



ACTIVATE!

*Unleash the Brainpower and Potential
of Your People*

Presented by Jason Jones, Ph.D.





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

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

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

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

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

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

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

$X = 1$ $\log_a^p x = \frac{1}{p} \log_a x$ $y = x^2$

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

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

$\text{tg } \alpha = \frac{\sin \alpha}{\cos \alpha}$ $\frac{1}{2^n} = 2$ $e^x = 1 + \sum_{n=1}^{\infty} \frac{x^n}{n!}$ \int $\cosh(x) = \frac{e^x + e^{-x}}{2}$ $X = 1$ $\log_a^p x = \frac{1}{p} \log_a x$ $y = x^2$ $\cos 2\alpha = 2 \cos \alpha$ $\frac{k}{f^{(n)}(a)}$

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**

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





fMRI BRAIN SCAN STUDY

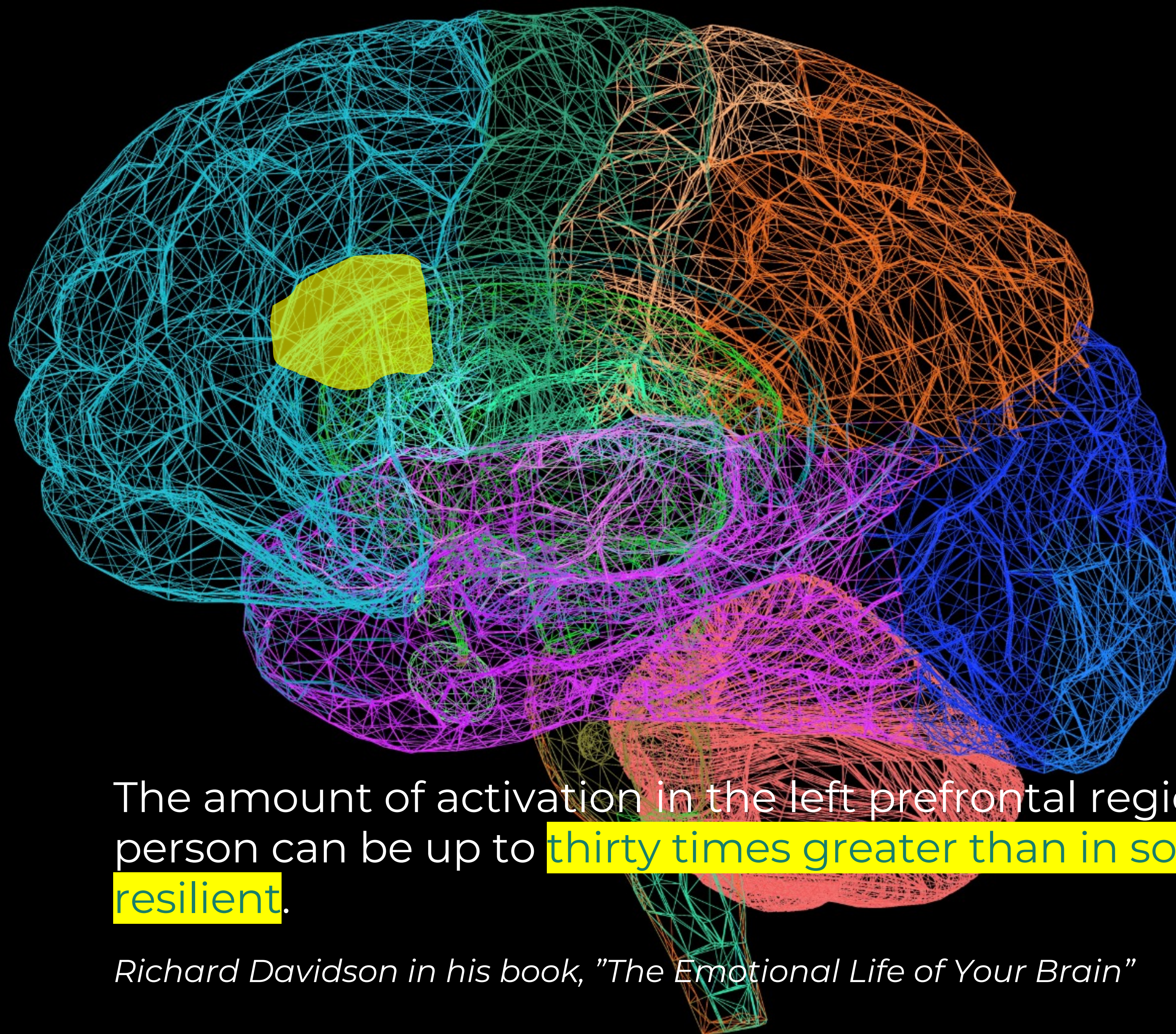
Richards Boyatzis and Anthony Jack
Case Western Reserve University

Positive Interactions

14 Regions Activated
0 Deactivated

Negative Interactions

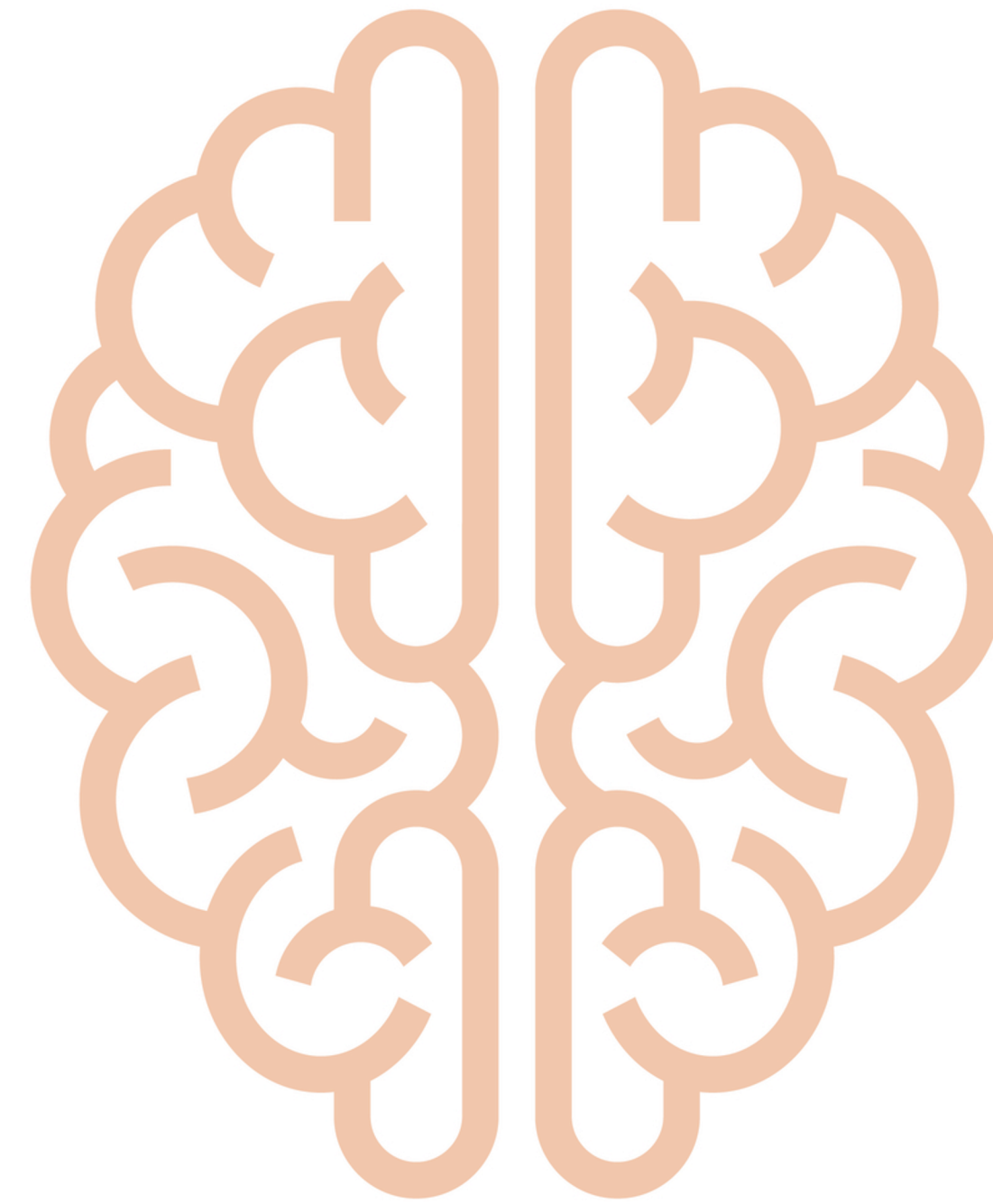
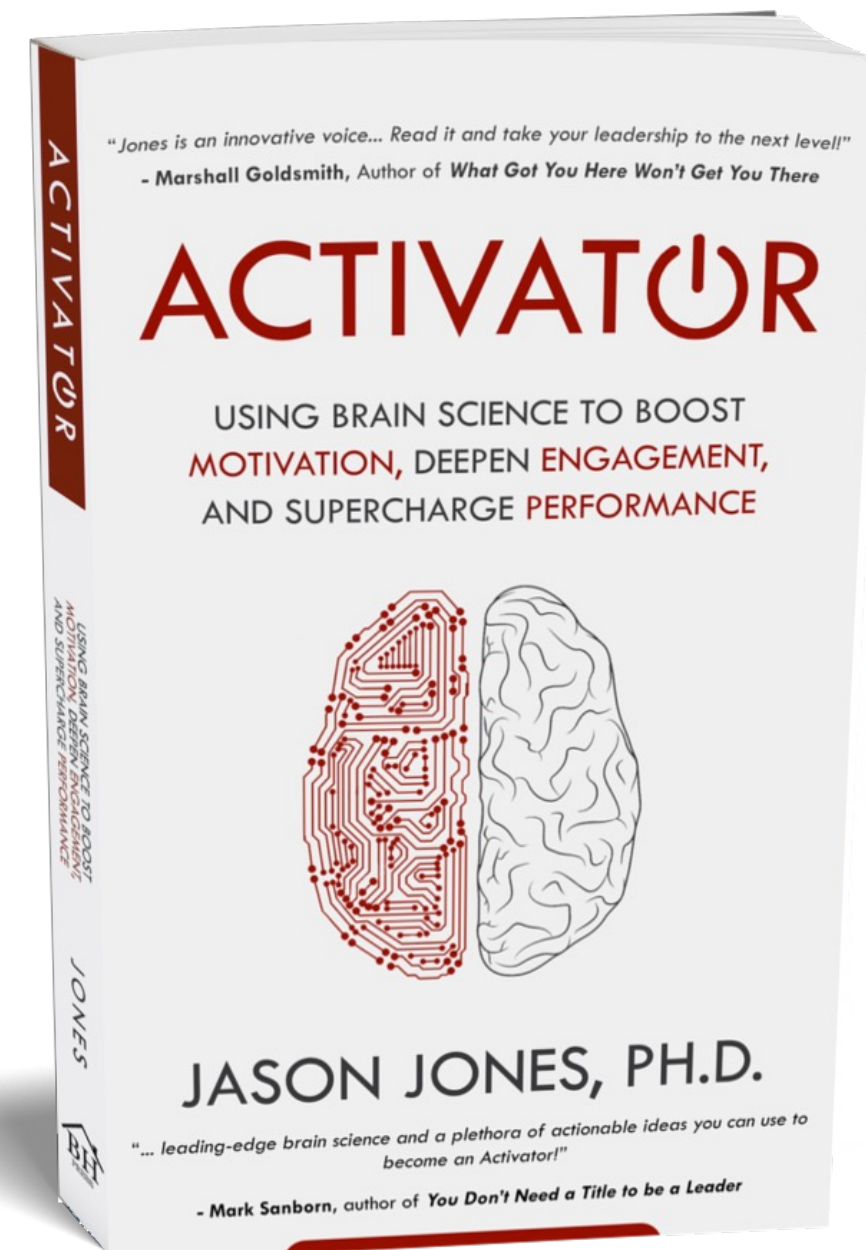
6 Regions Activated
11 Deactivated



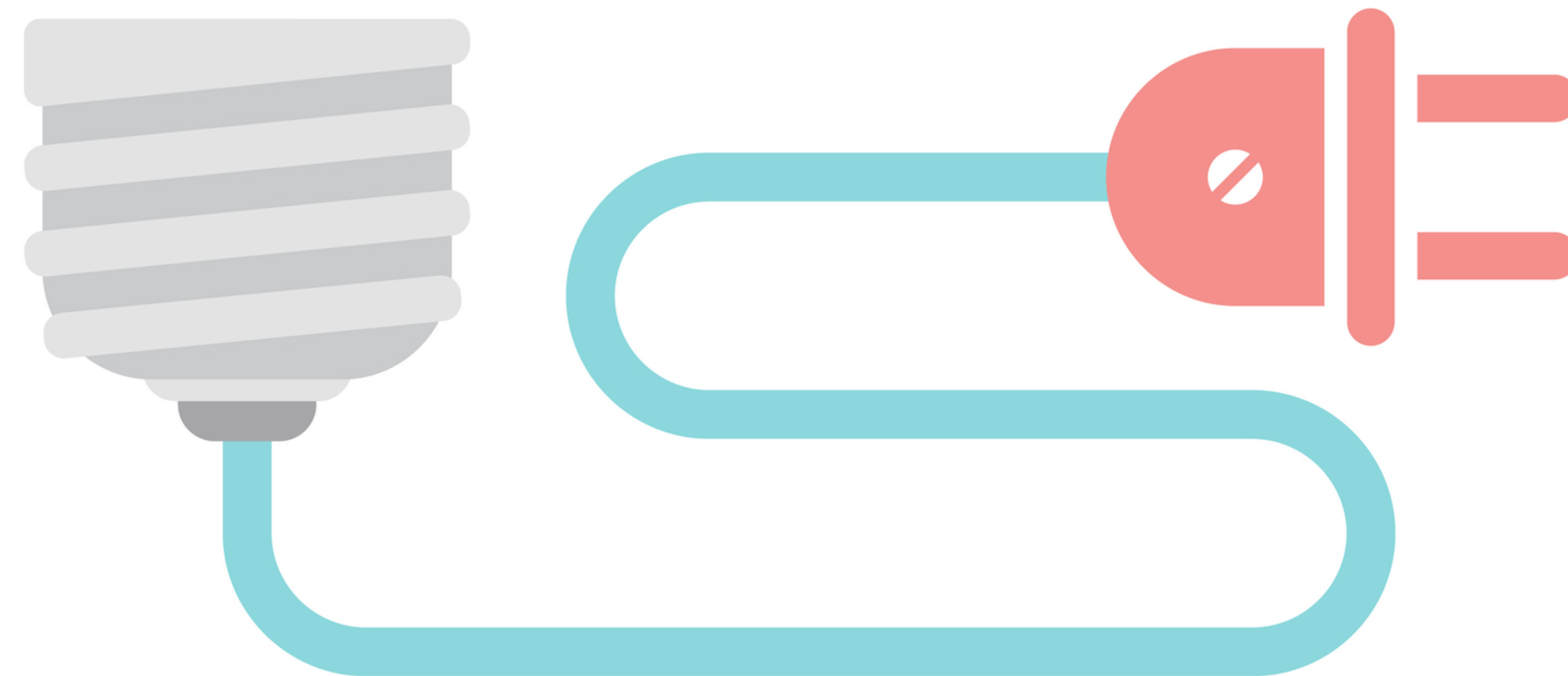
The amount of activation in the left prefrontal region of a resilient person can be up to thirty times greater than in someone who is not resilient.

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

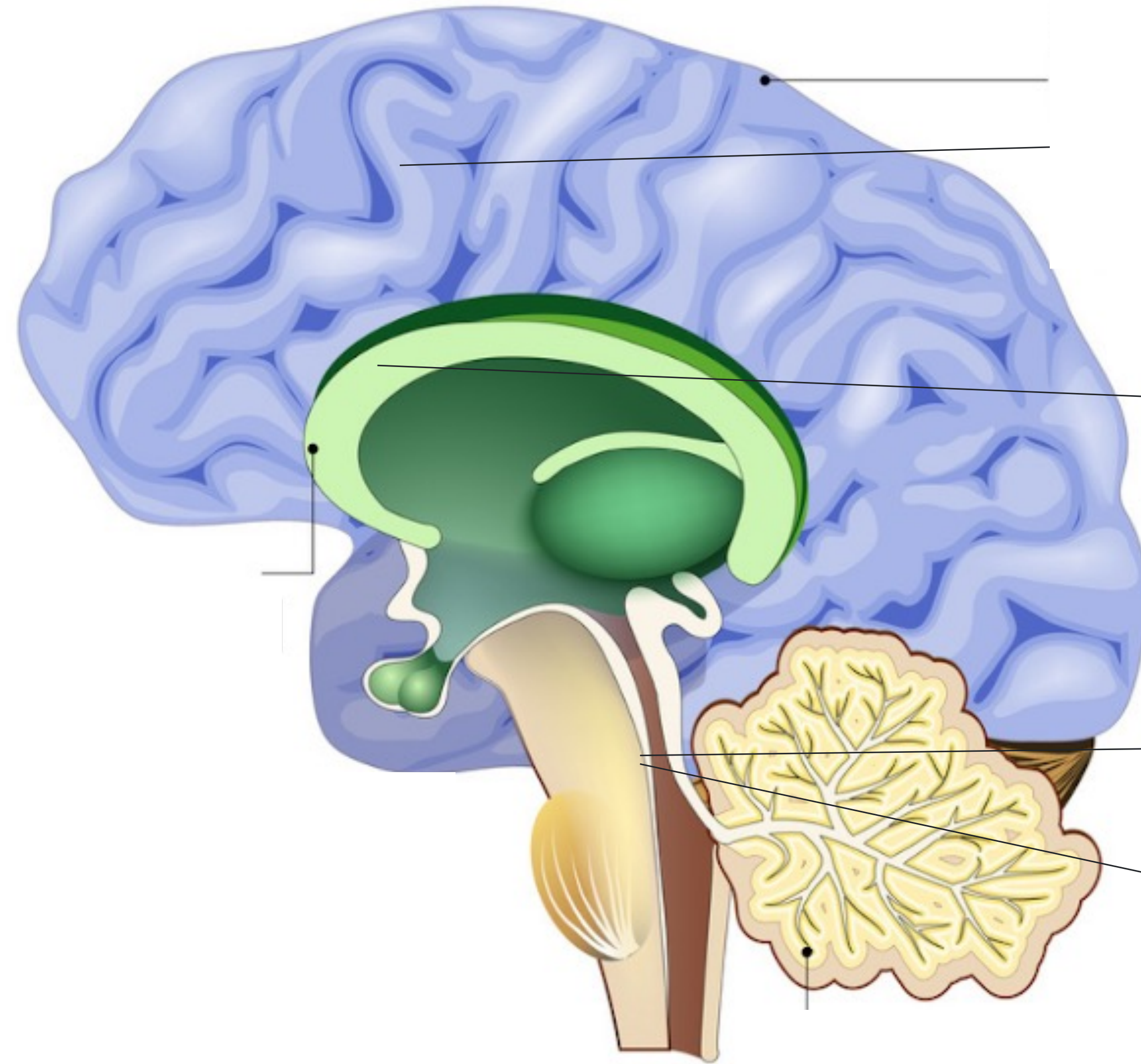
THE NEW SCIENCE OF PERFORMANCE



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



MOTIVATION & THE BRAIN



PURPOSE

REWARD

CONTROL

INTIMIDATION



Dopamine

Oxytocin

Empowered, confident, motivated, openness, hopeful, excited, positive, focused.



Cortisol

Adrenaline

Fear, anger, loss, hopeless, negative, embarrassed, apprehensive, out of control, confused, disoriented.

THE 3 PRACTICES OF ACTIVATORS

CONNECTING

COACHING

CULTURING

A woman with long brown hair, wearing a grey blazer over a dark top, is smiling and looking towards 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 bottom 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 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. 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 (stress modulation)

Boyatzis, Smith, & Beveridge (2013)



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 positive 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.

TOTAL PERFORMANCE

Individual Contribution

+

Team Contribution



What do you want your culture to be?





ACTIVATION STRATEGY #5

Be a Pro and Build Pros





Amateur

Professional

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 #6

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. The background is a light-colored wall with several hand-drawn black 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



Autonomy of thought and action

T PRAC

ow emp e some of their own

rk goals

ow emp to their team goals

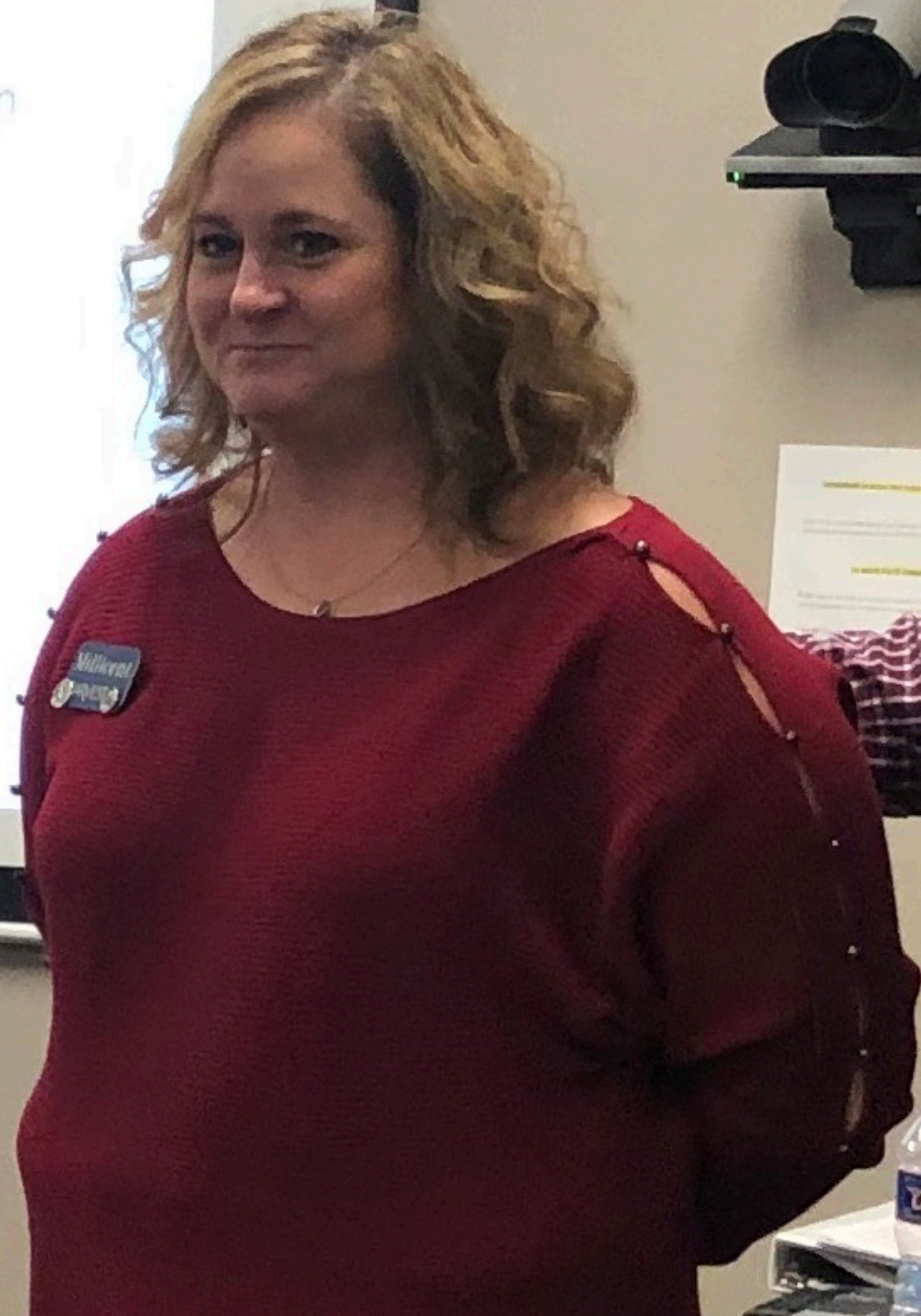
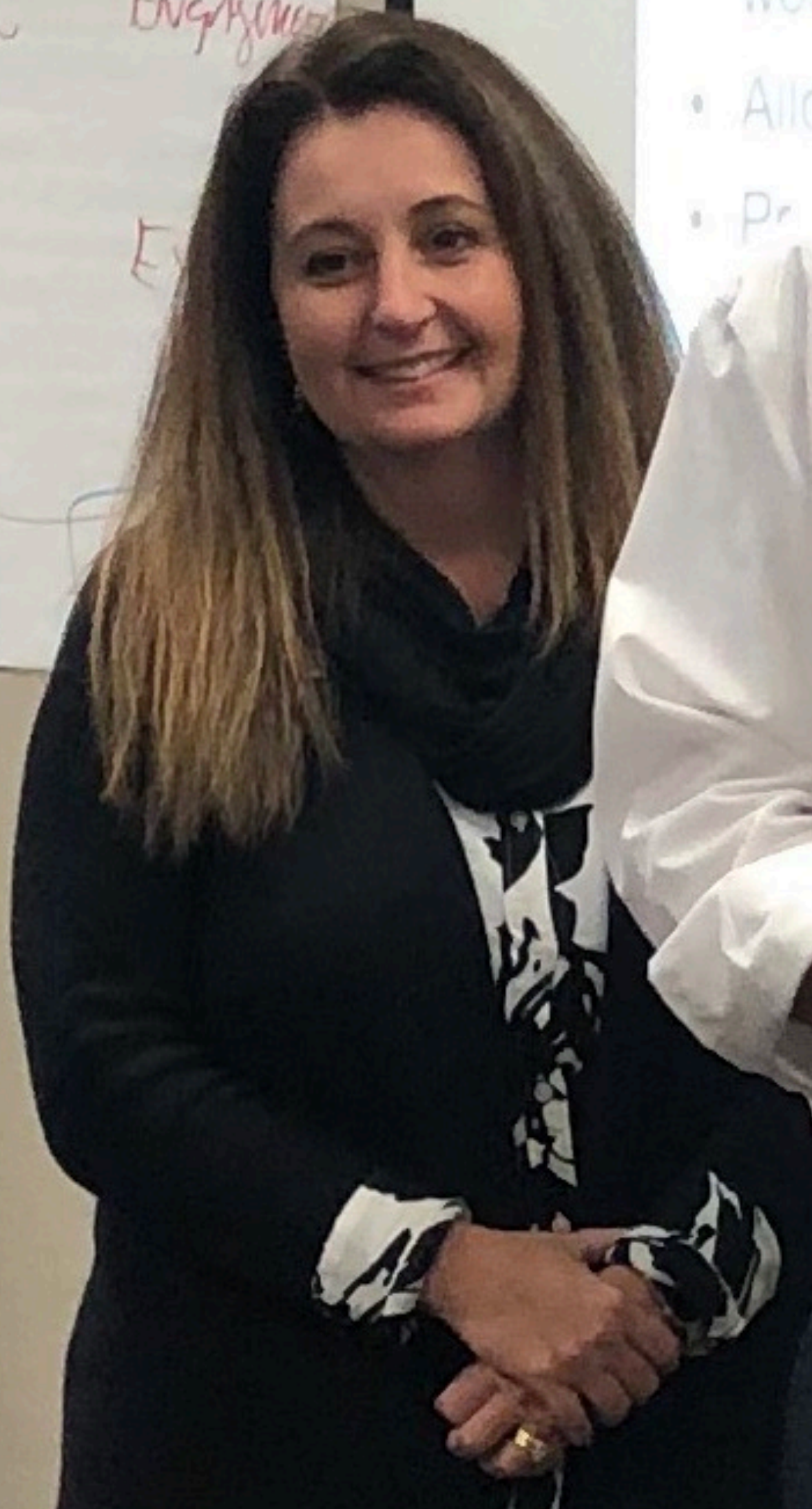
Rodney
ARVEST

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



ACTIVATOR PRACTICES

CONNECTING

COACHING

CULTURING

THANK YOU!



Let's Connect!!



DrJasonJones.com



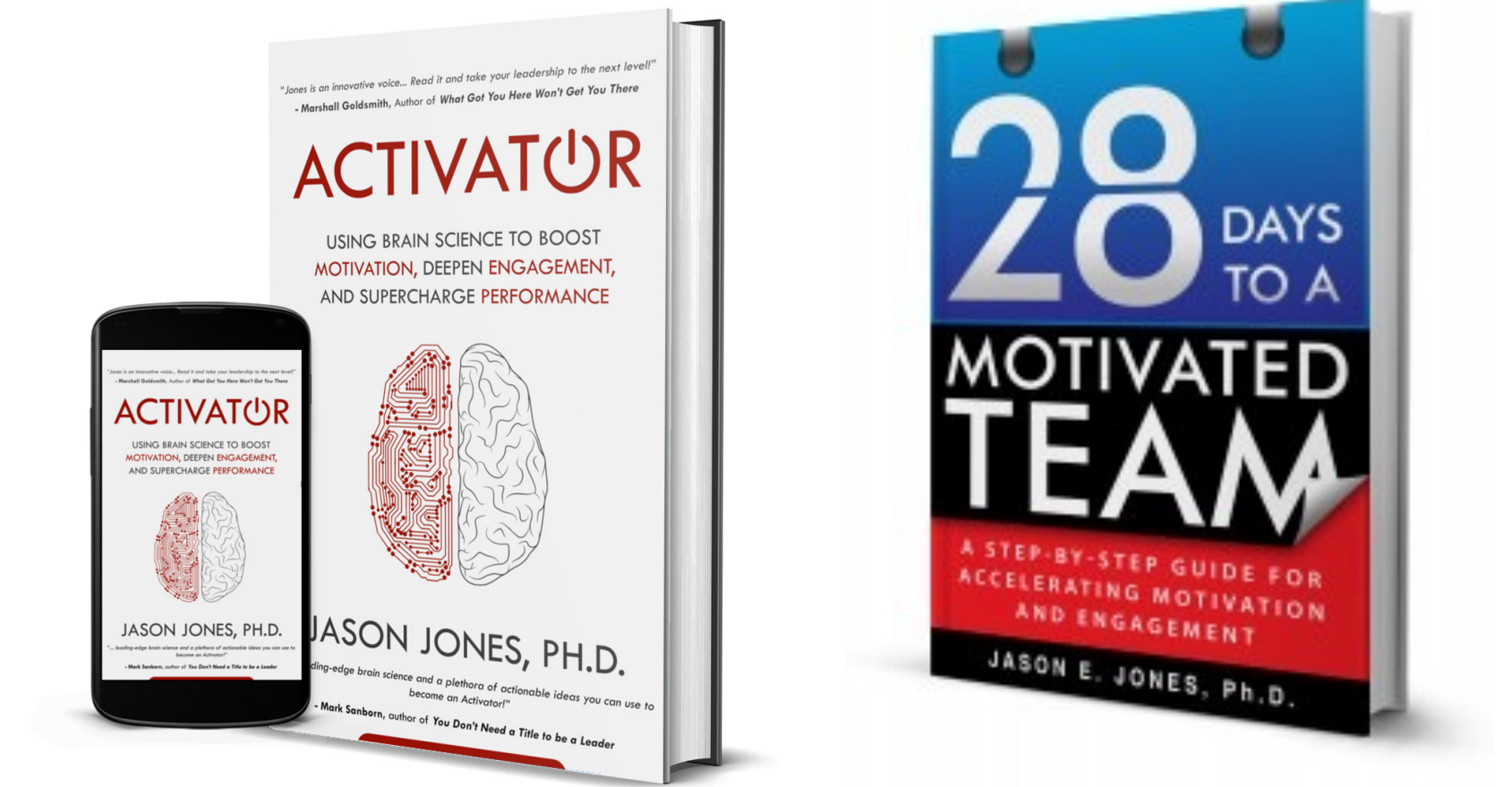
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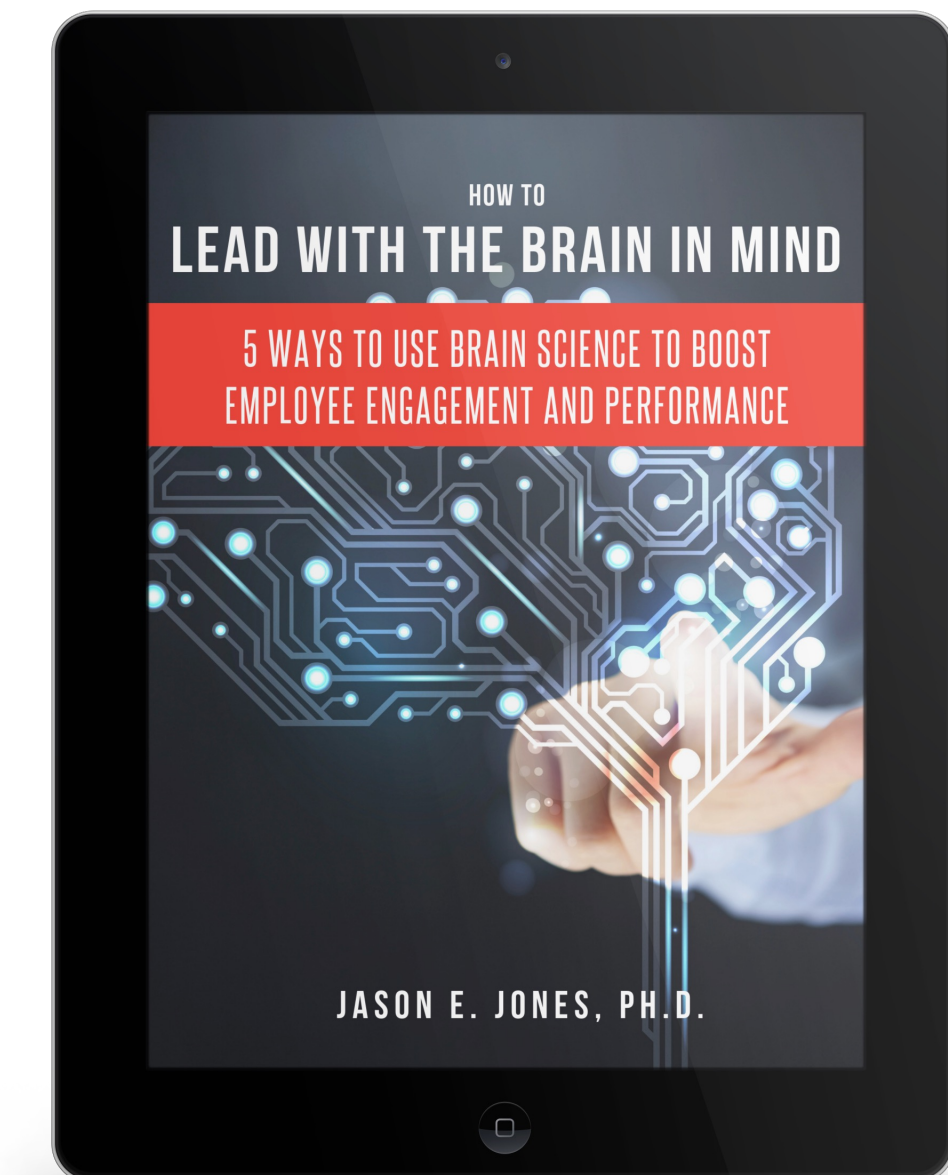
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