

REVERSING  
LABS

# EVOLVE AND THRIVE

*Building a Mindset to Win  
in Any Situation.*

Presented by: Jason Jones, Ph.D.





$$\sin(x+y) = \sin x \cos y + \sin y \cos x \quad (\ln(x))' = \frac{1}{x} \quad \sin \alpha = 0,5 \quad \int \frac{dx}{\sqrt{x^2 \pm a^2}} = \ln|x|$$
  
$$\begin{array}{c} \text{Im} \\ 2i \\ i \\ 0 \end{array} \quad \begin{array}{c} 3+2i \\ 2i \\ i \\ 0 \end{array} \quad (1+x)^a = 1 + \sum_{n=1}^{\infty} \binom{a}{n} \cdot x^n \quad \frac{a}{\sin A} = \frac{b}{\sin B} \quad e^{i\pi} + 1 = 0 \quad \pi =$$
  
$$\begin{array}{c} \text{Re} \\ 1 \\ 2 \\ 3 \end{array} \quad \binom{a}{n} = C_n^a = \frac{n!}{(n-a)!a!} \quad \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} = - \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} + \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} \quad \sin^2 \alpha + \cos^2 \alpha = 1$$
  
$$+ f(x_{n-1}) \Delta x \quad x \in (-\infty; -2) \quad (e^x)' = e^x \quad \lim_{x \rightarrow 0} \frac{\sin x}{x} = 1$$
  
$$a^2 = b^2 + c^2 - 2bc \cos A \quad \begin{pmatrix} a_1 & b_1 \\ a_2 & b_2 \end{pmatrix} \cdot \begin{pmatrix} c_1 \\ c_2 \end{pmatrix} = \begin{pmatrix} a_1 c_1 + b_1 c_2 \\ a_2 c_1 + b_2 c_2 \end{pmatrix}$$
  
$$y = \sin x \quad D = b^2 - 4ac$$
  
$$\frac{1}{2^n} = 2 \quad e^x = 1 + \sum_{n=1}^{\infty} \frac{x^n}{n!} \quad \int$$
  
$$\sin x = \text{Im}\{e^{ix}\}$$
  
$$\cosh(x) = \frac{e^x + e^{-x}}{2}$$
  
$$X = 1 \quad \log_a^p X = \frac{1}{p} \log_a X$$
  
$$X! = 1 \cdot 2 \cdot \dots \cdot X \quad \lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n = e$$
  
$$a \cap b = \emptyset \quad \begin{array}{c} 1 \\ 1 \ 1 \\ 1 \ 2 \ 1 \\ 1 \ 3 \ 3 \ 1 \\ 1 \ 4 \ 6 \ 4 \ 1 \\ 1 \ 5 \ 10 \ 10 \ 5 \ 1 \\ 1 \ 6 \ 15 \ 20 \ 15 \ 6 \ 1 \end{array}$$
  
$$\text{tg } \alpha = \frac{\sin \alpha}{\cos \alpha} \quad \sqrt[n]{x_1 x_2 \dots x_n} \leq \frac{x_1 + x_2 + \dots + x_n}{n}$$
  
$$\cos 2\alpha = 2 \cos \alpha - 1 \quad y = x^2$$
  
$$\frac{k}{n} f^{(n)}(a)$$

























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







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





SPORTS  
HEALTH  
COUNSELING  
LEADERSHIP  
WORK  
SALES  
MARKETING



# **3 NEUROSCIENCE PRINCIPLES TO KNOW**





# 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 TO THRIVE**







# fMRI BRAIN SCAN SCANS

Richards Boyatzis and Anthony Jack  
Case Western Reserve University

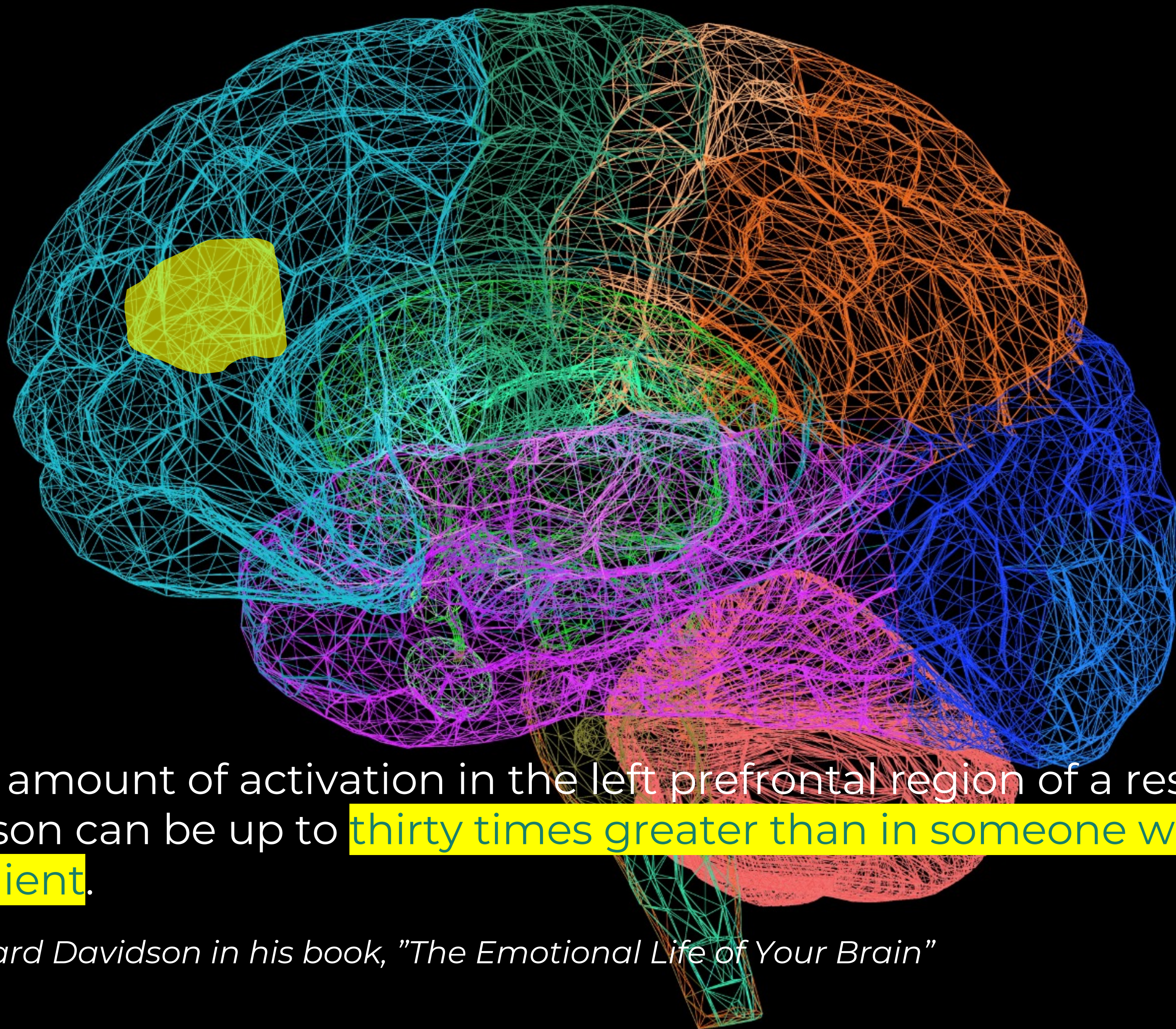
Resonant Interactions

*14 Regions Activated*  
*0 Deactivated*

Dissonant Interactions

*6 Regions Activated*  
*11 Deactivated*



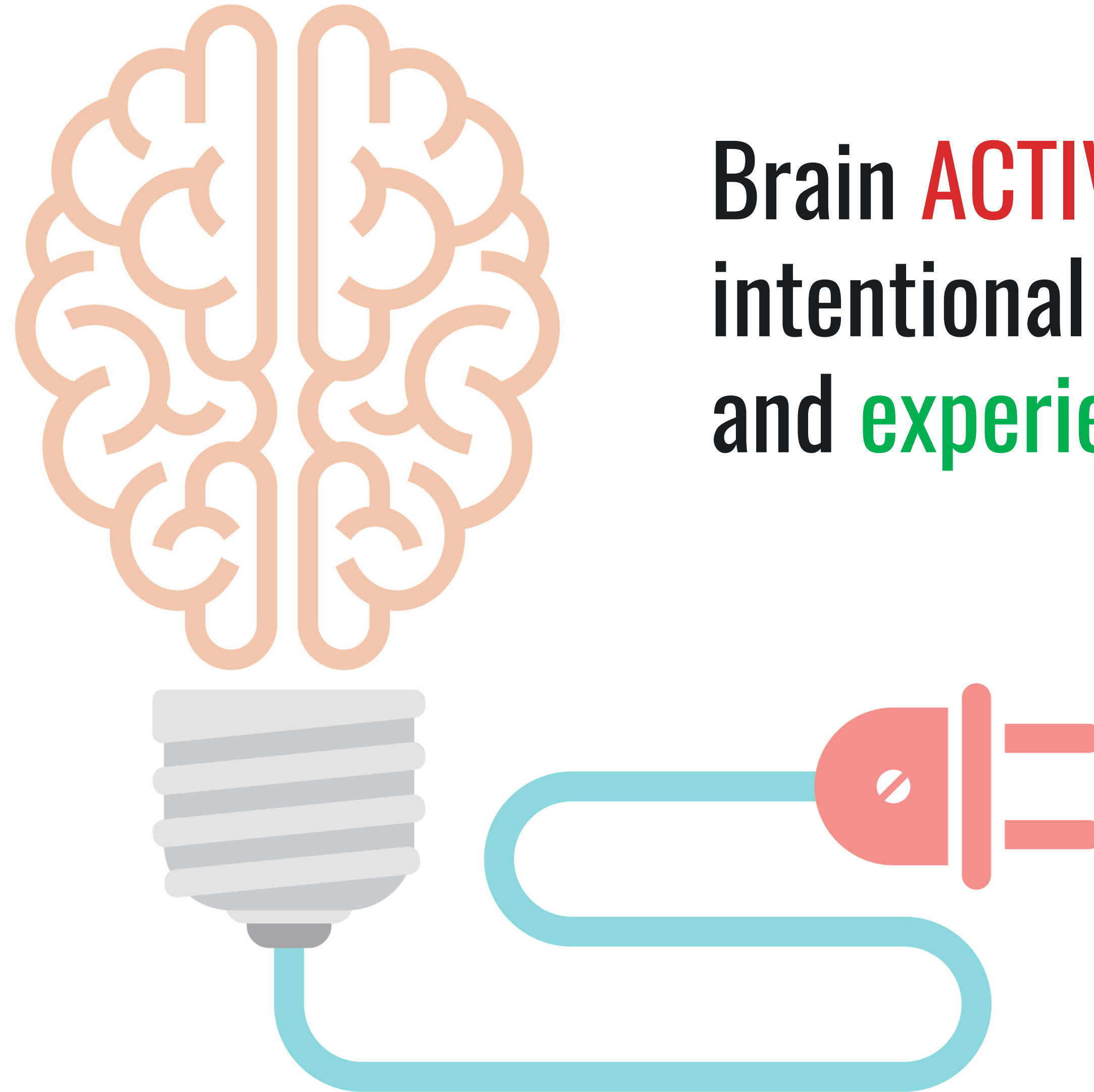
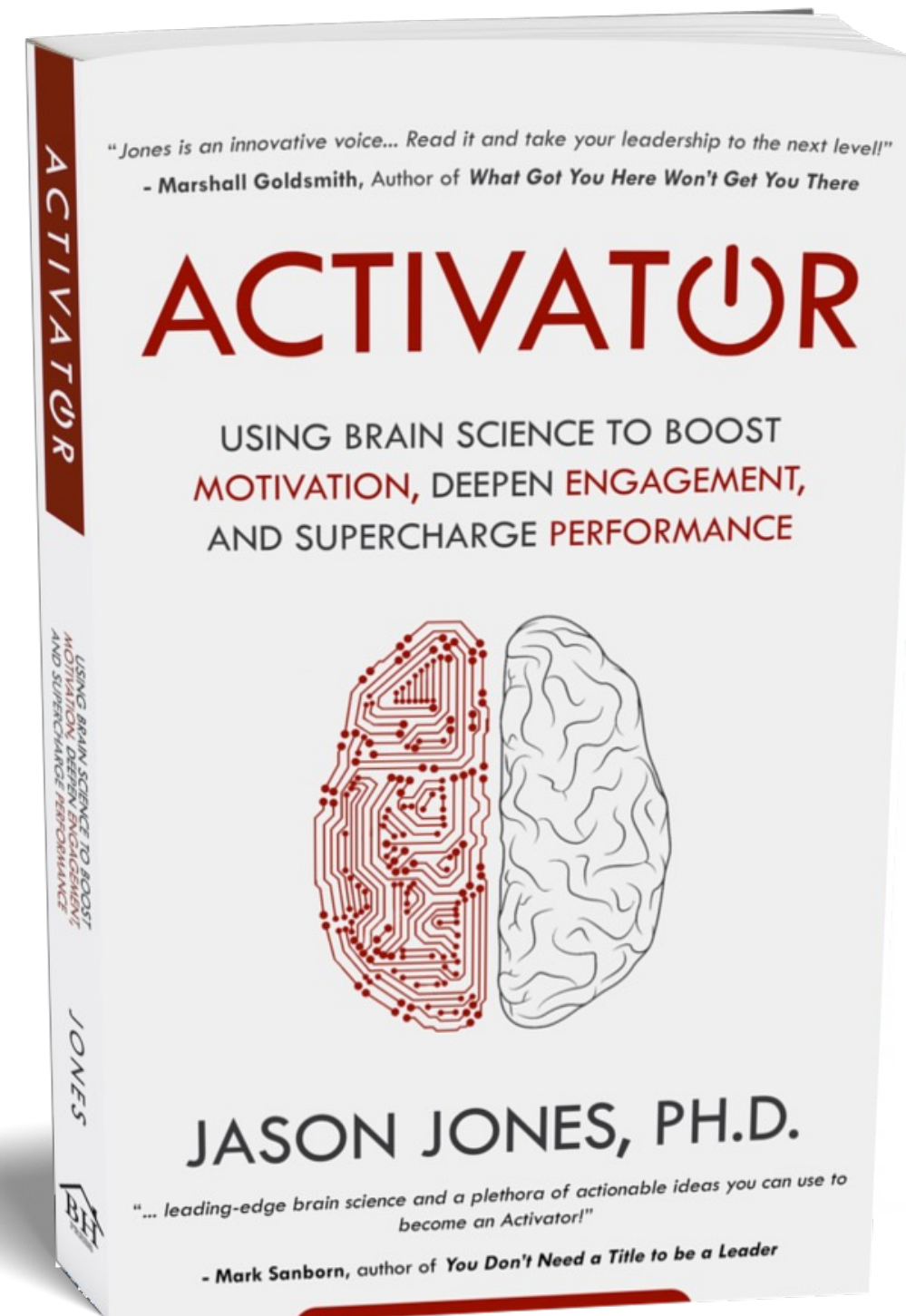


The amount of activation in the left prefrontal region of a resilient person can be up to thirty times greater than in someone who is not resilient.

*Richard Davidson in his book, "The Emotional Life of Your Brain"*



# THE NEW SCIENCE OF PERFORMANCE



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



**EVOLVE & THRIVE**



EVOLVE YOUR THINKING



# THE POWER OF THINKING

(METACOGNITION)



Your thinking creates proteins that form new neurons and connections.



Your thinking stimulates chemical and hormone release.



Your thinking wires mindsets and thought patterns.





The #1 Priority of Your Brain is...

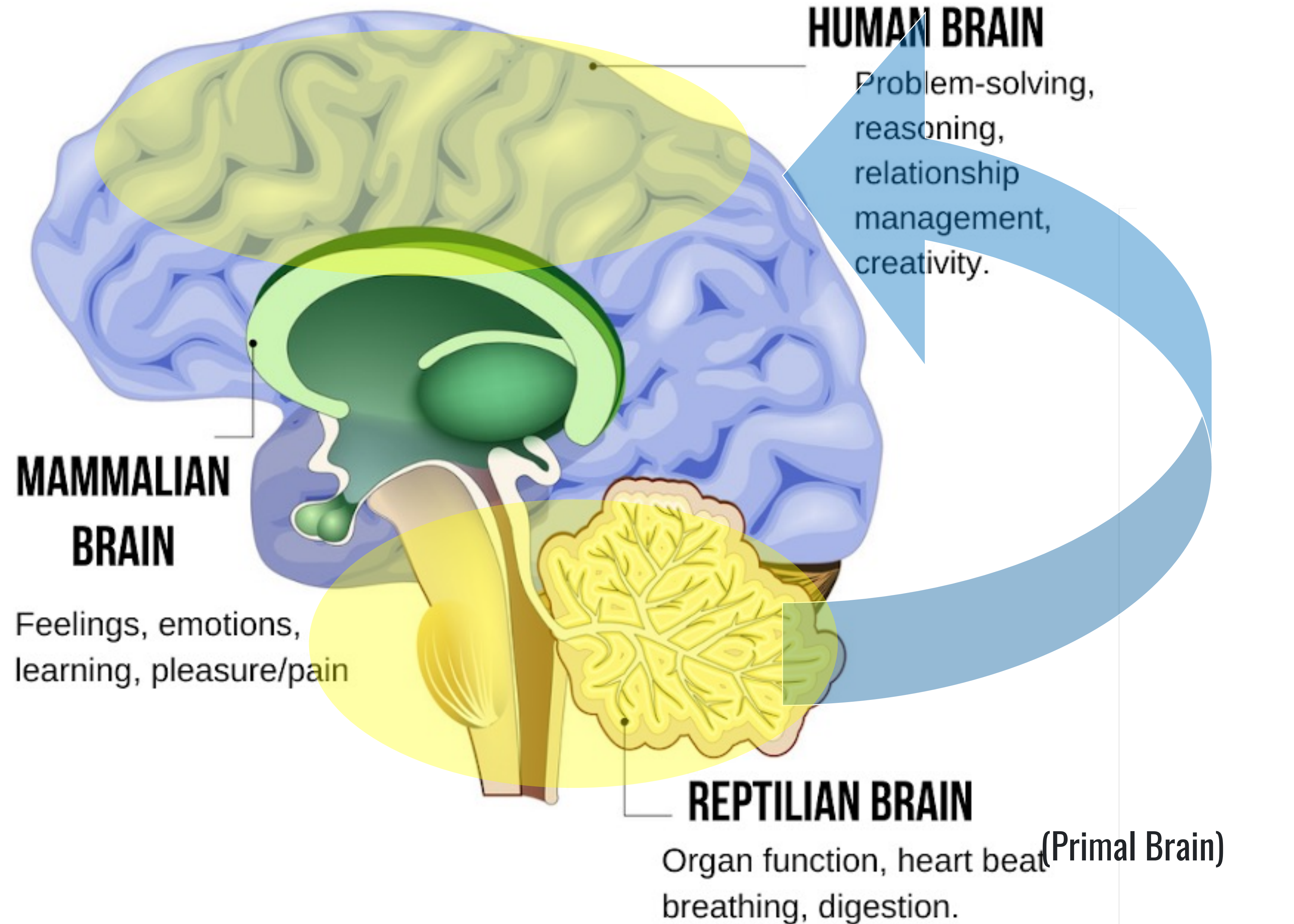
**STAY ALIVE**



THE **NEGATIVE (THREAT)** DEFAULT  
CREATES **NEGATIVE THINKING**



We can build an  
**adaptable** and  
**smarter brain** by  
learning how to  
**OVERRIDE** the  
Primal Brain.



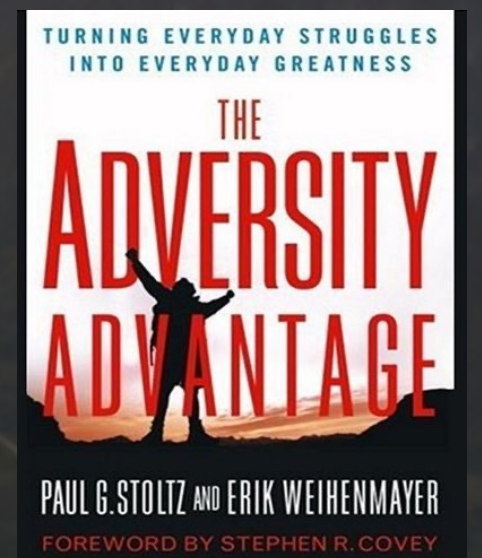






**You get to choose to be a...**

**CLIMBER  
CAMPER  
QUITTER**





A person is climbing a steep, dark rock face. The climber is shirtless, wearing a harness and a backpack, and is looking up towards the top of the rock. The background is a vibrant sunset sky with shades of orange, red, and purple. The overall mood is one of challenge and achievement.

# CREATE BETTER GOALS

If your goal or mission doesn't require **discomfort** and **sacrifice**, it's not big enough to trigger the greater potential of your brain.

## Embrace the Climb!



# MASTER YOUR THINKING

## WITH THE **3R** METHOD

**REFLECT** - Notice

**REFRAME** - Shift

**REPLACE** - Rewire





# ACTIVATION STRATEGIES to Evolve Your Thinking

Invite & Leverage  
Challenge, Chaos,  
Uncertainty.

Implement the 3R Method





EVOLVE YOUR THINKING



**EVOLVE YOUR LANGUAGE**





# THE SOCIAL BRAIN





CARE *(Safety & Support)*

CHARACTER *(Similar Values)*

COMMUNICATION *(Clarity & Consistency)*

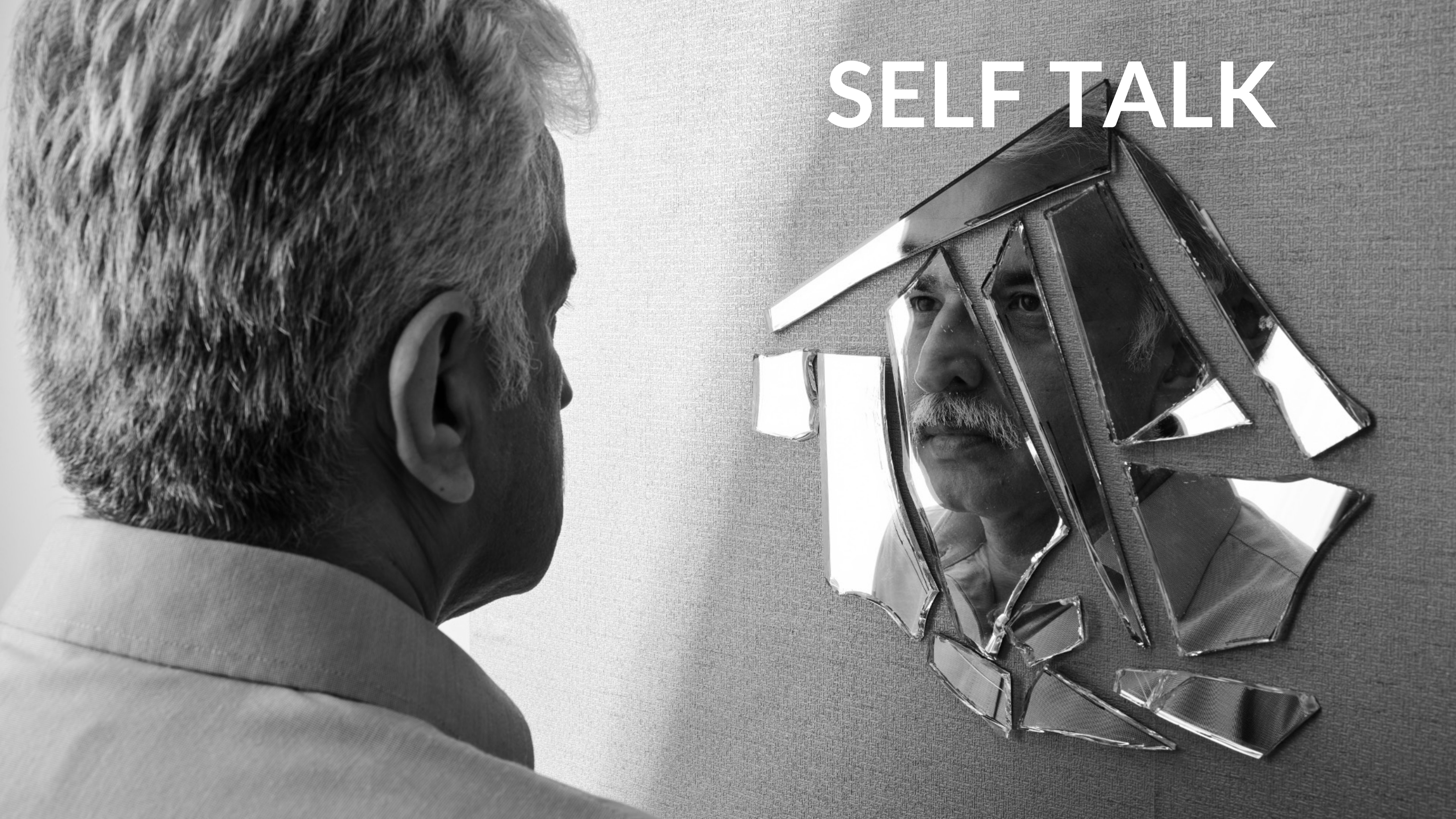


**THE MOST IMPORTANT VOICE  
WE LISTEN TO...**

**OUR OWN**



# SELF TALK









# REFUTE YOUR INNER CRITIC

—

+

I can't do this.



I will figure this out.

This is hard.



Do hard shit.

People will think  
negative of me.



My perception of me  
is most important.

I might fail.



All successful people  
fail first.

I have always  
been this way



I can change.



# TWO CRITICAL QUESTIONS TO CONSIDER?

**What is my language saying about me?**

**How is my language impacting others?**



# ACTIVATION STRATEGIES to Evolve Your Language

Set Your **Intention**

Refute Your **Inner Critic**





**EVOLVE & THRIVE**



CHOOSE TO THRIVE



2 WAYS TO

CHOOSE TO THRIVE





COMMIT TO RISE TOGETHER





## 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)





# TOTAL PERFORMANCE

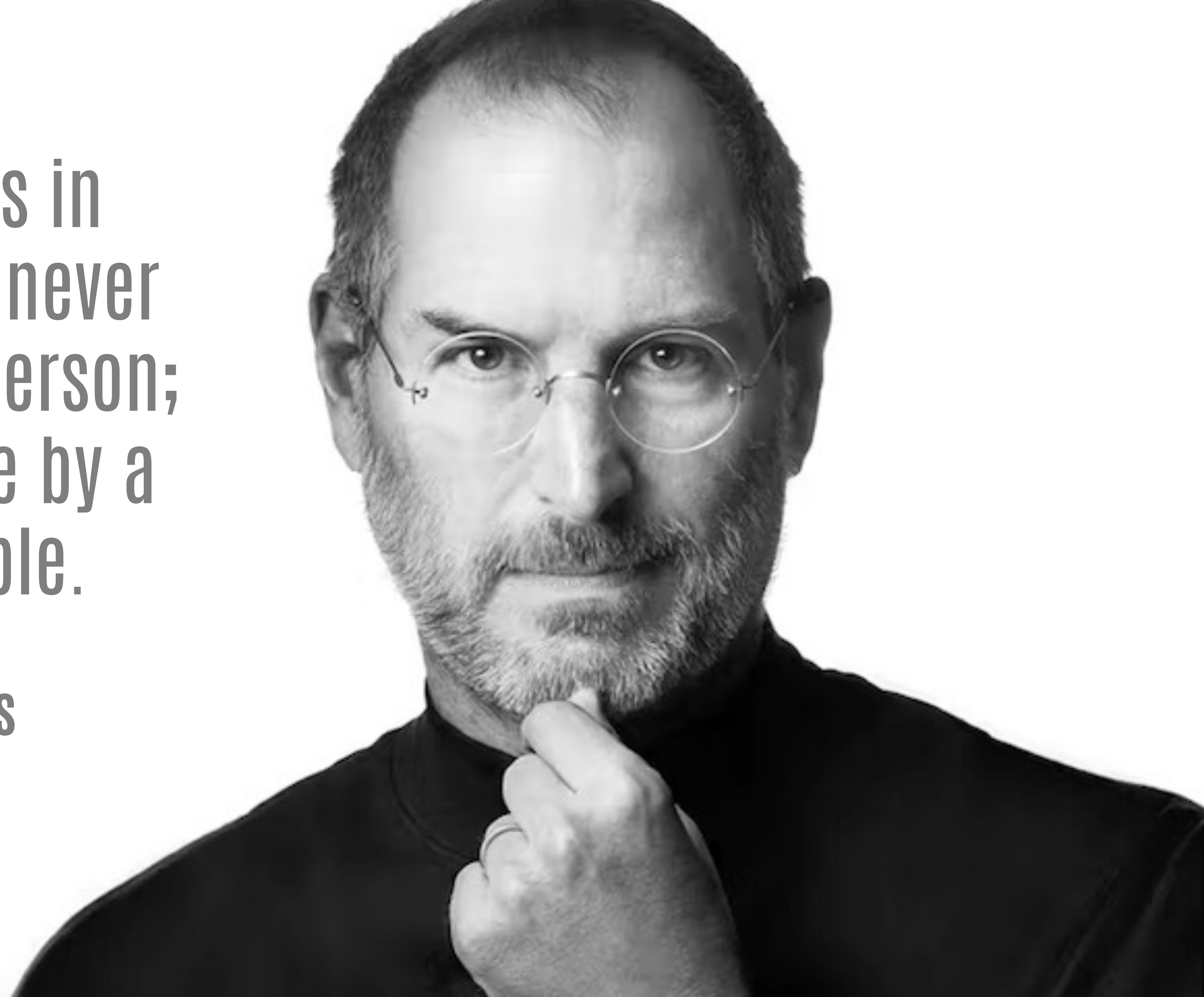
Individual + Team





Great things in  
business are never  
done by one person;  
they are done by a  
team of people.

-Steve Jobs





SHOW UP LIKE A PRO





# PROs vs. AMATEURS



**PROs**

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

**GRATEFULNESS**

**AMATEURS**

Personal/Individual Goals  
Win/Lose Mindset  
Blames Others  
Complainer  
Protectionism & Scarcity  
Jealousy & Fear  
Ego-Focused

**ENTITLEMENT**



# ACTIVATION STRATEGIES to Choose to Thrive

Rise Together with  
Collaboration

Show up like a Pro





You aren't defined by what you do.

You're defined by how you do it.



**EVOLVE & THRIVE**



PLAY A BIGGER GAME





PLAY A BIGGER GAME  
FOR A BIGGER WIN





# THANK YOU!



## Let's Connect!!



[DrJasonJones.com](http://DrJasonJones.com)



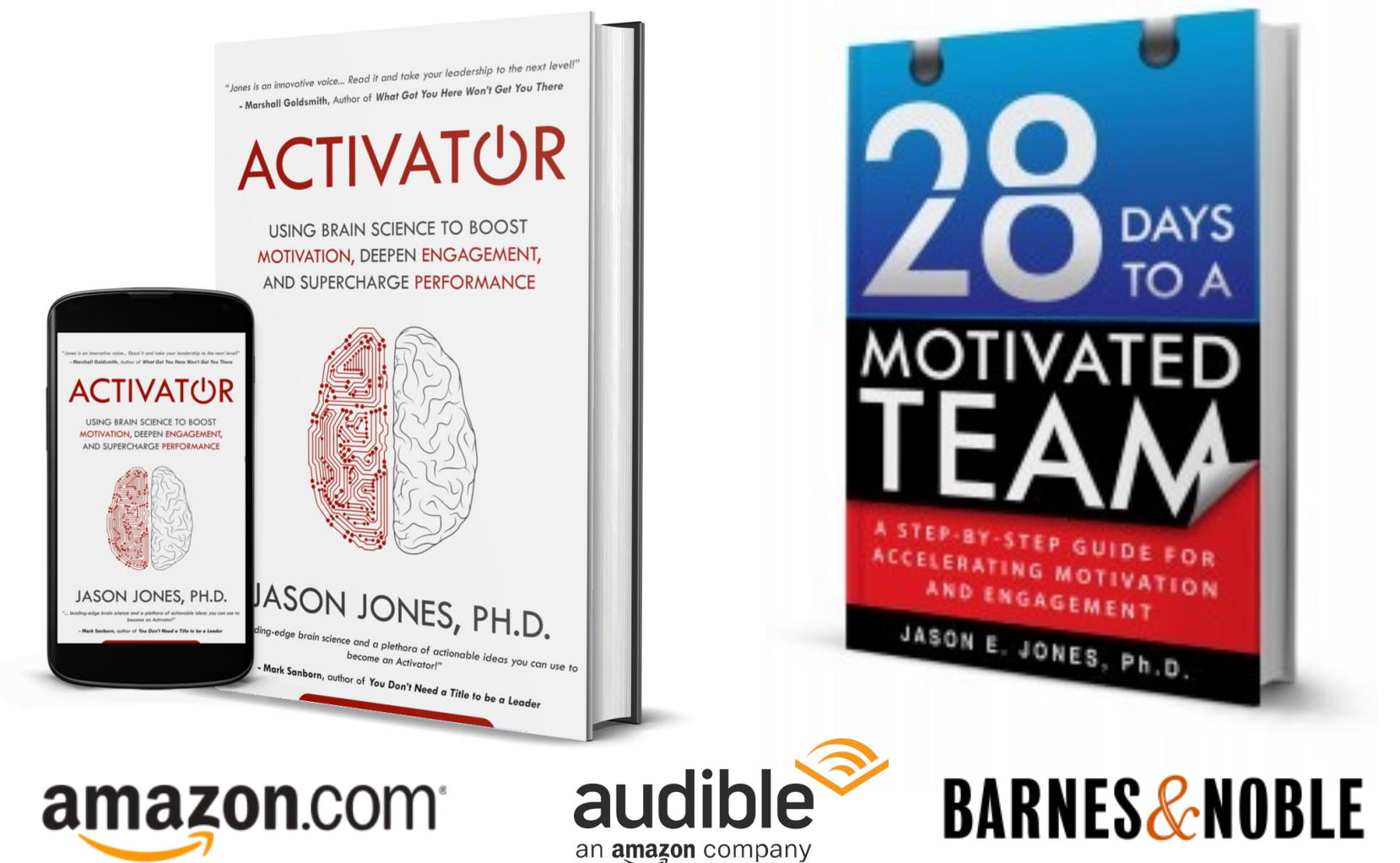
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*Slides & Resources*



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