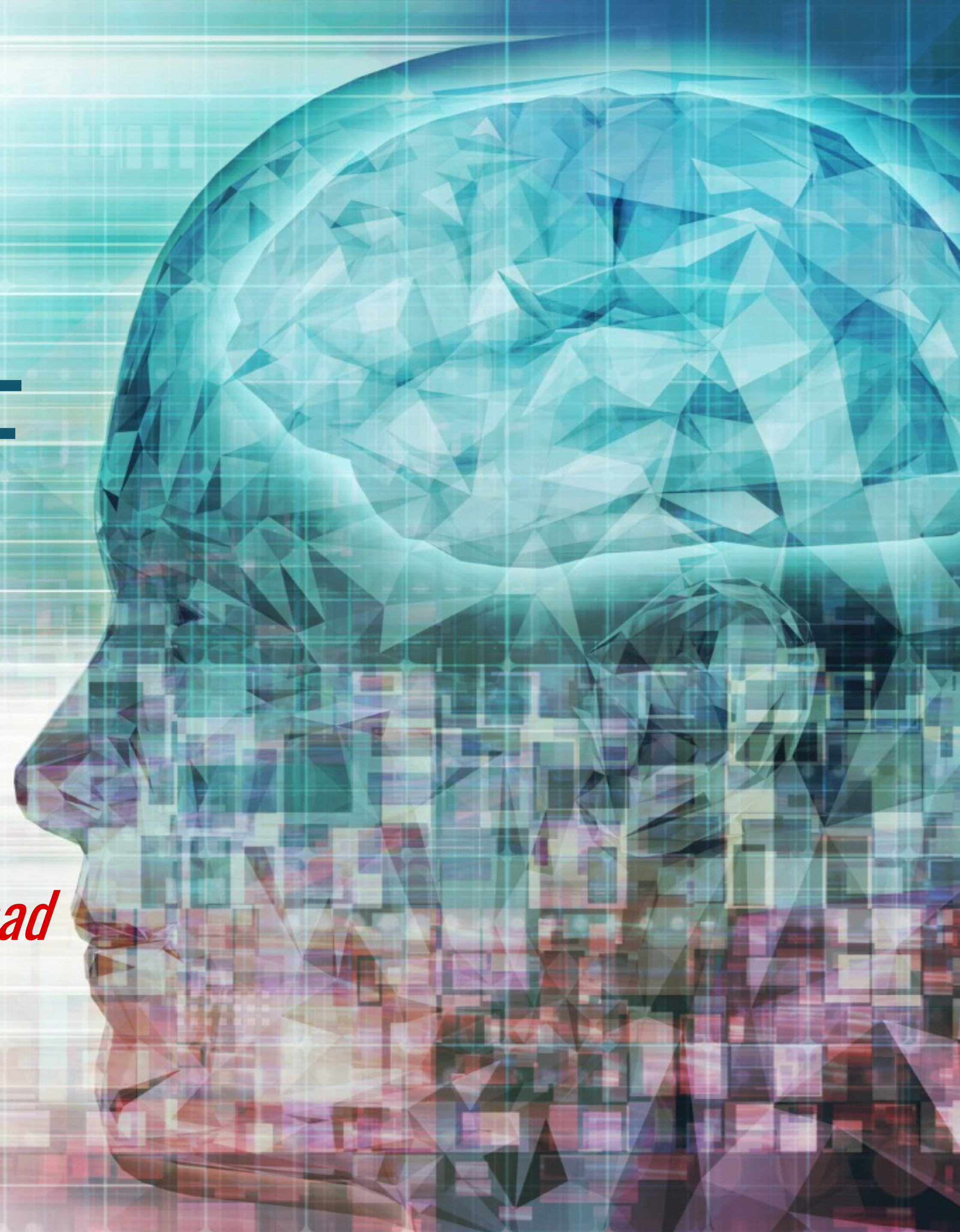




THE NEUROSCIENCE OF LEADERSHIP & PERFORMANCE

Engaging the Head and Heart of the People You Lead

Presented by Jason Jones, Ph.D.





$\sin(x+y) = \sin x \cos y + \sin y \cos x$ $(\ln(x))' = \frac{1}{x}$ $\frac{a}{\sin A} = \frac{b}{\sin B}$ $\sin \alpha = 0,5$ $e^{i\pi} + 1 = 0$

$(1+x)^\alpha = 1 + \sum_{n=1}^{\infty} \binom{\alpha}{n} x^n$ $\binom{\alpha}{n} = \frac{\alpha!}{n!(\alpha-n)!}$ $\sin^2 \alpha + \cos^2 \alpha = 1$ $\pi =$

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

$y = \sin x$ $\begin{pmatrix} a_1 & b_1 \\ a_2 & b_2 \end{pmatrix} \cdot \begin{pmatrix} c_1 \\ c_2 \end{pmatrix} = \begin{pmatrix} a_1 c_1 + b_1 c_2 \\ a_2 c_1 + b_2 c_2 \end{pmatrix}$

$D = b^2 - 4ac$ $\int \frac{1}{x^2} = -\frac{1}{x} + C$ $e^x = 1 + \sum_{n=1}^{\infty} \frac{x^n}{n!}$

$\sin x = \text{Im}\{e^{ix}\}$ $\cosh(x) = \frac{e^x + e^{-x}}{2}$ $X = 1$

$\log_a x = \frac{1}{p} \log_a x$ $\lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n = e$ $y = x^2$

$X! = 1 \cdot 2 \cdot \dots \cdot X$ $\cos 2\alpha = 2 \cos^2 \alpha - 1$ $\frac{k}{n} f^{(n)}(a)$

$a \cap b = \emptyset$ $\sqrt[n]{x_1 x_2 \dots x_n} \leq \frac{x_1 + x_2 + \dots + x_n}{n}$

$\tan \alpha = \frac{\sin \alpha}{\cos \alpha}$ $\frac{1}{x} = x^{-1}$

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



YOUR BRAIN IS WIRED TO CONNECT SOCIALLY



NEUROSCIENCE PRINCIPLE 3

YOUR BRAIN CAN BE LIT-UP





fMRI BRAIN SCAN STUDY

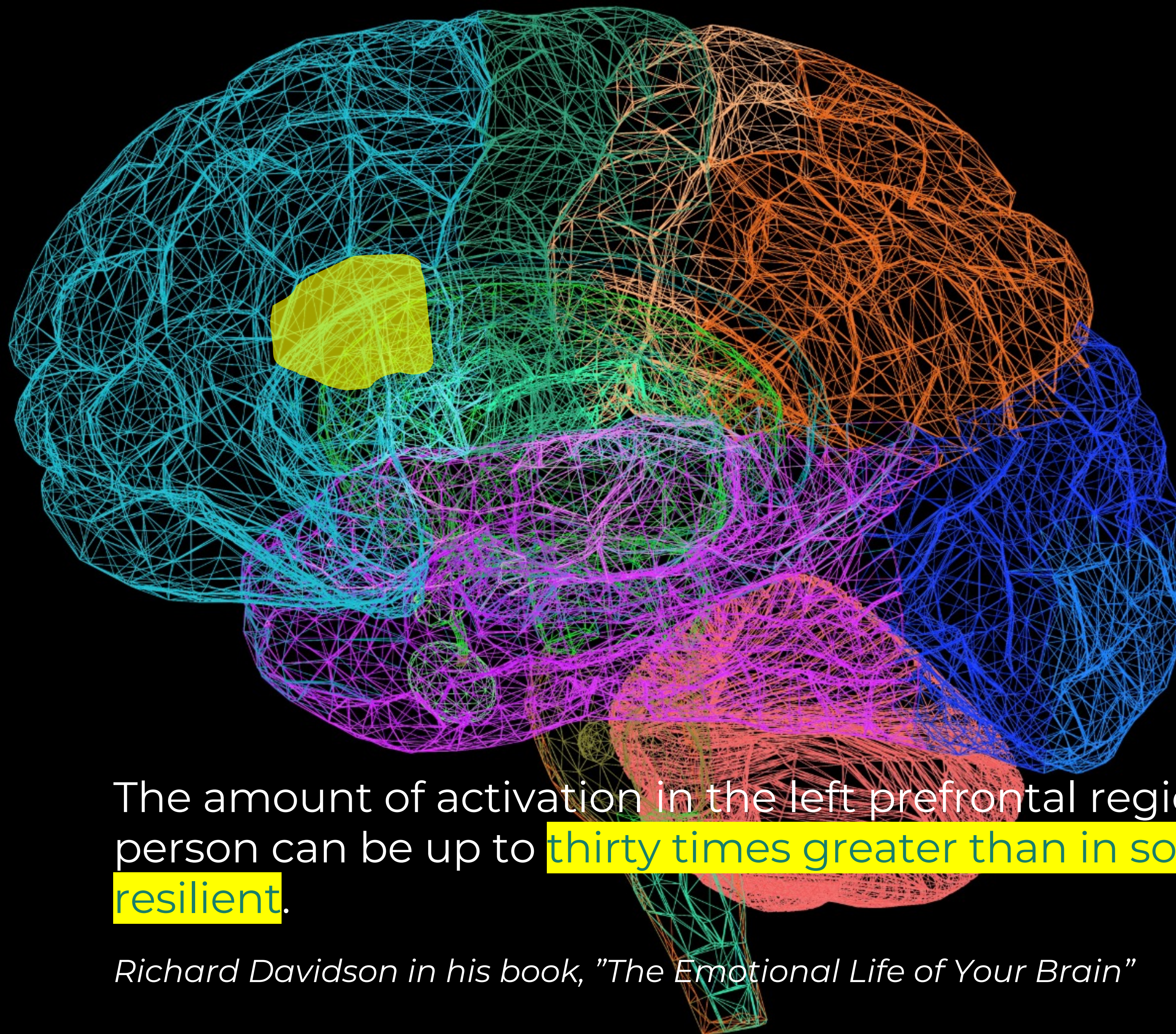
Richards Boyatzis and Anthony Jack
Case Western Reserve University

Positive Interactions

14 Regions Activated
0 Deactivated

Negative Interactions

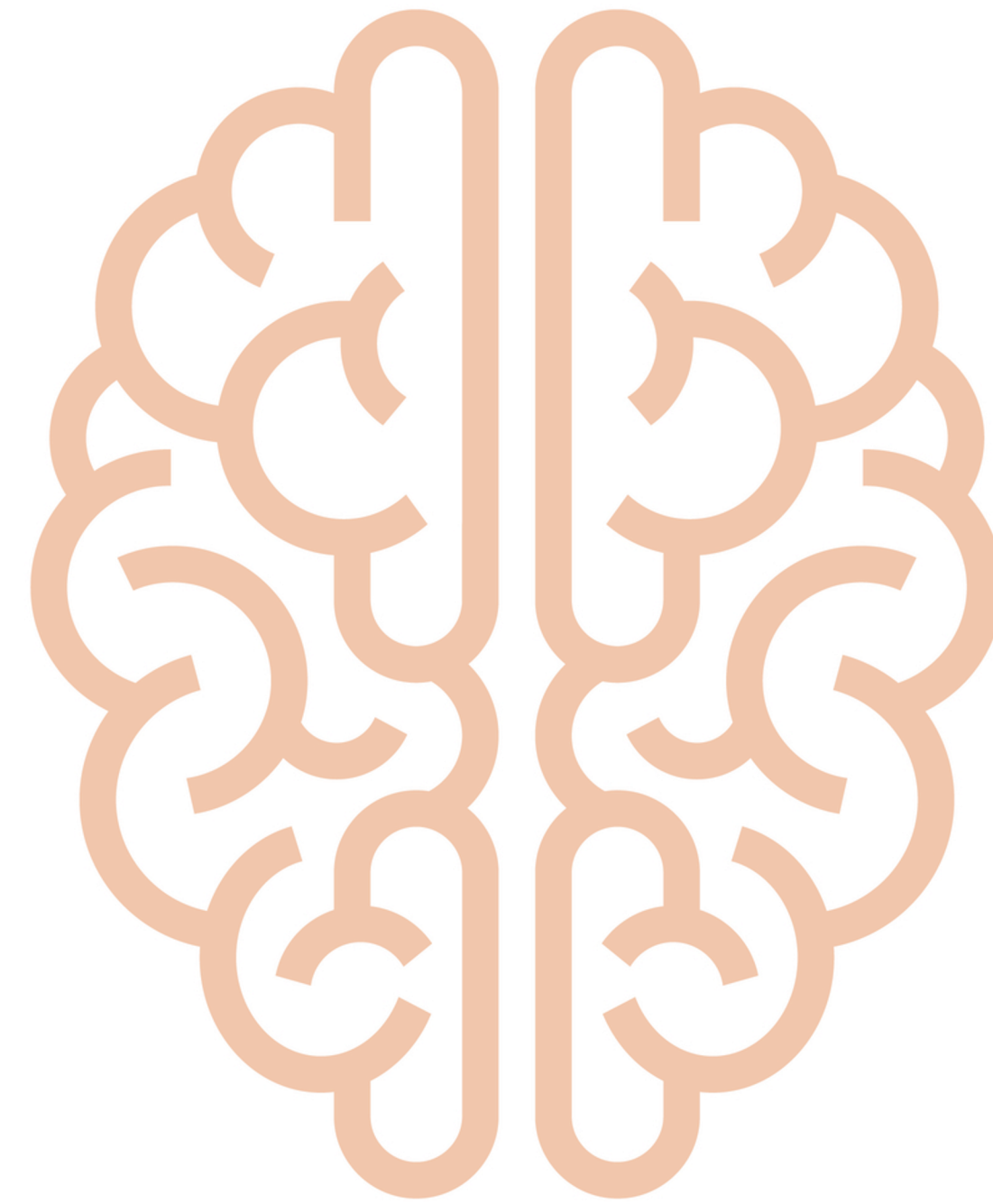
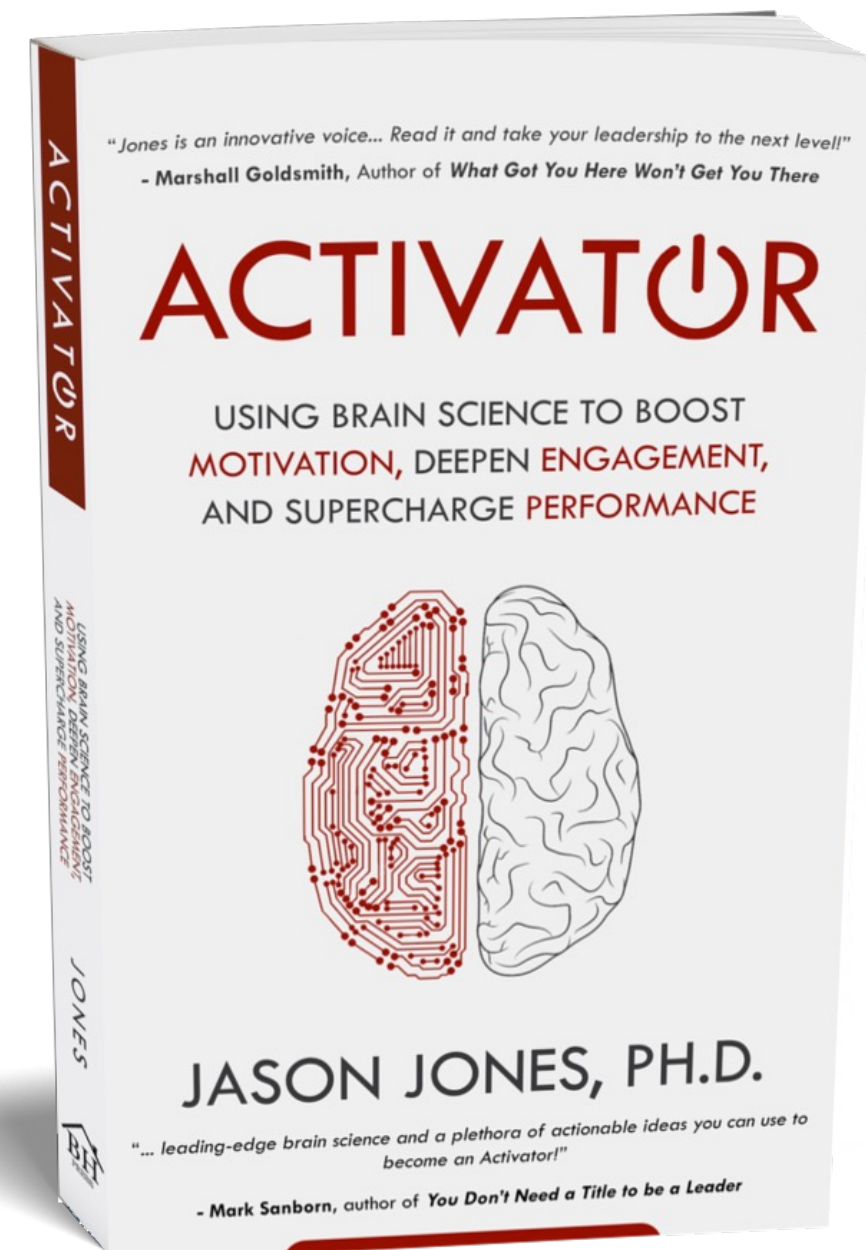
6 Regions Activated
11 Deactivated



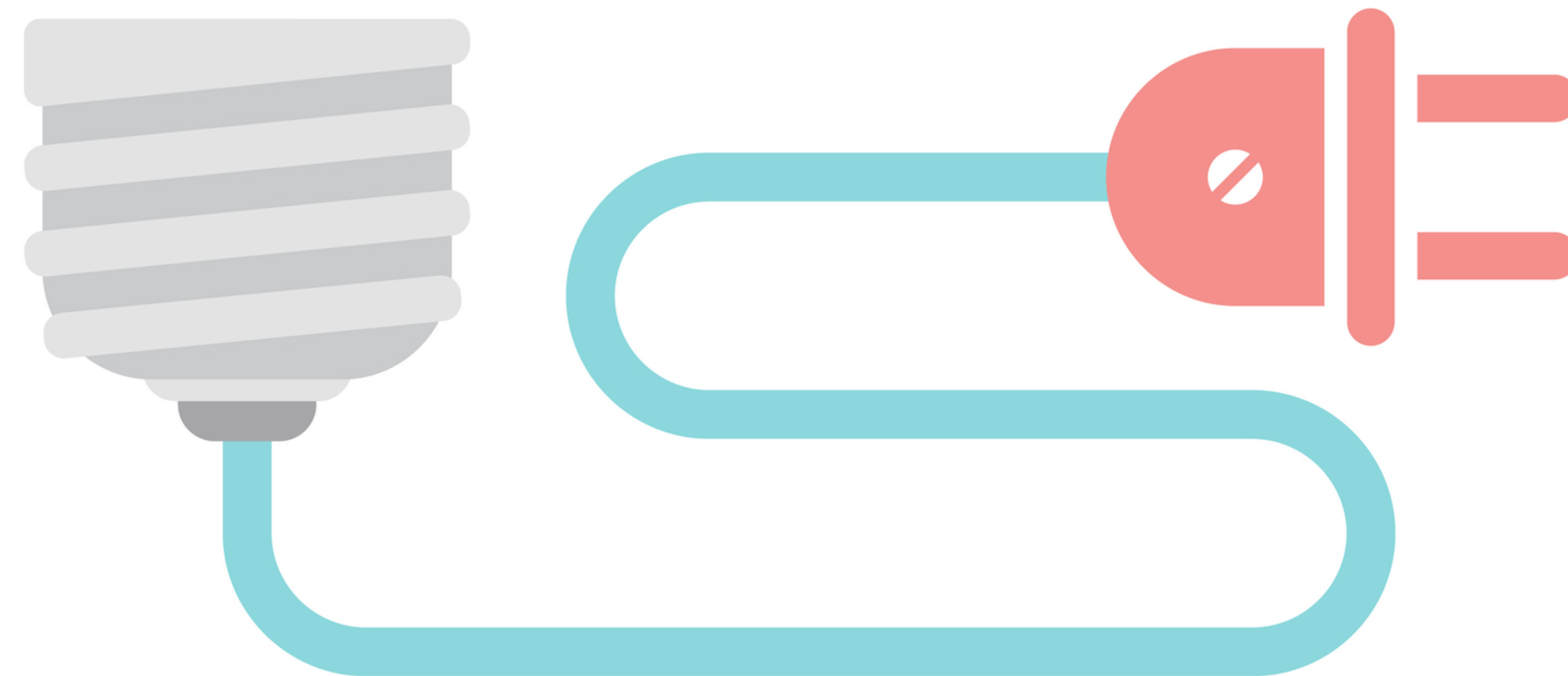
The amount of activation in the left prefrontal region of a resilient person can be up to thirty times greater than in someone who is not resilient.

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

THE NEW SCIENCE OF PERFORMANCE



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



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 or meeting room with large windows in the background showing a cityscape. 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)*

PRIME SAFETY AND TRUST

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.

A stylized illustration of a human brain, viewed from the front, set against a dark blue background. The brain is rendered in a lighter blue, almost translucent style. Several bright red, glowing spots are visible on the brain's surface, indicating areas of activation or focus. White, jagged lightning bolts are scattered around the brain, some passing through the red spots, suggesting a powerful, electric, or high-tech theme. The overall aesthetic is futuristic and scientific.

What **Activation Words** Can You Use to **Prime**
Your Brain or the Brains of Others?

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 modern 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 blue 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**



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



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





STORIES LIFT OUR IMAGINATION AND OUR
SENSE OF POSSIBILITY

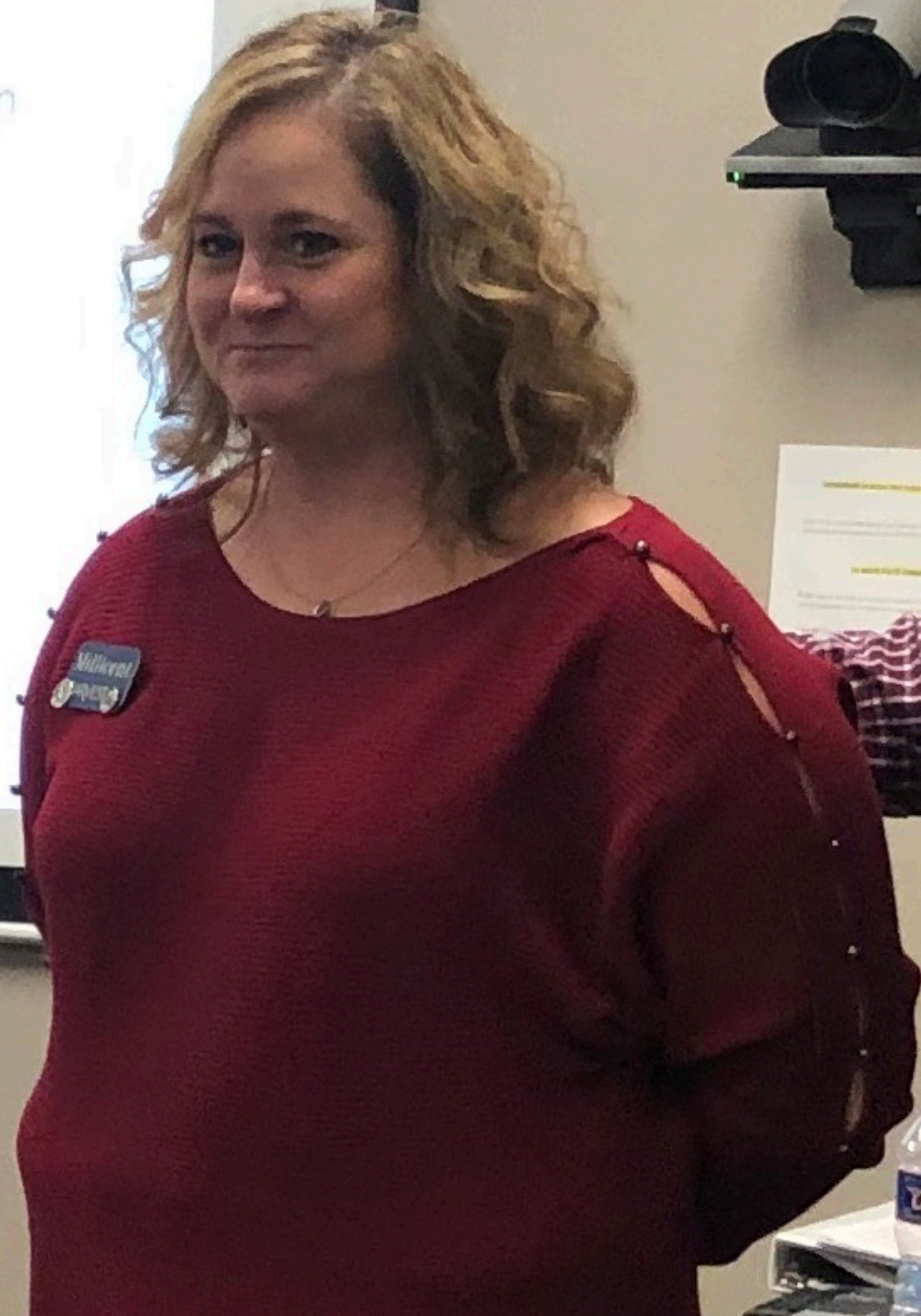
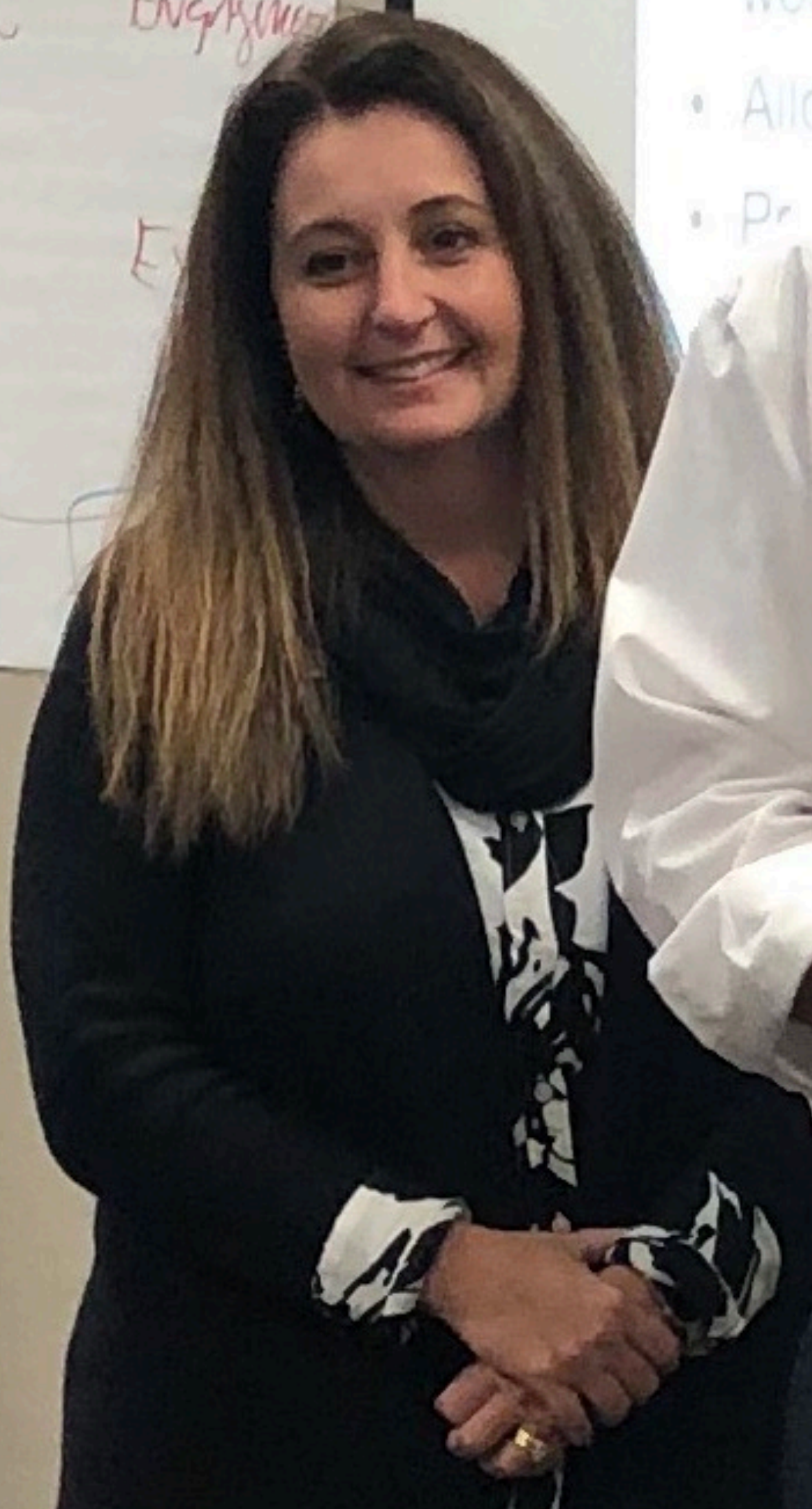


WILLING WANTING
MOTIVATION ENGAGEMENT
INT. EX.
16 Factors
Intrinsic Values

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...



ACTIVATOR PRACTICES

CONNECTING

COACHING

CULTURING

THANK YOU!



Let's Connect!!



DrJasonJones.com



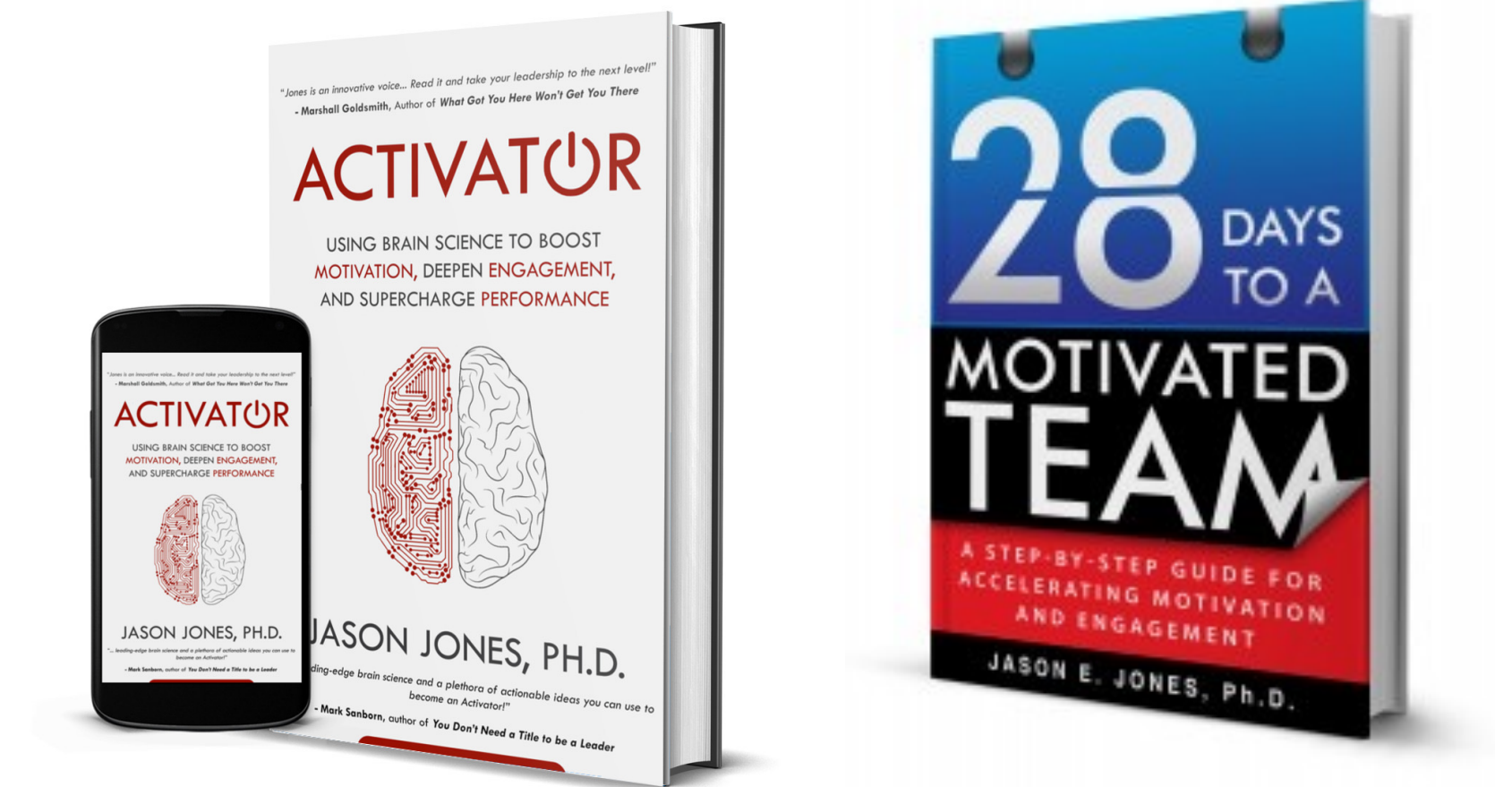
DrJ@DrJasonJones.com



IG: DrJJones



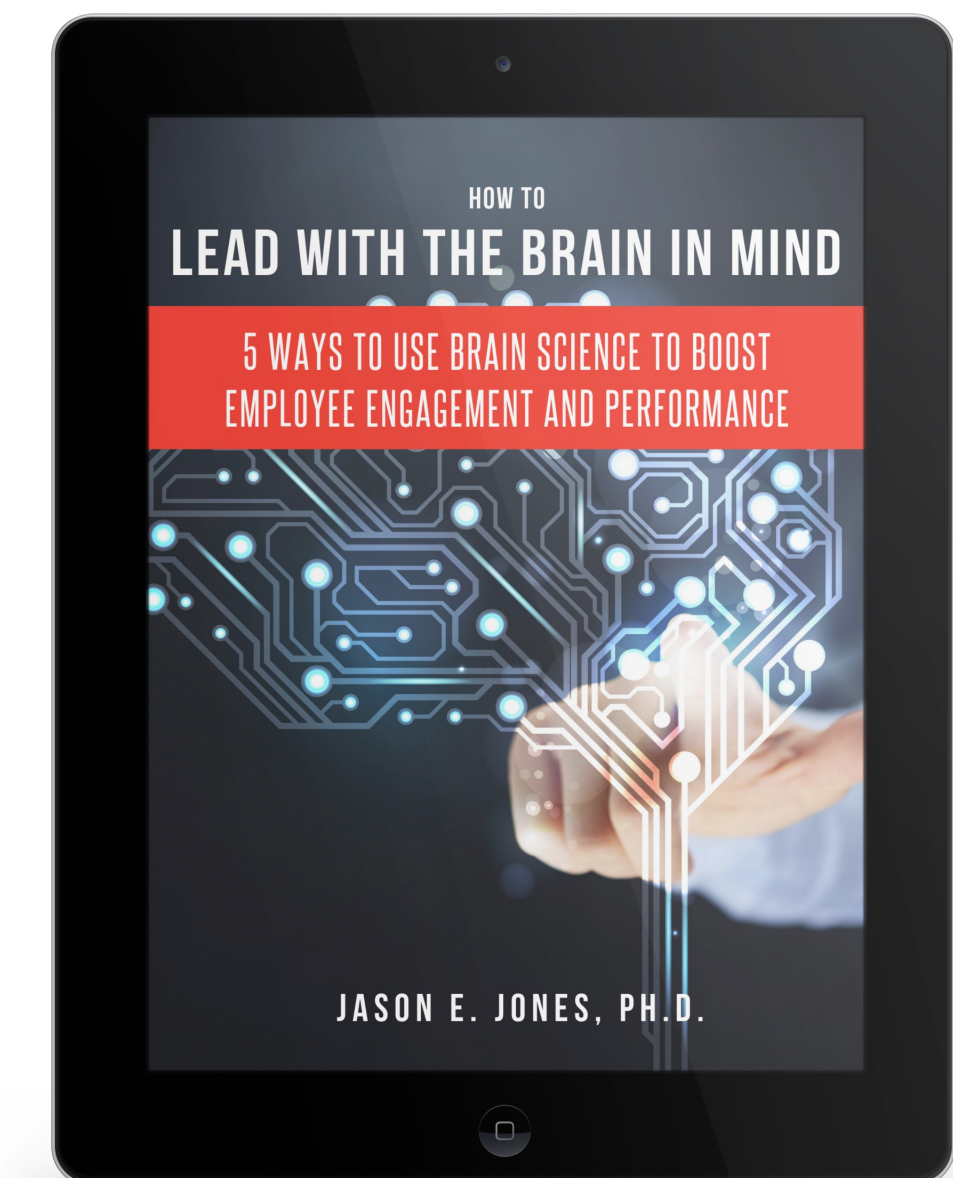
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