



FOCUS FOR SUCCESS

*Uplevel your brain to be your
best in work and life.*

Presented by: Jason Jones, Ph.D.



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

$3+2i$ $(1+x)^\alpha = 1 + \sum_{n=1}^{\infty} \binom{\alpha}{n} x^n$ $\frac{a}{\sin A} = \frac{b}{\sin B}$ $e^{i\pi} + 1 = 0$ $\pi =$

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

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

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

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

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

$X=1$ $\log_a^p x = \frac{1}{p} \log_a x$

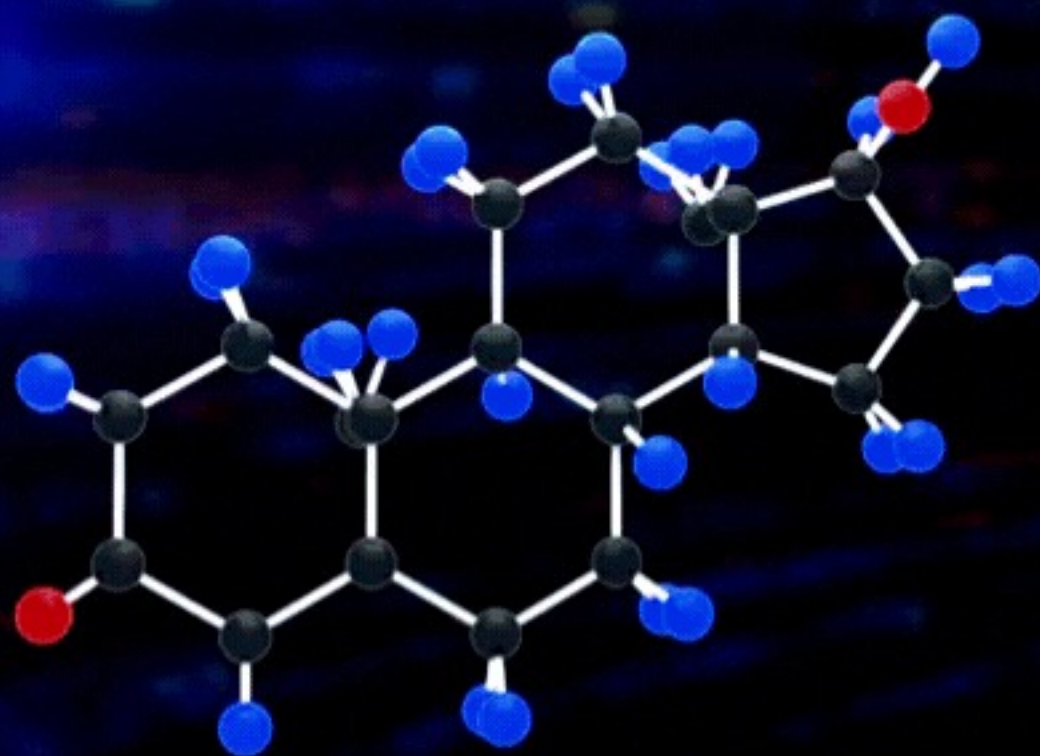
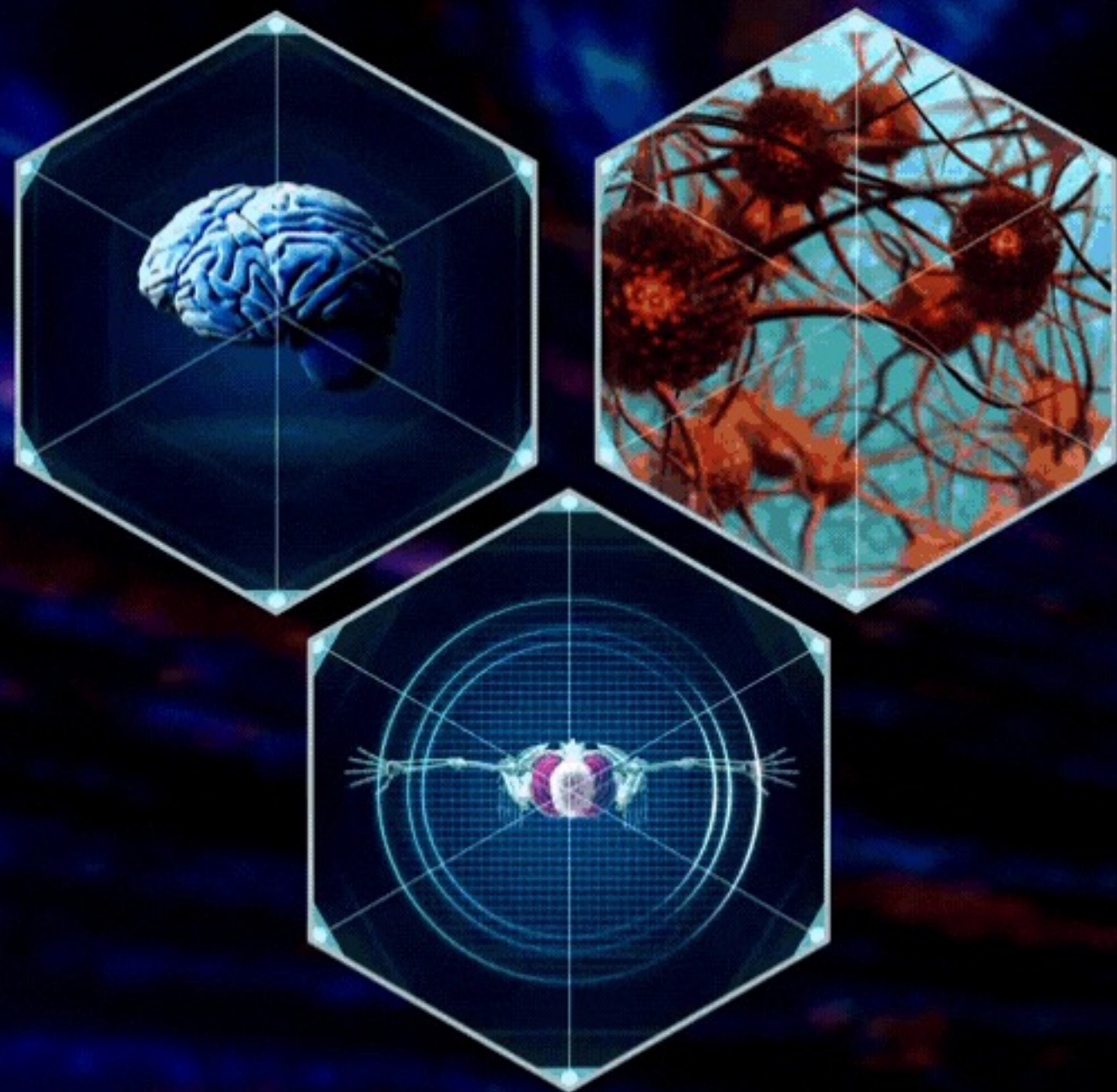
$X! = 1 \cdot 2 \cdot \dots \cdot X$ $\lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n = e$

$a \cap b = \emptyset$ $\frac{\sin \alpha}{\cos \alpha} = \tan \alpha$ $\sqrt[n]{x_1 x_2 \dots x_n} \leq \frac{x_1 + x_2 + \dots + x_n}{n}$ $y = x^2$ $\cos 2\alpha = 2 \cos^2 \alpha - 1$





HUMAN OPTIMIZATION



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



SPORTS
HEALTH
PYSCHOTHERAPY
LEADERSHIP
PERFORMANCE
SALES
MARKETING

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



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

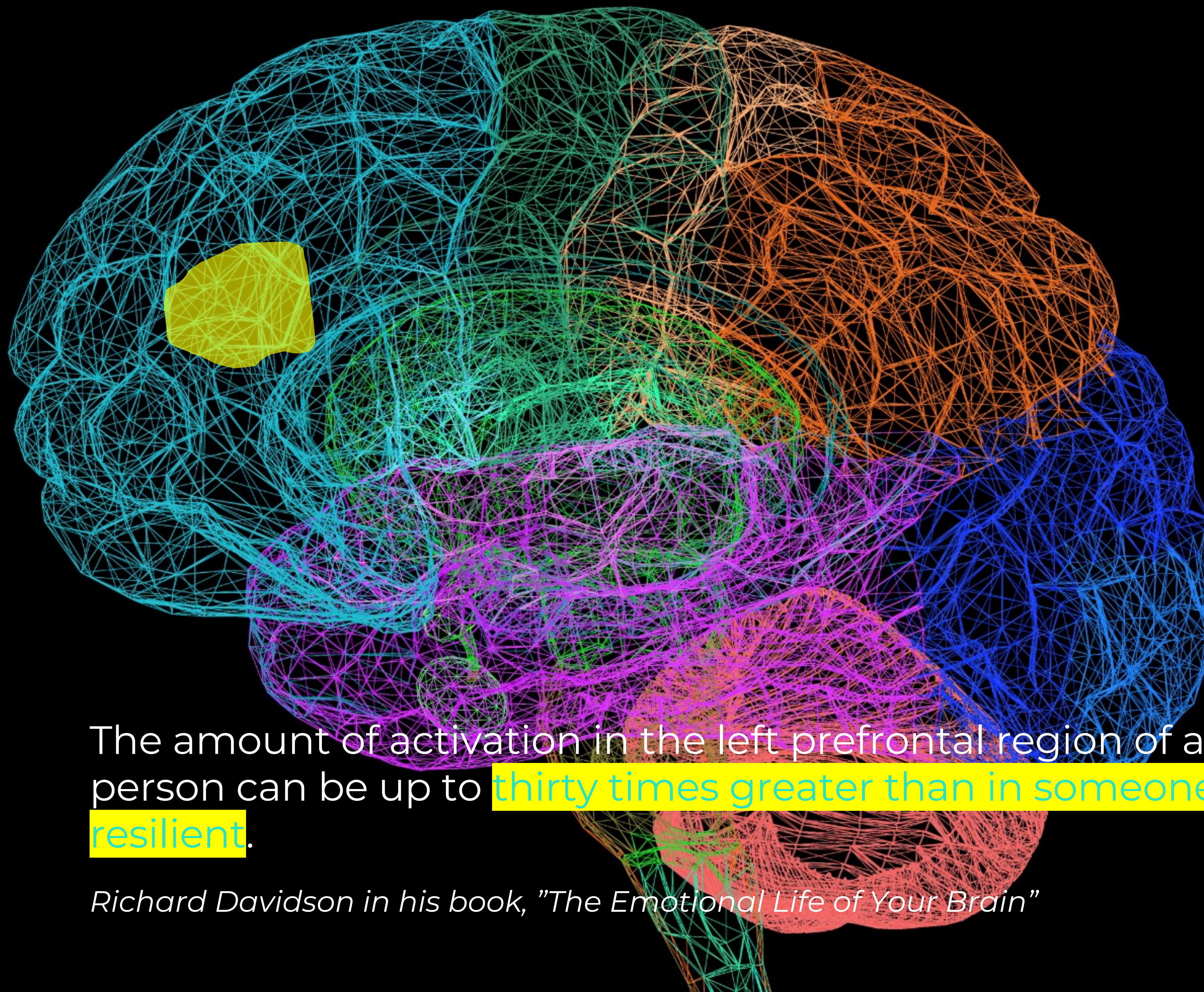
Richards Boyatzis and Anthony Jack
Case Western Reserve University

Resonant Interactions

14 Regions Activated
0 Deactivated

Dissonant Interactions

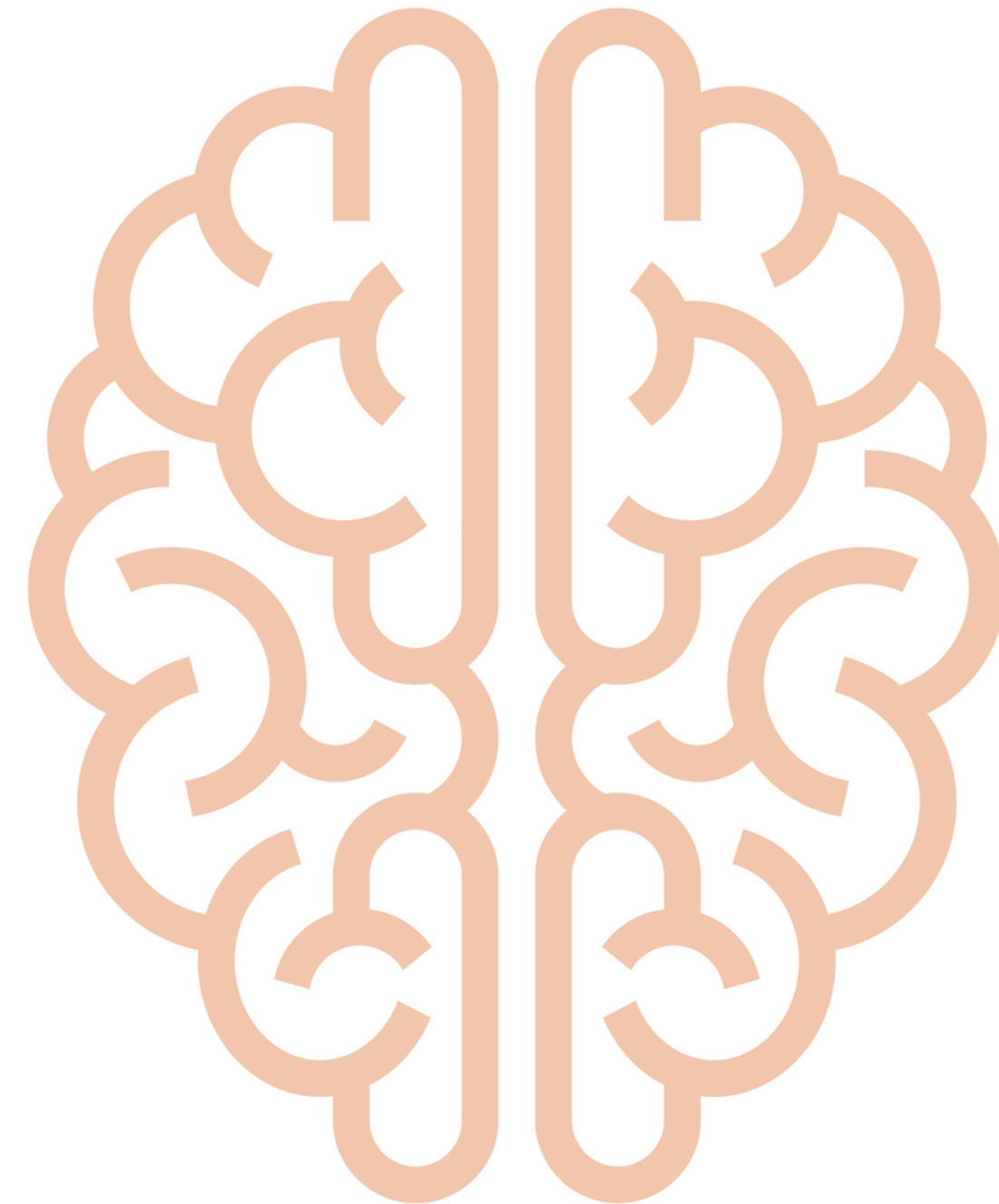
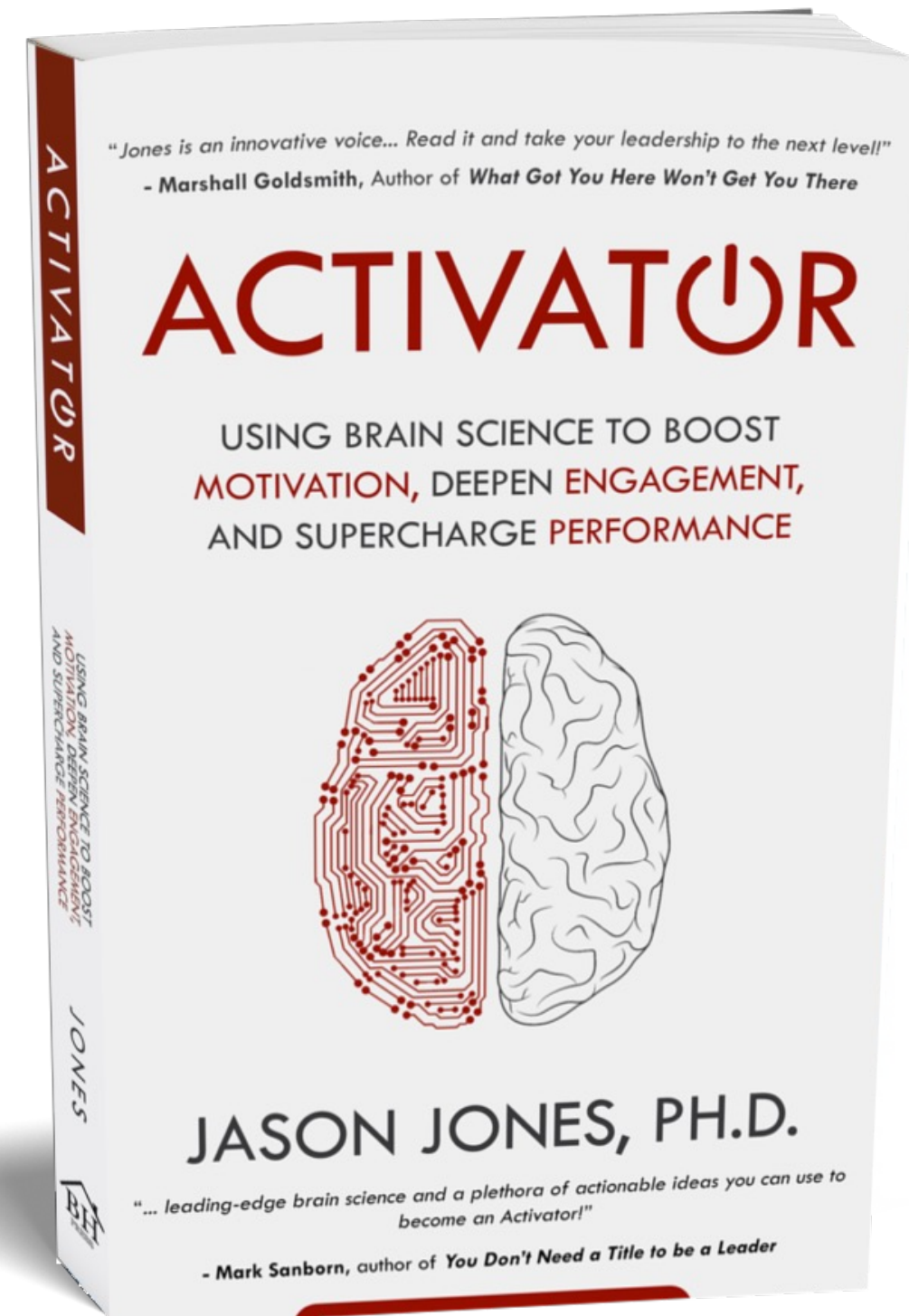
6 Regions Activated
11 Deactivated



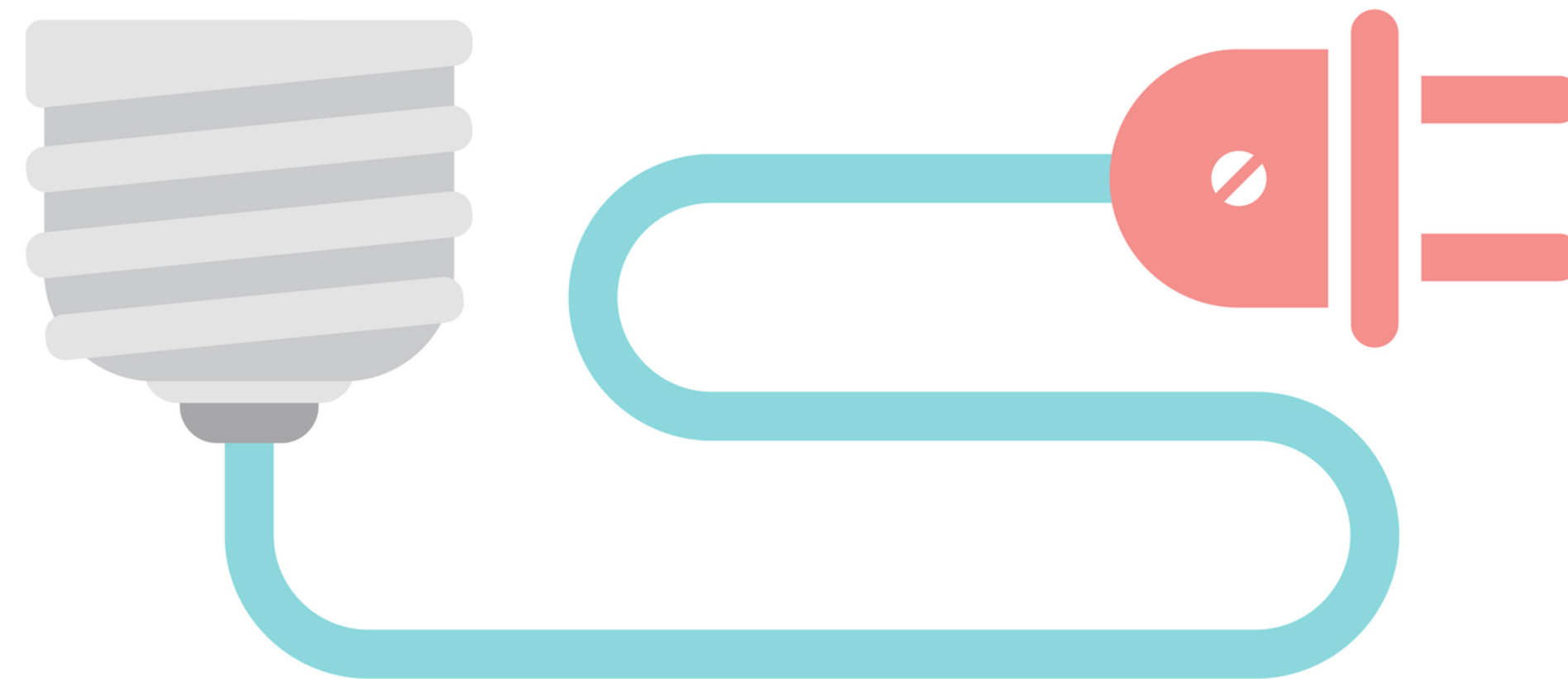
The amount of activation in the left prefrontal region of a resilient person can be up to thirty times greater than in someone who is not resilient.

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

THE NEW SCIENCE OF PERFORMANCE



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



FOCUS for SUCCESS

FOCUS



Matt Emmons – 2004 Olympic Games

STATISTIC	DATA
Attention Span	8.25 Secs
Goldfish Attention Span	9.00 Secs
# of Time Workers Check Email	11/hour
# of Times People Pick Up Their Phone	1500/week
Avg. Daily Screen Time	3 hours, 16 mins.
Avg. Internet Video Watch Time	2.7 mins.
% of Sr. Execs Who Prefer Video	59%



Attention span is the amount of time spent concentrating on a task before becoming distracted¹ Distractibility occurs when attention is uncontrollably diverted to another activity or sensation.



FOCUS

THINKING

INTENTION

MOTIVATION

MASTER

THINKING

INTENTION

MOTIVATION

FOCUS

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.

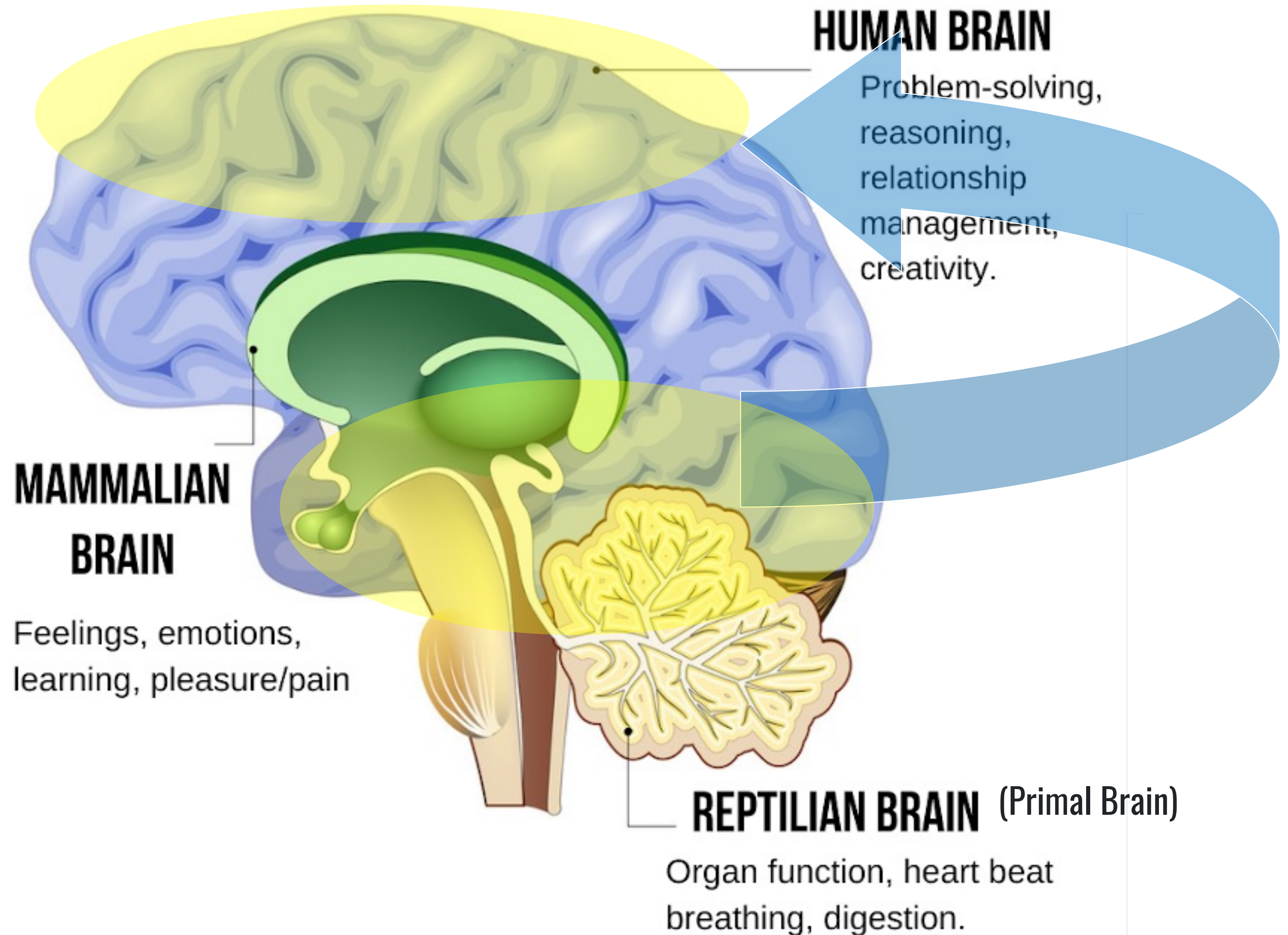


The #1 Priority of Your Brain is...

STAY ALIVE

THE **THREAT** DEFAULT
CREATES **NEGATIVE THINKING** & **DISTRACTION**

Enhance your
focus by learning
how to **OVERRIDE**
your brain's threat
system.





Our inability to manage the threat system gives control to our environment and imprisons our brain.



DISTRACTION MANAGEMENT

DEFAULT

CONTROL

THE FUNDAMENTALS

FOCUS ON THE PROCESS , NOT THE OUTCOME

What are your fundamentals?



MASTER YOUR THINKING WITH THE **3R** METHOD

REFLECT

REFRAME

REPLACE

FOCUS STRATEGIES to MASTER YOUR THINKING

#1 Manage distractions by building
your **Control Thinking Mode**.

#2 Implement the **3R Method** to
rewire your mindset.



FOCUS

INTENTION

WHAT IS INTENTION?

Your daily thinking and behavior in the pursuit
of a specific outcome.

(CONSCIOUS)

Your Influence on others through
your internal desires.

(UNCONSCIOUS)

**THE BIGGEST DETERENT TO
PERFORMANCE IS...**

EGO

An abstract digital illustration featuring two wireframe heads in profile, facing each other. The heads are composed of glowing blue lines. Between them is a wavy, multi-colored line (yellow, green, blue) that resembles a signal or a neural pathway. The background is dark blue with horizontal bands of lighter blue and white. The text 'THE SOCIAL BRAIN' is centered in white, bold, sans-serif font.

THE SOCIAL BRAIN



INTENTION SETS THE STAGE

TRUST

COMMUNICATION

COLLABORATION

ACTION

DETERMINE YOUR INTENTION

When I'm at work my #1 objective is to...

I will achieve success by...

I want my clients to...

When I am feeling threaten, mistreated, hurt, or insecure, I will respond by...

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.

FOCUS STRATEGIES to MASTER YOUR INTENTION

#3 Set your **Intention** daily.

#4 Integrate **Activation Words**
into Your Communication.



FOCUS

MOTIVATION



THE SCIENCE OF MOTIVATION

MOTIVATION MYTHS

- ✓ It occurs automatically
- ✓ It occurs randomly
- ✓ It comes from others
- ✓ Some have it, some don't



THE SCIENCE OF MOTIVATION

MOTIVATION TRUTHS

- ✓ Your health Impacts
- ✓ Your thinking directs it
- ✓ It comes from within
- ✓ Motivation is trained and maintained



GOALS

The purpose of a goal is to bring **clarity** to your brain. Clarity for **thinking** and **action**.

THE SCIENCE OF GOALS SETTING

Visualization

Progress

Purpose

GOALS:

1.

A photograph of two men sitting on a dark metal bench outdoors. On the left is an elderly man with white hair and glasses, wearing a blue and white vertically striped button-down shirt. On the right is a younger man with dark hair and sunglasses, wearing a blue and white horizontally striped polo shirt. They are both looking towards the right. The background features a brick wall on the left, a tree trunk in the center, and a grassy area on the right. A semi-transparent grey banner with white text is at the bottom.

DETERMINE YOUR “WHY”





THE SCIENCE OF GOALS SETTING

Visualization

Progress

Connection

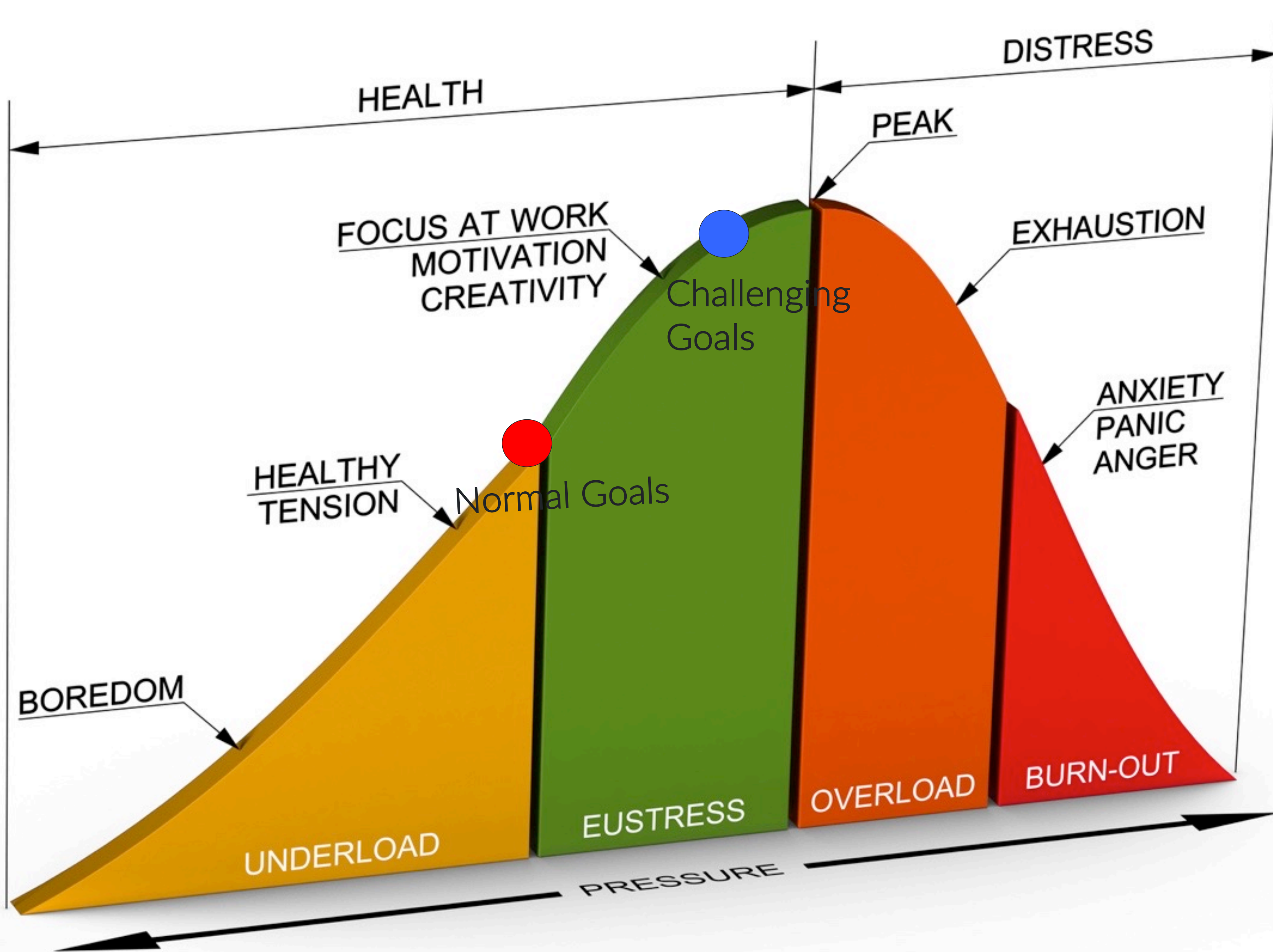
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GOALS:

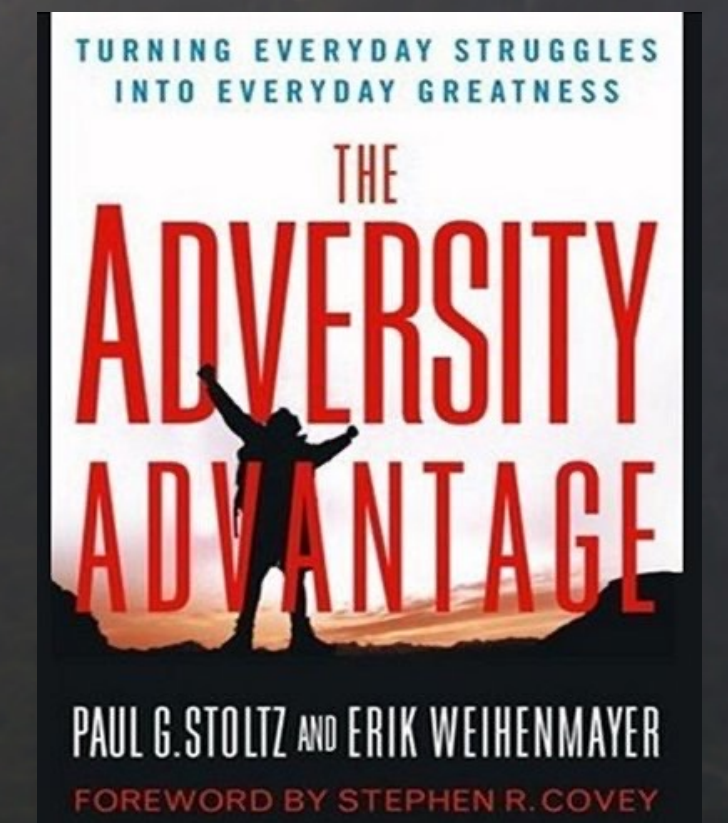
1.

↑
PERFORMANCE
↓



You get to choose to be a...

**CLIMBER
CAMPER
QUITTER**



DR JASON JONES .COM



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!

SUPPORTING MOTIVATION

SET – Challenging, aligned Short-term, “I will” statements, Measurable, Timeline.

VISUALIZE – Achievement and result with detail.

WRITE – Write them out daily or at least weekly.

GAMIFY – Pomodoro, Leaderboards, achievement badges, sprints, accountability.

WIN-GAME – Scaffolding achievement.

PROGRESS – Daily and weekly monitoring of progress (The Progress Principle).

CELEBRATION - Acknowledgement and gratitude.

ACCOUNTABILITY – Bring people along with you on your journey.

ACCOUNTABILITY METHODS

↑ 65% Share your Goals and Commitments

↑ 95% Accountability Appointment Time

- Goal partners
- Masterminds and support groups
- Get a coach/mentor
- Put your money where your mouth is
 - Personal escrow officer
 - Group fund
 - www.Stickk.com



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

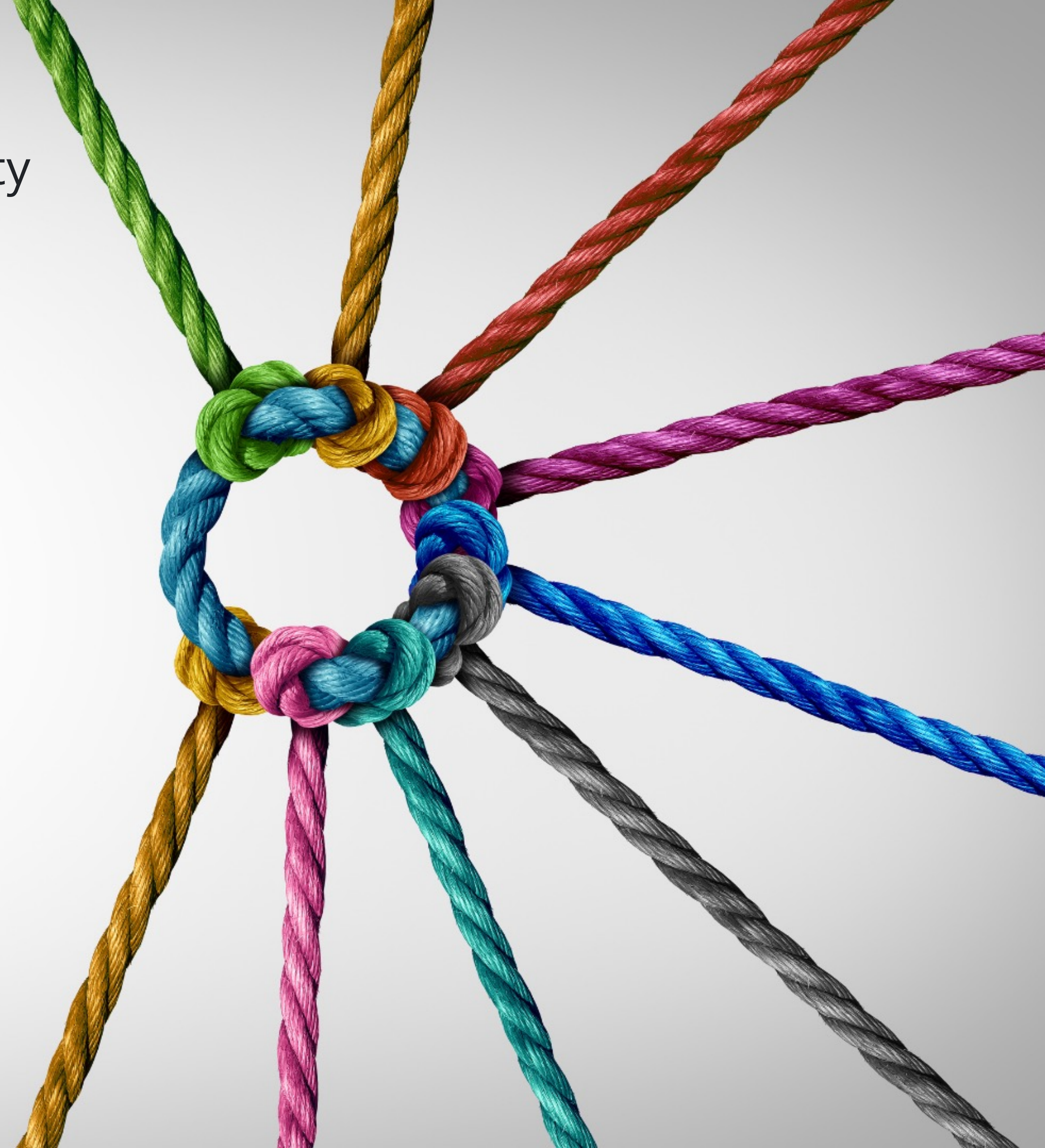
90% of Investment analyst list “quality of management team” as the single most important factor for predicting business success.

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

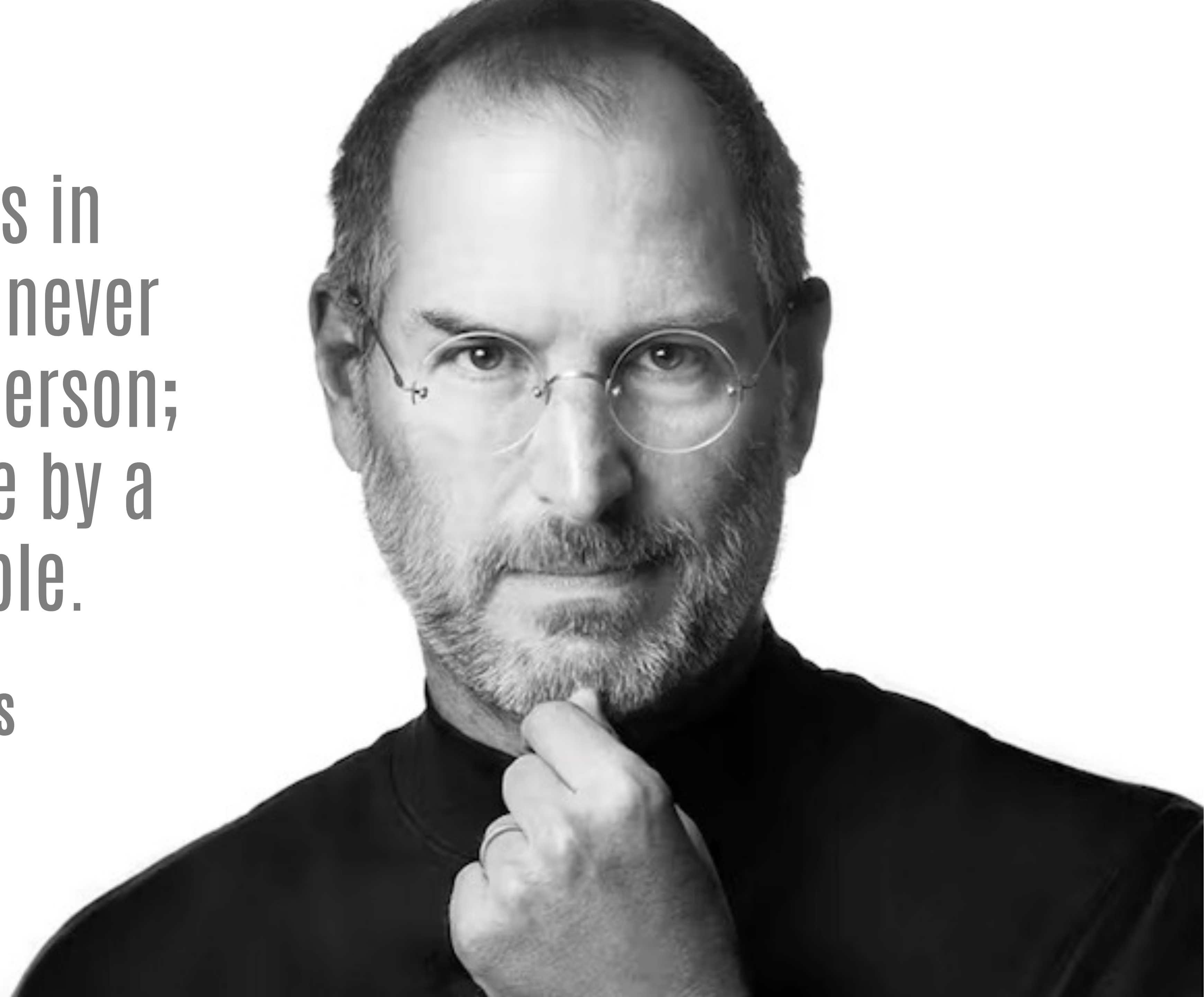






Great things in
business are never
done by one person;
they are done by a
team of people.

-Steve Jobs



LIVE YOUR SUCCESS STORY DAILY



LIFE ISN'T ABOUT
FINDING YOURSELF.
LIFE IS ABOUT
CREATING YOURSELF





Our brains light up when we are living in alignment with our purpose and mission.

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. The background is a light-colored wall with several hand-drawn black ink sketches: a cloud in the top left, a comet or shooting star with a long tail of small stars in the top center, and another cloud in the top right.

STORIES LIFT OUR IMAGINATION AND OUR
SENSE OF POSSIBILITY

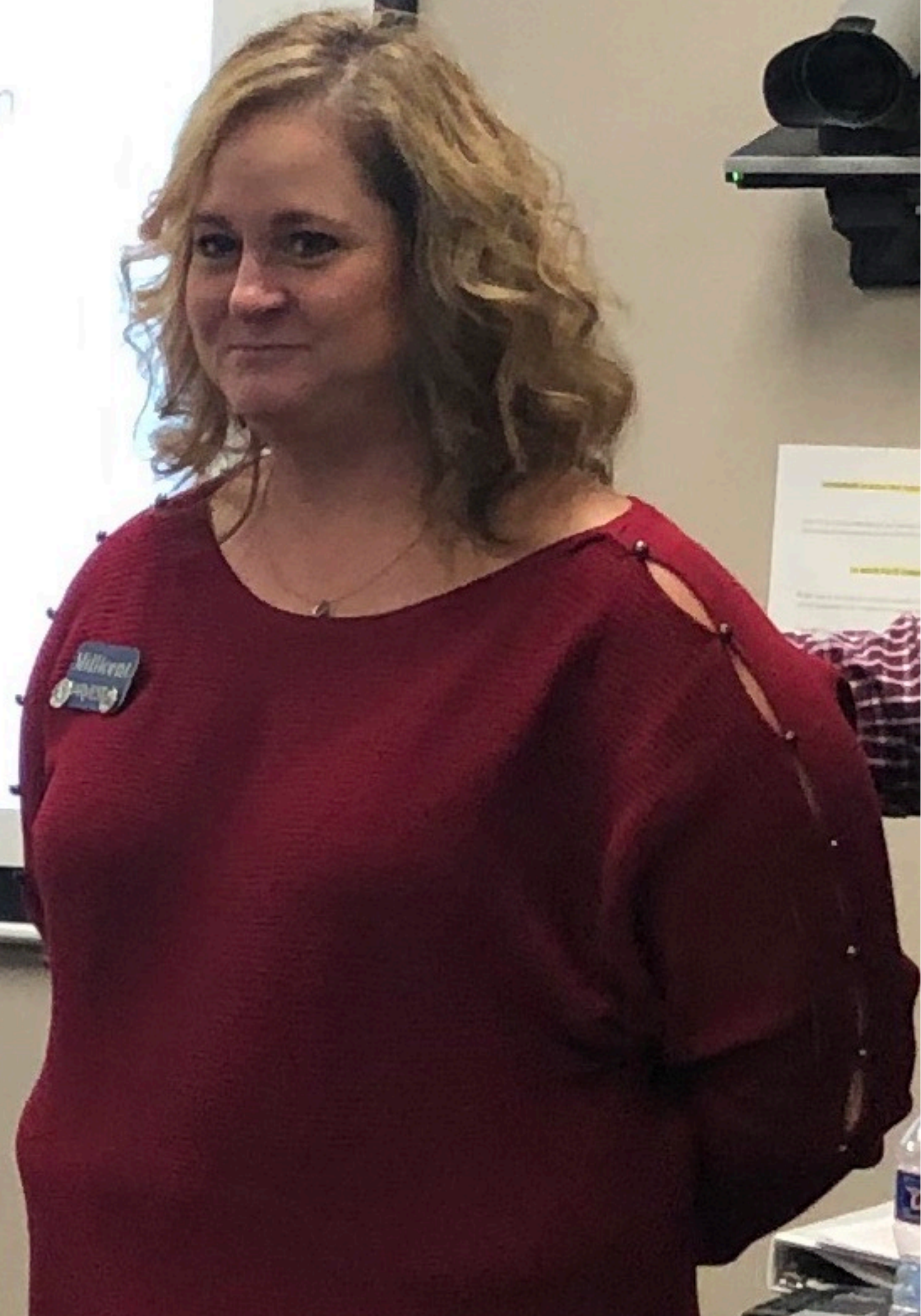
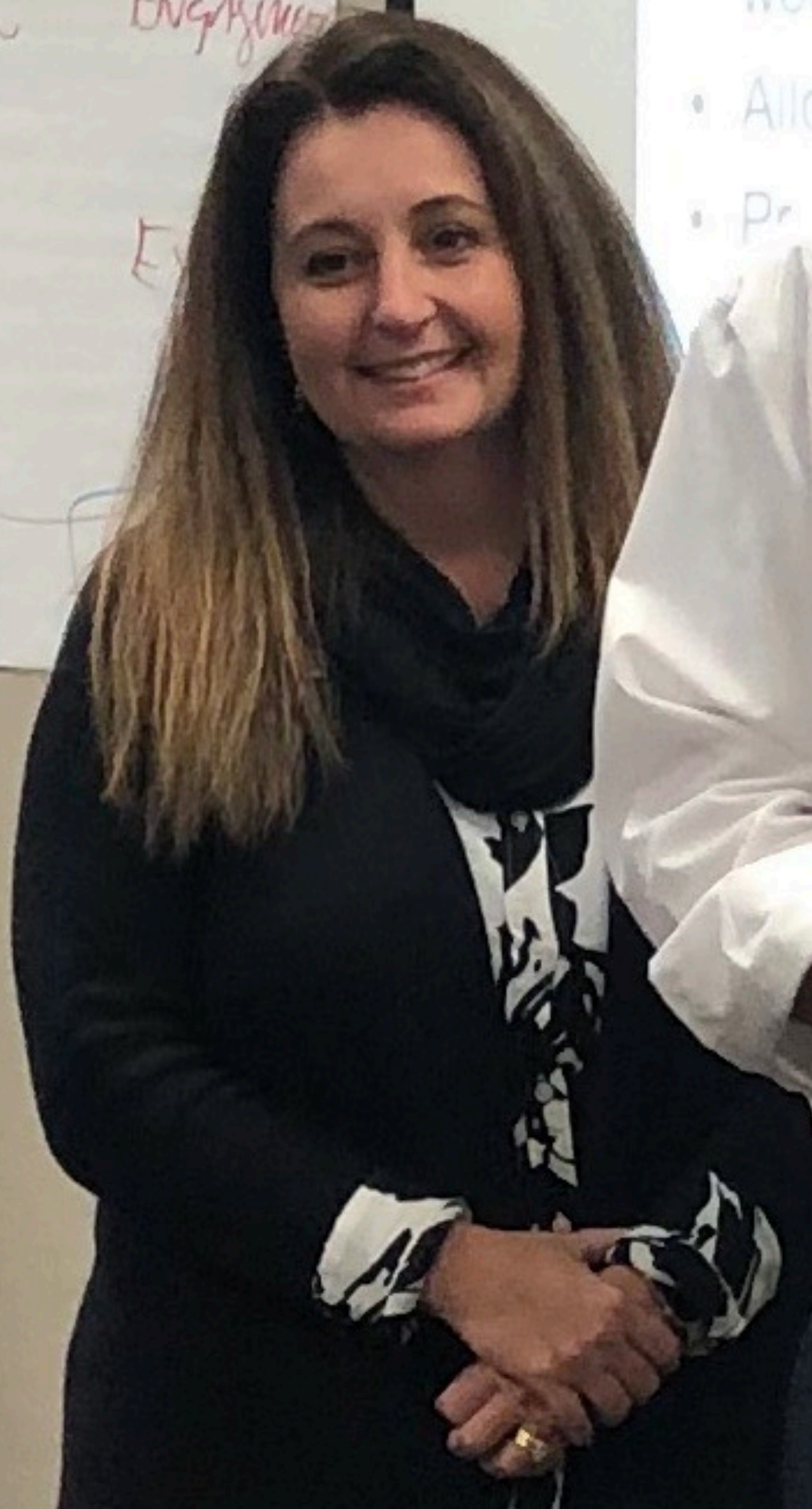


WILLING WANTING
MOTIVATION ENGAGEMENT
INT. EX.
16 Factors
Intrinsic Values

Autonomy of thought and action

BEST PRACTICES

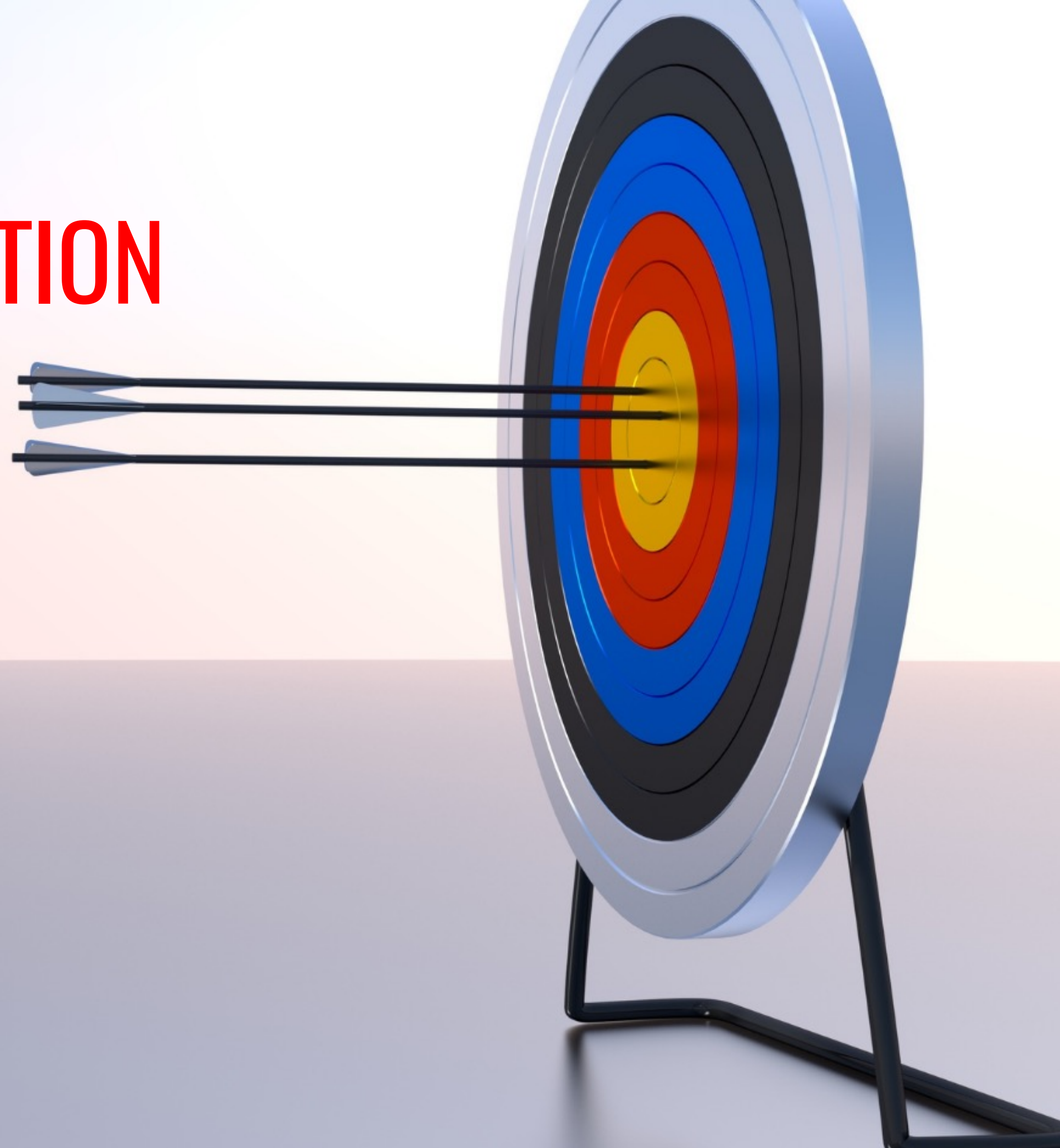
- Allow employees to set some of their own work goals
- Allow employees to contribute to their team goals
- Pr



FOCUS STRATEGIES to MASTER YOUR MOTIVATION

#5 Set Challenging Goals.

#6 Live Your Success Story.



PLAY A BIGGER GAME



PLAY A BIGGER GAME
FOR A BIGGER WIN



THANK YOU!

...
Let's Connect!!



DrJasonJones.com



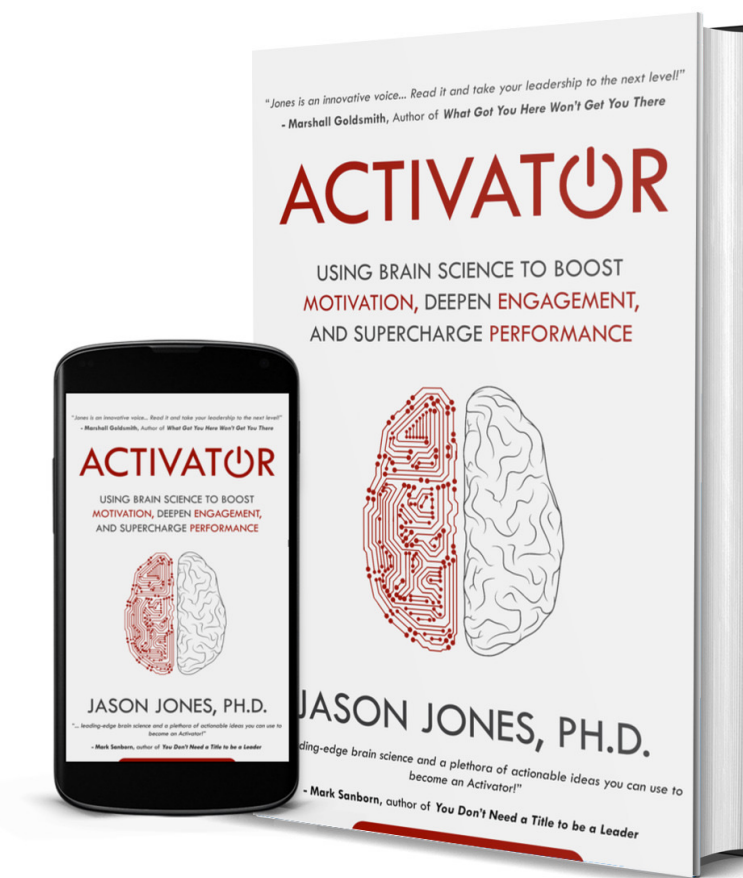
DrJ@DrJasonJones.com



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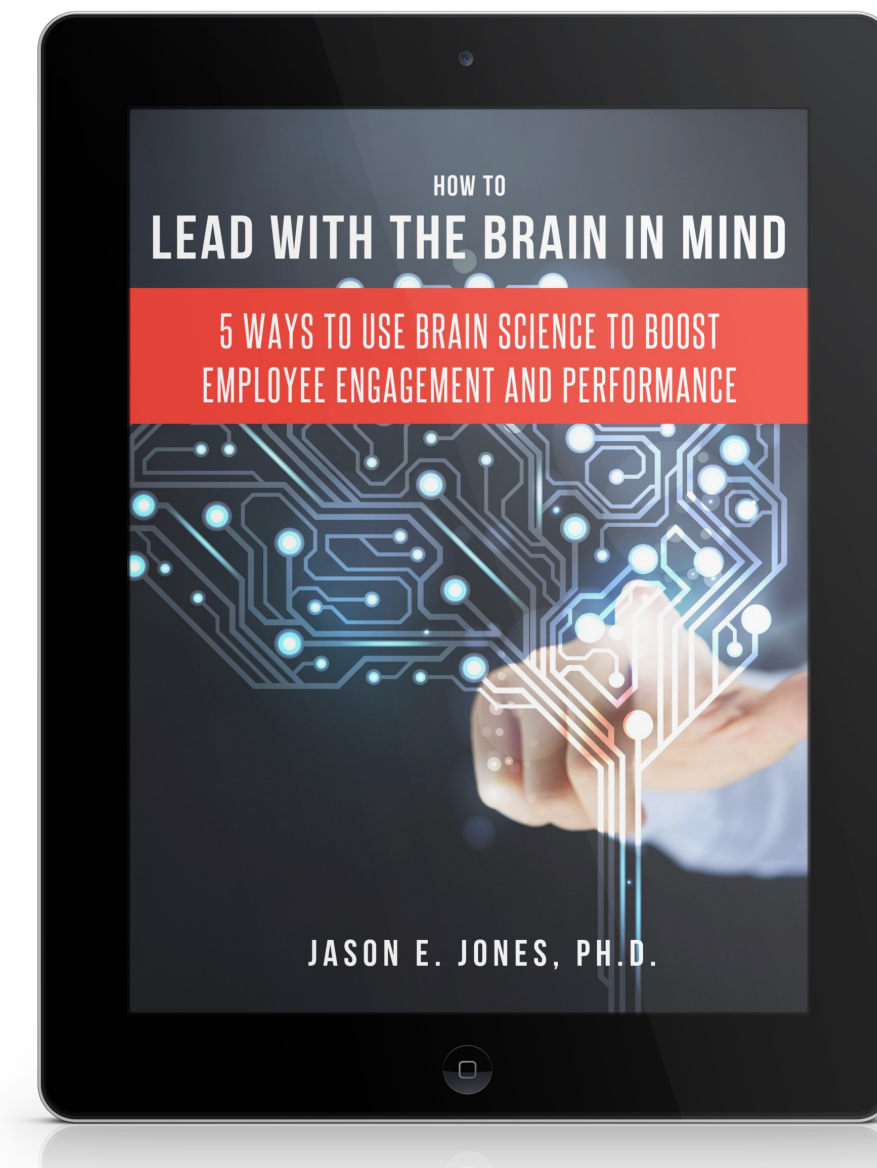
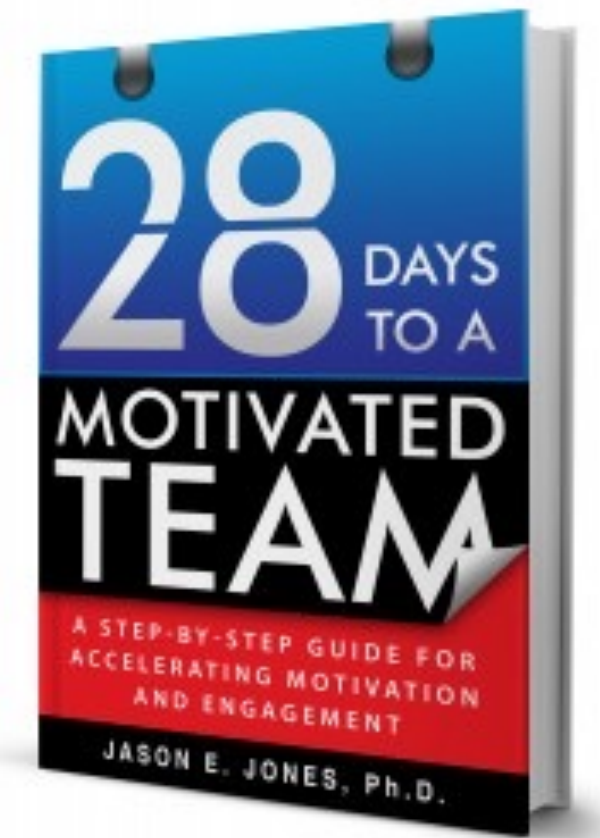
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