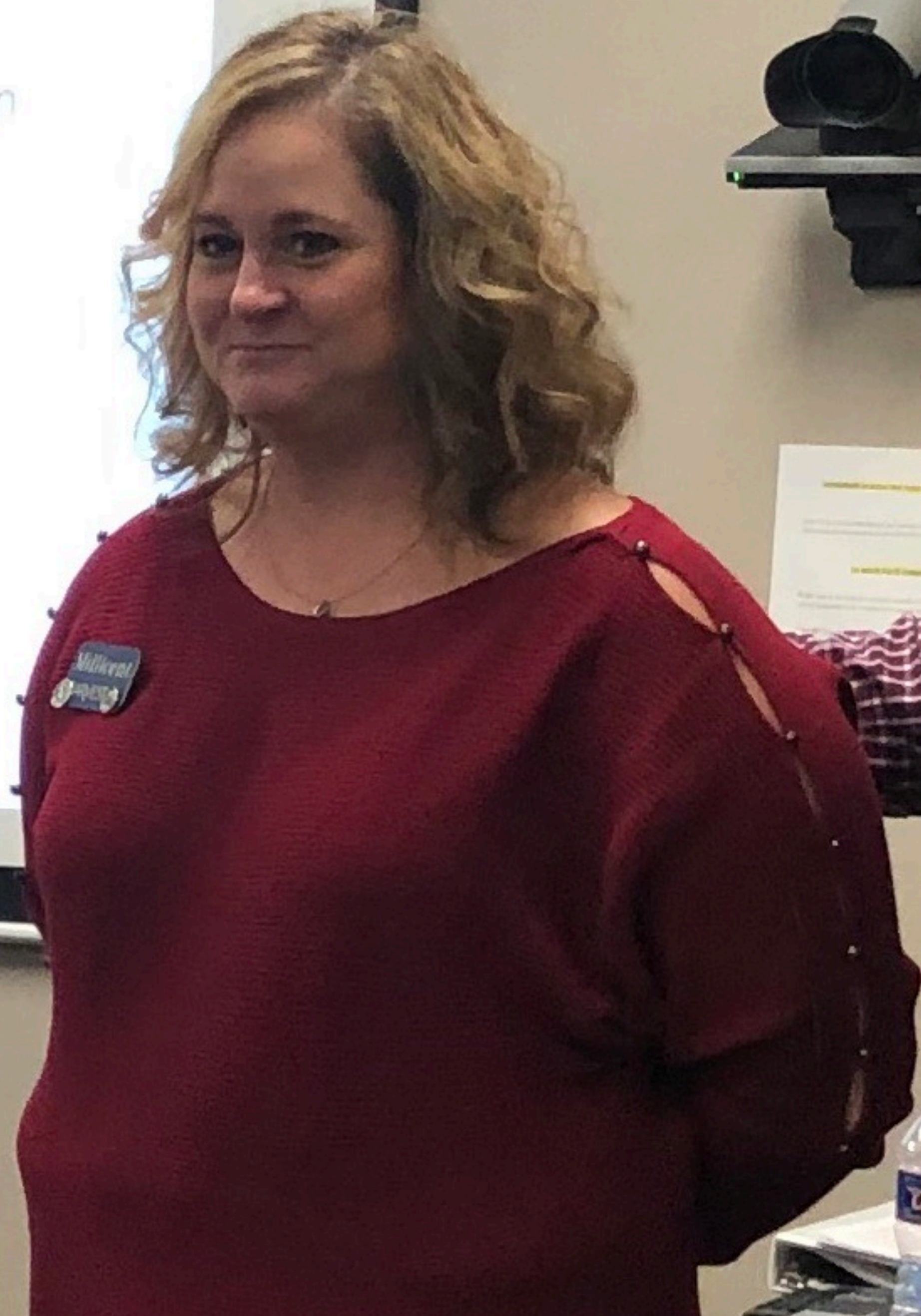
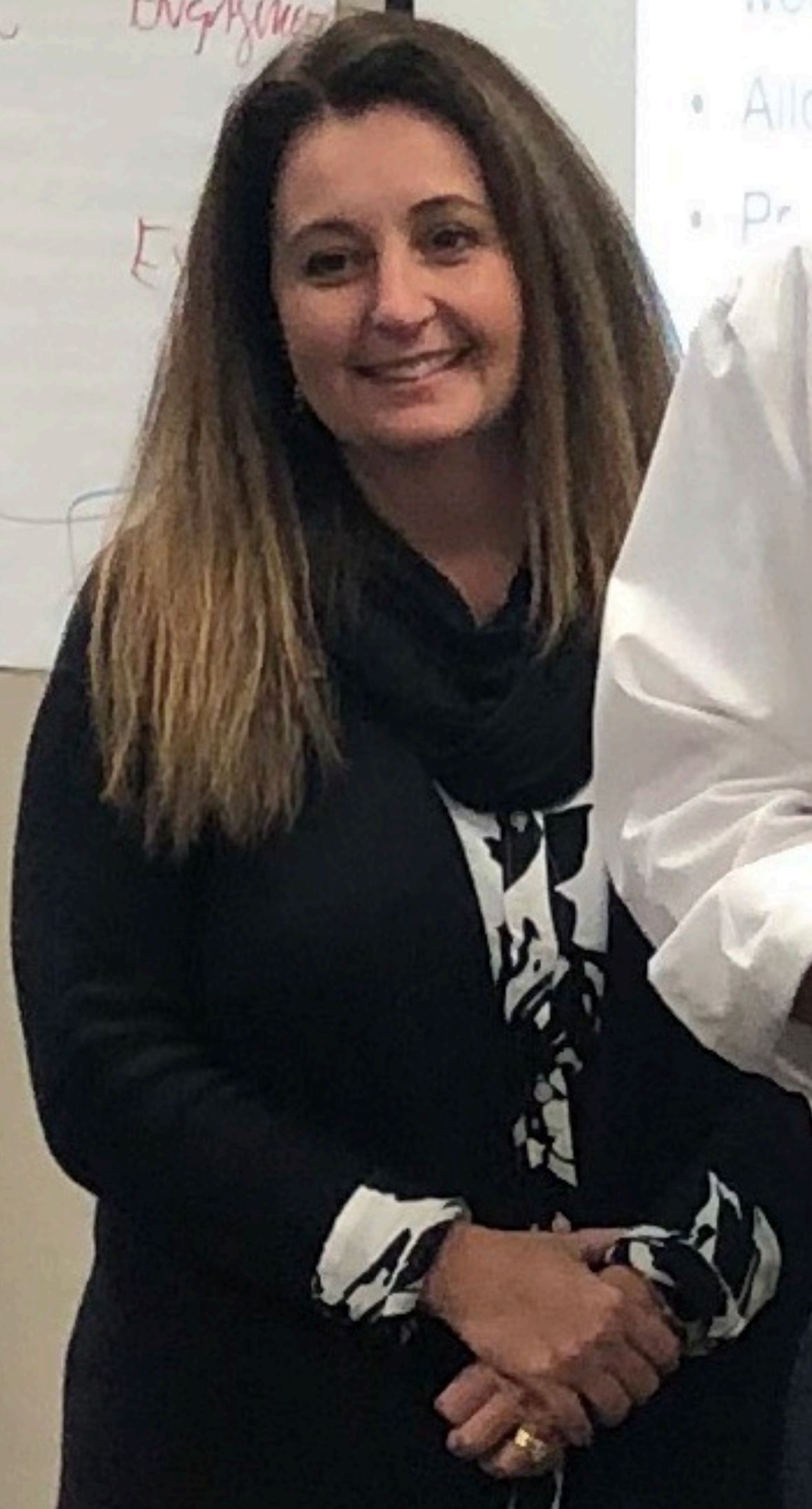


WILLING WANTING
MOTIVATION ENGAGEMENT
INT. EX.
16 Factors
Intrinsic Values

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

THANK YOU!



DrJasonJones.com



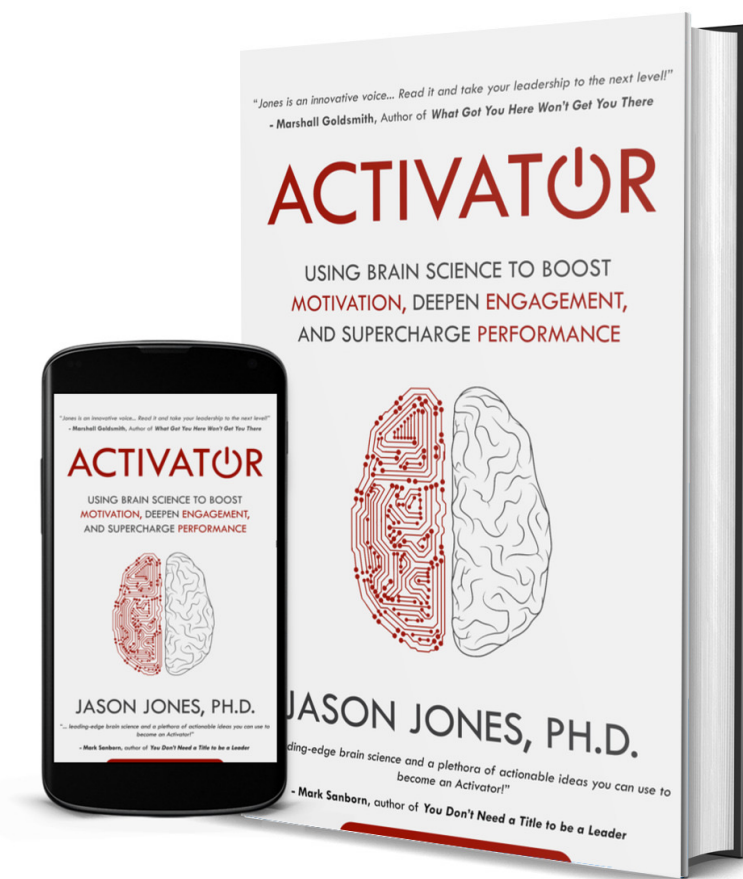
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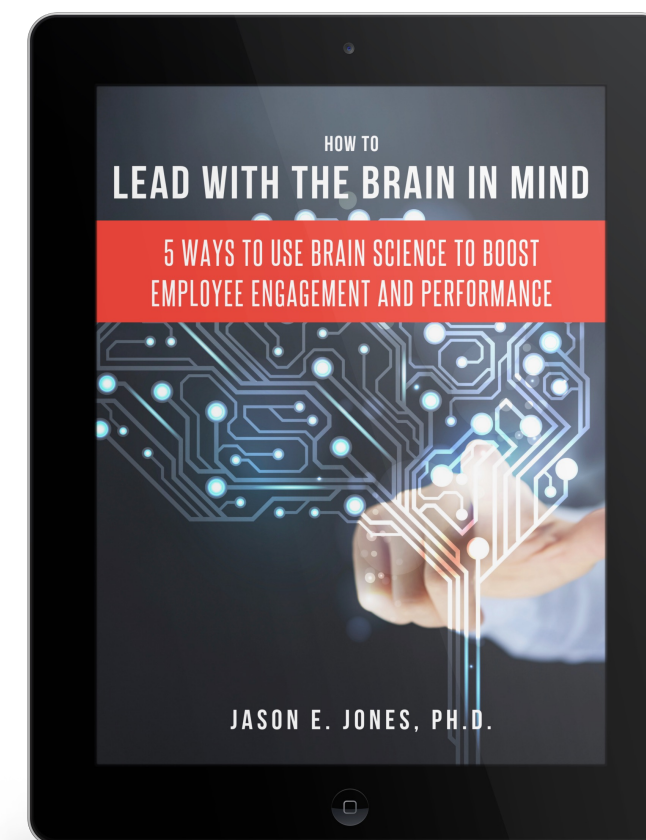
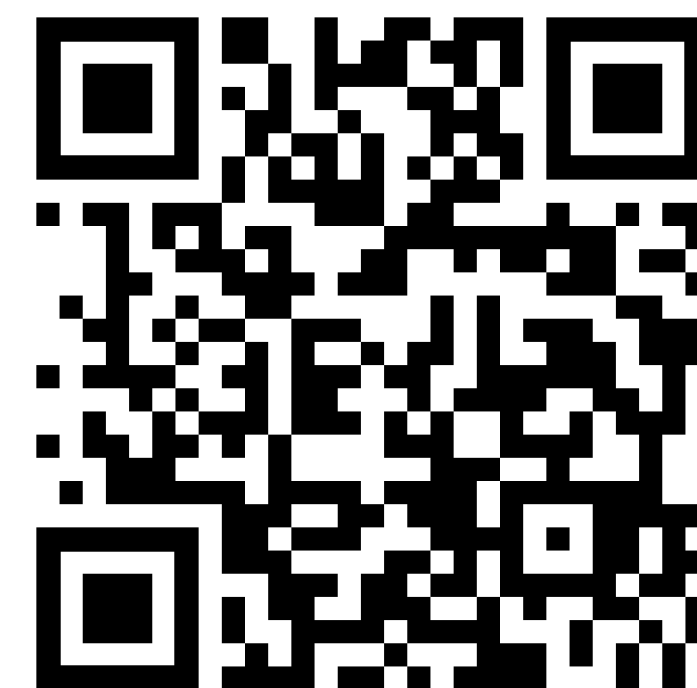


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BARNES & NOBLE

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