

# EVOLVE AND THRIVE

*Building a Mindset to Win  
in Any Situation.*

Presented by: Jason Jones, Ph.D.



$\sin(x+y) = \sin x \cos y + \sin y \cos x$      $(\ln(x))' = \frac{1}{x}$      $\frac{a}{\sin A} = \frac{a}{\sin B}$      $\sin \alpha = 0,5$      $\int \frac{dx}{\sqrt{x^2+a^2}} = \ln|x+$   
 $3+2i$      $(1+x)^d = 1 + \sum_{n=1}^{\infty} \binom{d}{n} \cdot x^n$      $e^{i\pi} + 1 = 0$      $\pi =$   
 $\text{Re} \binom{d}{n} = C_n^d = \frac{n!}{(n-d)!d!}$      $\begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} = - \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} + \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix}$      $\sin^2 \alpha + \cos^2 \alpha = 1$

$+f(x_{n-1})\Delta x$      $x \in (-\infty; -2)$      $(e^x)' = e^x$      $\lim_{x \rightarrow 0} \frac{\sin x}{x} = 1$   
 $a^2 = b^2 + c^2 - 2bc \cos A$      $y = \sin x$      $\begin{pmatrix} a_1 & b_1 \\ a_2 & b_2 \end{pmatrix} \cdot \begin{pmatrix} c_1 \\ c_2 \end{pmatrix} = \begin{pmatrix} a_1 c_1 + b_1 c_2 \\ a_2 c_1 + b_2 c_2 \end{pmatrix}$

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

$\cosh(x) = \frac{e^x + e^{-x}}{2}$      $\log_a a^p x = \frac{1}{p} \log_a x$   
 $X = 1$      $X! = 1 \cdot 2 \cdot \dots \cdot X$      $\lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n = e$   
 $a \cap b = \emptyset$      $\begin{matrix} & 1 & & & \\ & 1 & 1 & & \\ & 1 & 2 & 1 & \\ & 1 & 3 & 3 & 1 \\ & 1 & 4 & 6 & 4 & 1 \\ & 1 & 5 & 10 & 10 & 5 & 1 \\ & 1 & 6 & 15 & 20 & 15 & 6 & 1 \end{matrix}$

$\text{tg } \alpha = \frac{\sin \alpha}{\cos \alpha}$      $\sqrt[n]{x_1 x_2 \dots x_n} \leq \frac{x_1 + x_2 + \dots + x_n}{n}$





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



**SPORTS**  
**HEALTH**  
**COUNSELING**  
**LEADERSHIP**  
**WORK**  
**SALES**  
**MARKETING**







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





# 3 NEUROSCIENCE PRINCIPLES TO KNOW



# NEUROSCIENCE PRINCIPLE 1

## YOUR MIND CONTROLS YOUR BRAIN

Consciousness

Neuroplasticity

Epigenetics





# NEUROSCIENCE PRINCIPLE 3

**YOUR BRAIN CAN BE  
LIT-UP TO THRIVE**





# fMRI BRAIN SCAN SCANS

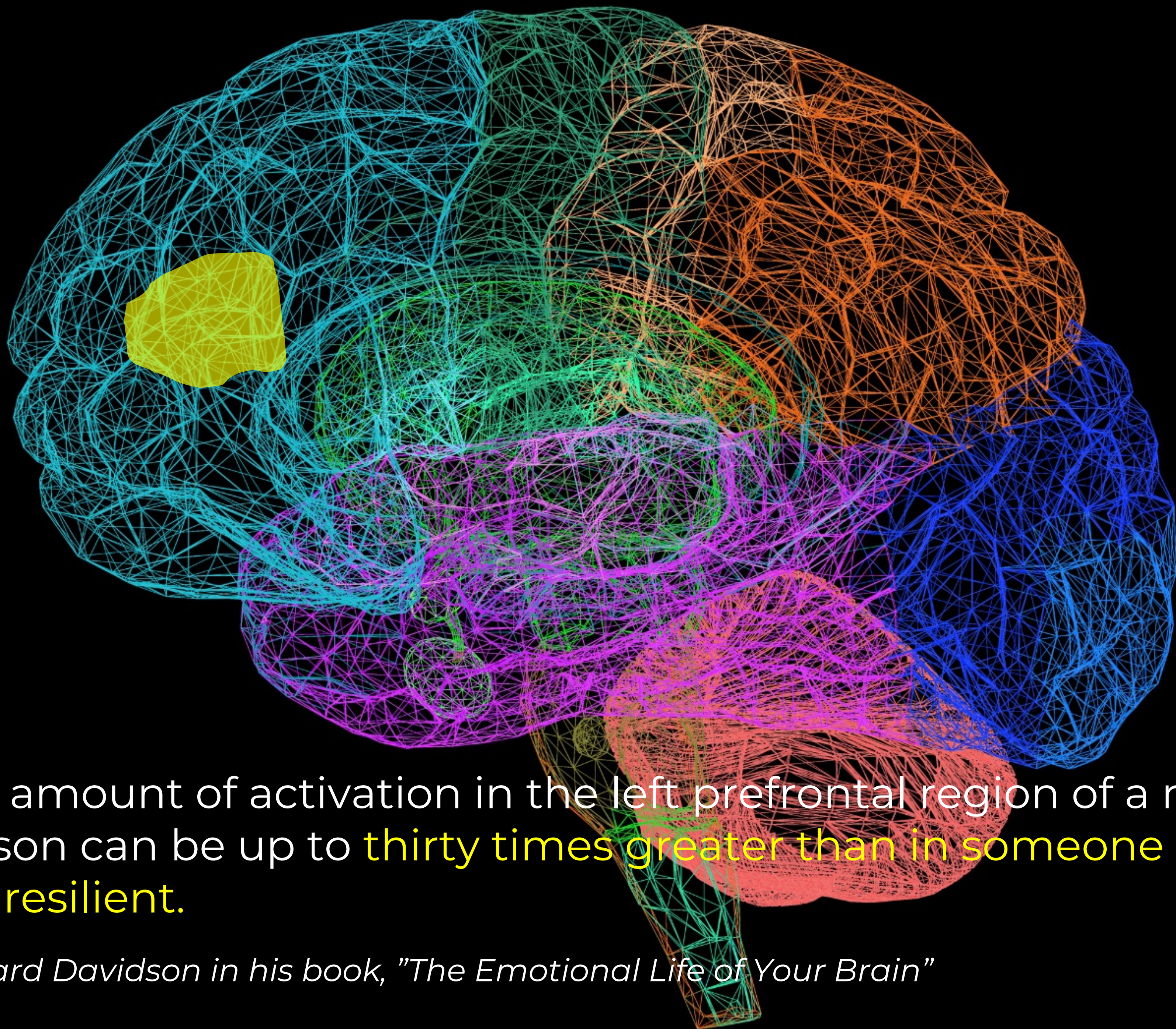
Richards Boyatzis and Anthony Jack  
Case Western Reserve University

Positive Interactions

*14 Regions Activated*  
*0 Deactivated*

Negative Interactions

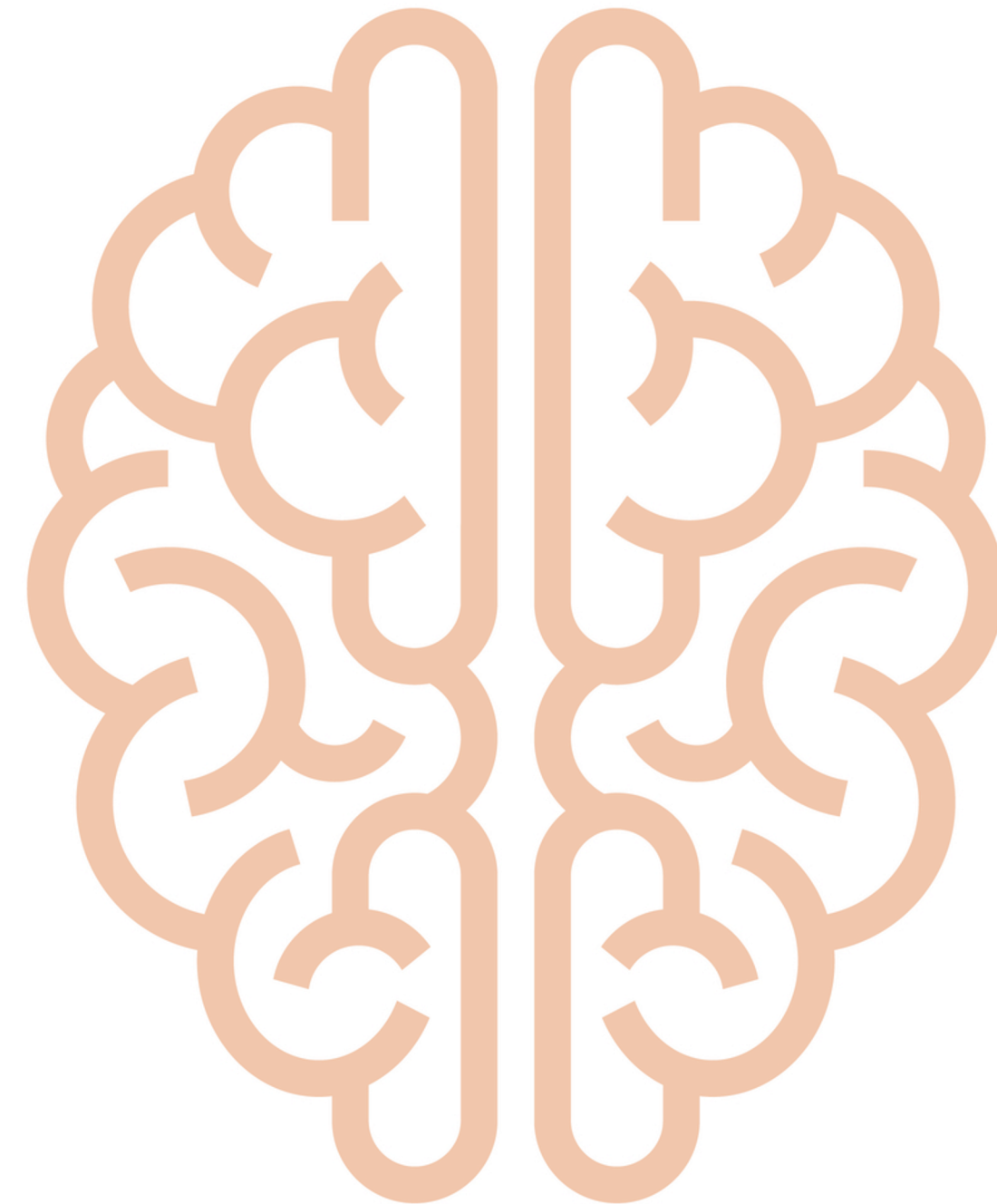
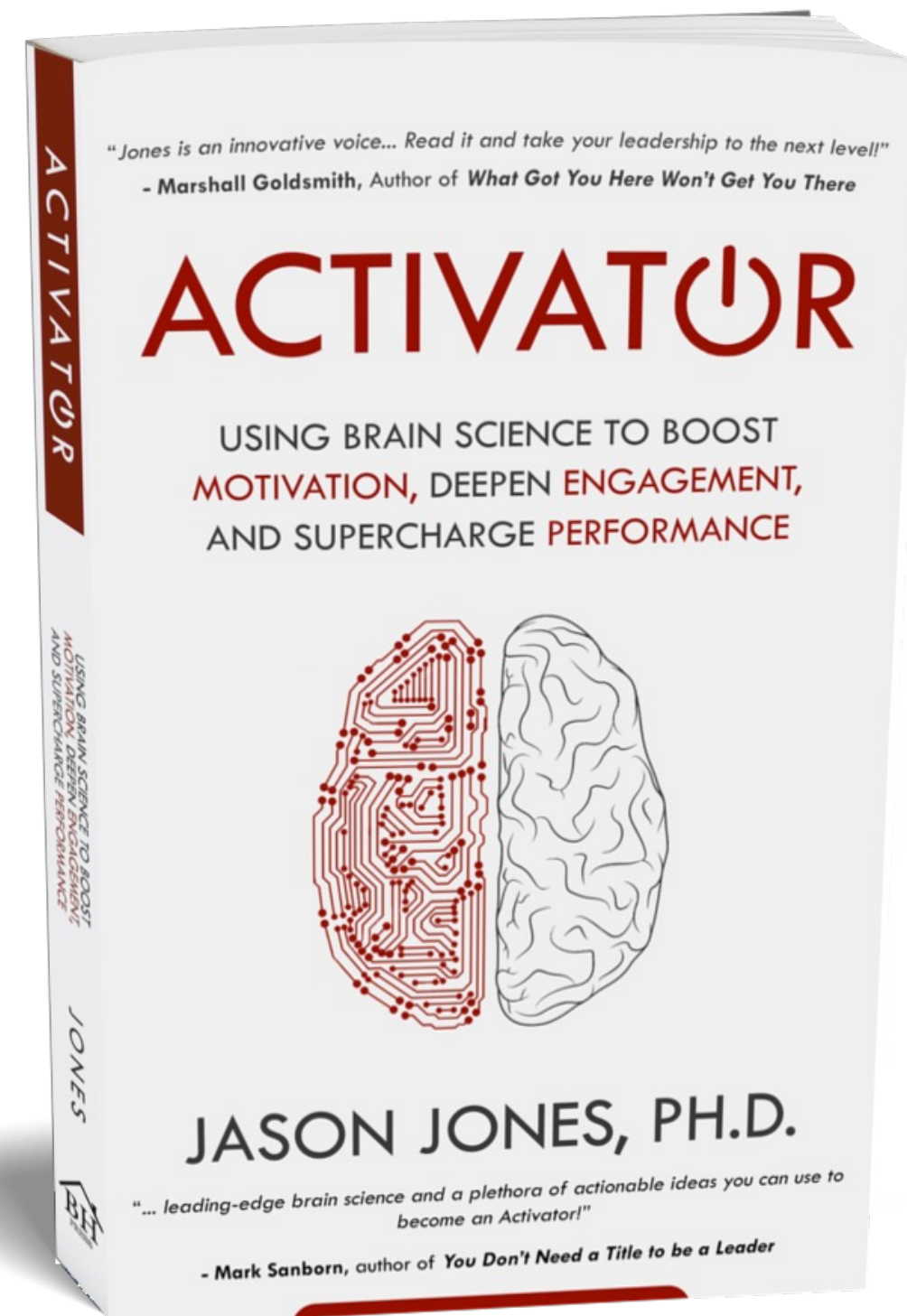
*6 Regions Activated*  
*11 Deactivated*



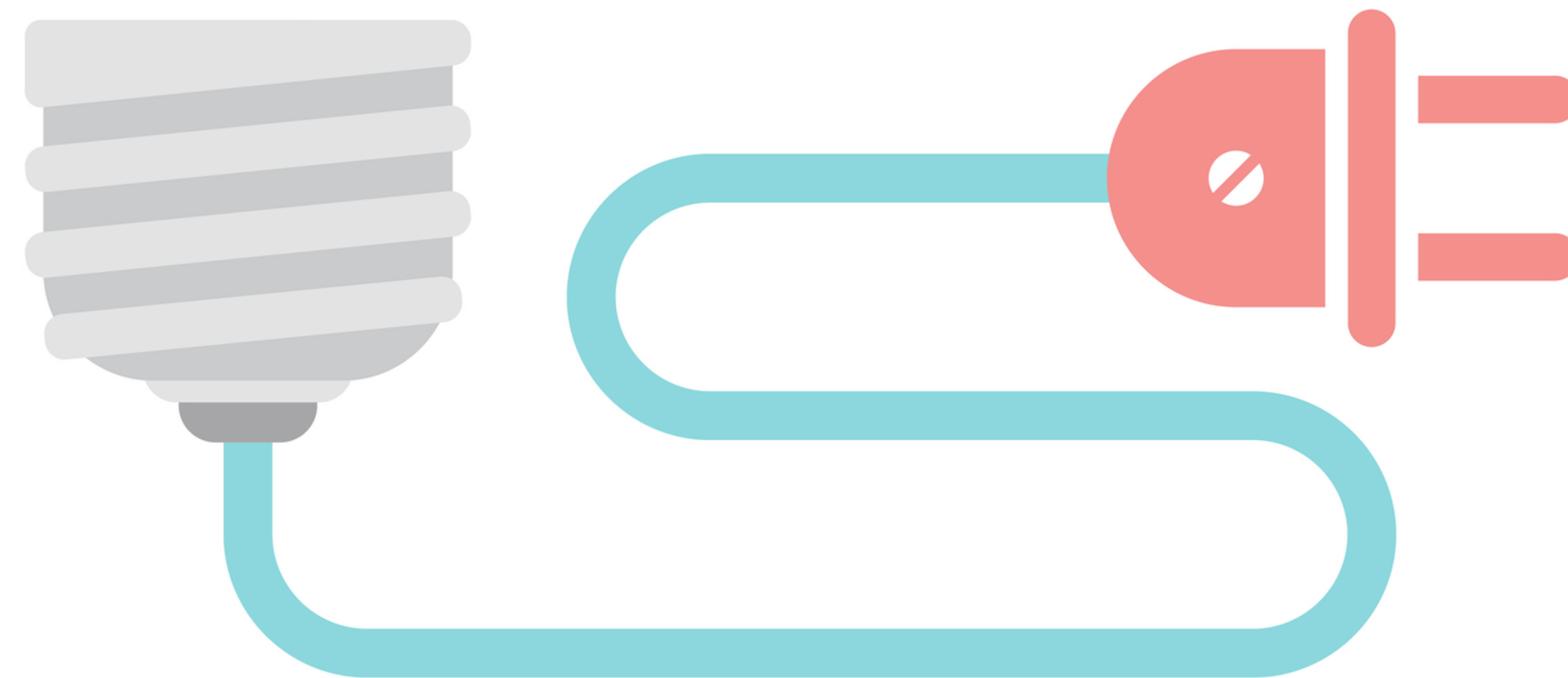
The amount of activation in the left prefrontal region of a resilient person can be up to **thirty times greater than in someone who is not resilient.**

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

# THE NEW SCIENCE OF PERFORMANCE



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



**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.

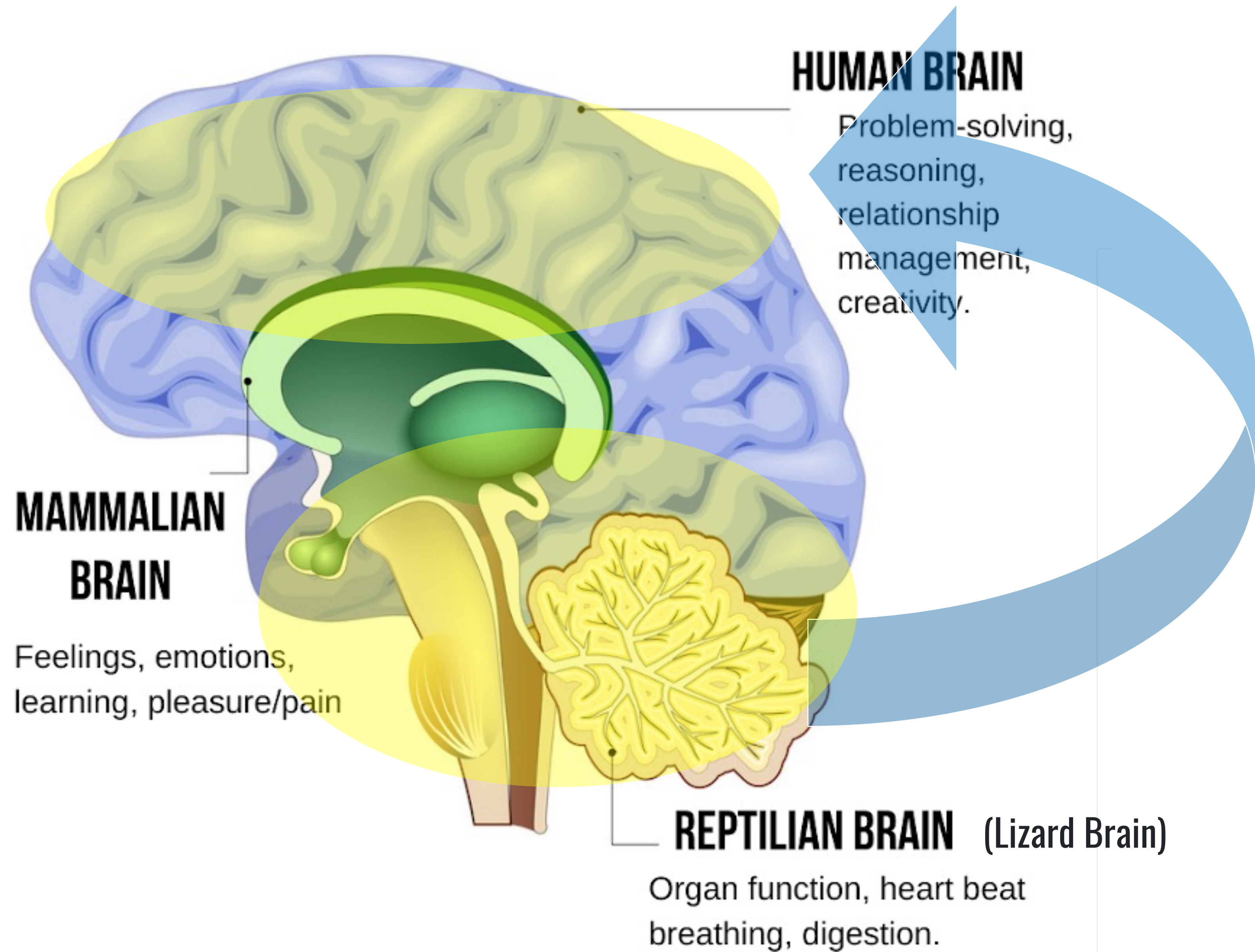


The #1 Priority of Your Brain is...

**STAY ALIVE**

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

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







# MASTER YOUR THINKING

WITH THE **3R** METHOD

**REFLECT** - Notice

**REFRAME** - Shift

**REPLACE** - Rewire



# CREATE BETTER GOALS

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

Embrace the Climb!



# EVOLVE YOUR THINKING

#1 **Invite & Leverage**  
Challenge, Chaos, &  
Uncertainty.

#2 Implement the **3R Method**



EVOLVE YOUR THINKING

EVOLVE YOUR LANGUAGE



# THE SOCIAL BRAIN

# MANAGE YOUR INTENTION

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

(CONSCIOUS)

Your Influence on others through  
your internal desires.

(UNCONSCIOUS)

**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

***Wordsmith for Positivity, Novelty, Uniqueness, Recall, Rhyming.***

*Bargh, Chen, and Burrows, Journal of Personality and Social Psychology, 1996.*

*Drouvelis, Metcalfe, and Powdthavee Theory and Decision, 2015.*

*Brooks, Alison, Academy of Management Proceedings, 2013.*

*Gable & Reis Advances in experimental Social Psychology, 2010.*





A glowing blue brain is the central focus, set against a dark blue background with white lightning bolts. The brain is shown in a frontal view, with several red, glowing spots indicating areas of activation or neural activity. The lightning bolts are jagged and bright, striking the brain and the surrounding space.

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

A low-angle, upward-looking shot of a football team huddled together. The players are wearing black jerseys with orange accents and white helmets. They are all looking towards the center where a football is being held. The background is a clear blue sky. A semi-transparent grey banner is overlaid across the top of the image, containing the text "DO PEOPLE WANT TO GIVE THEIR BEST FOR YOU?".

**DO PEOPLE WANT TO GIVE THEIR  
BEST FOR YOU?**

# EVOLVE YOUR LANGUAGE

#3 Set Your **Intention** Daily

#4 Use **Activation Words**



**EVOLVE & THRIVE**

CHOOSE TO THRIVE

2 WAYS TO

**CHOOSE TO THRIVE**

SHOW UP LIKE A PRO



**PROs**

Team/Organizational Goals  
Win/Win Mindset  
Responsibility  
Solutions Focused  
Openness & Abundance  
Diversity as a strength  
Humble  
Others-Focused

**Gratitude**

**AMATEURS**

Personal/Individual Goals  
Win/Lose Mindset  
Blames Others  
Personal Comfort  
Protectionism & Scarcity  
Differences/Personality  
Ego  
Self-Focused

**Entitlement**



You aren't defined by what you do.

You're defined by how you do it.



**RISE TOGETHER**



**VISION ZERO** 

Zero fatalities. Zero excuses.

**ELIMINATE FATALITIES AND SERIOUS INJURIES  
CAUSED BY MOTOR VEHICLE CRASHES.**

**TOGETHER!**

**VISION ZERO** 

Zero fatalities. Zero excuses.

**ELIMINATE FATALITIES AND SERIOUS INJURIES  
CAUSED BY MOTOR VEHICLE CRASHES.**

**BETTER TOGETHER!**

**EDUCATION - ENGINEERING - EMS - ENFORCEMENT**

*“If you want to go fast. Go alone.  
If you want to go far. Go together.”*

*-African Proverb*



autonomy of thought and action

T PRAC

ow emp

e some of their own

ork goals

ow emp

to their team goals

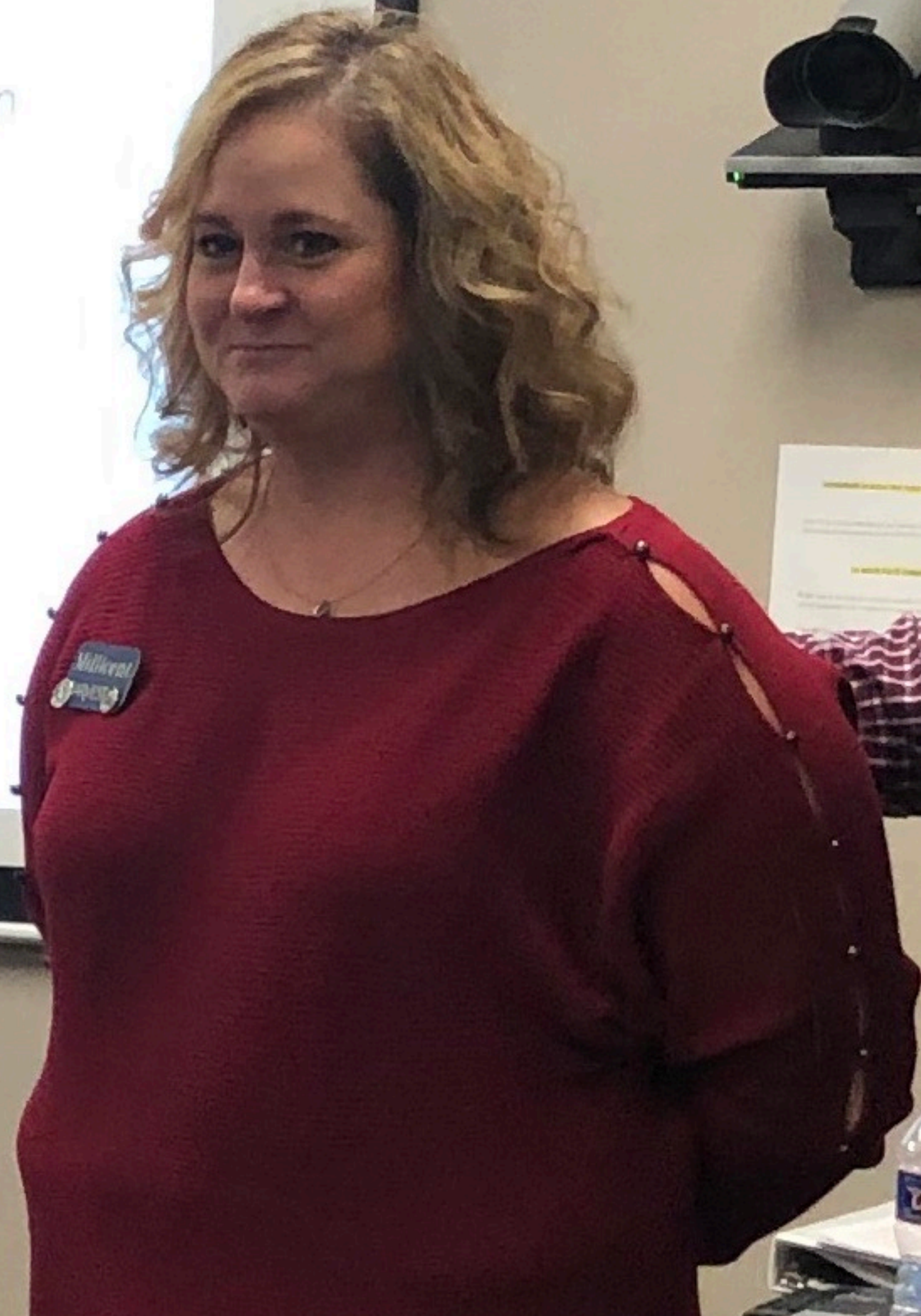
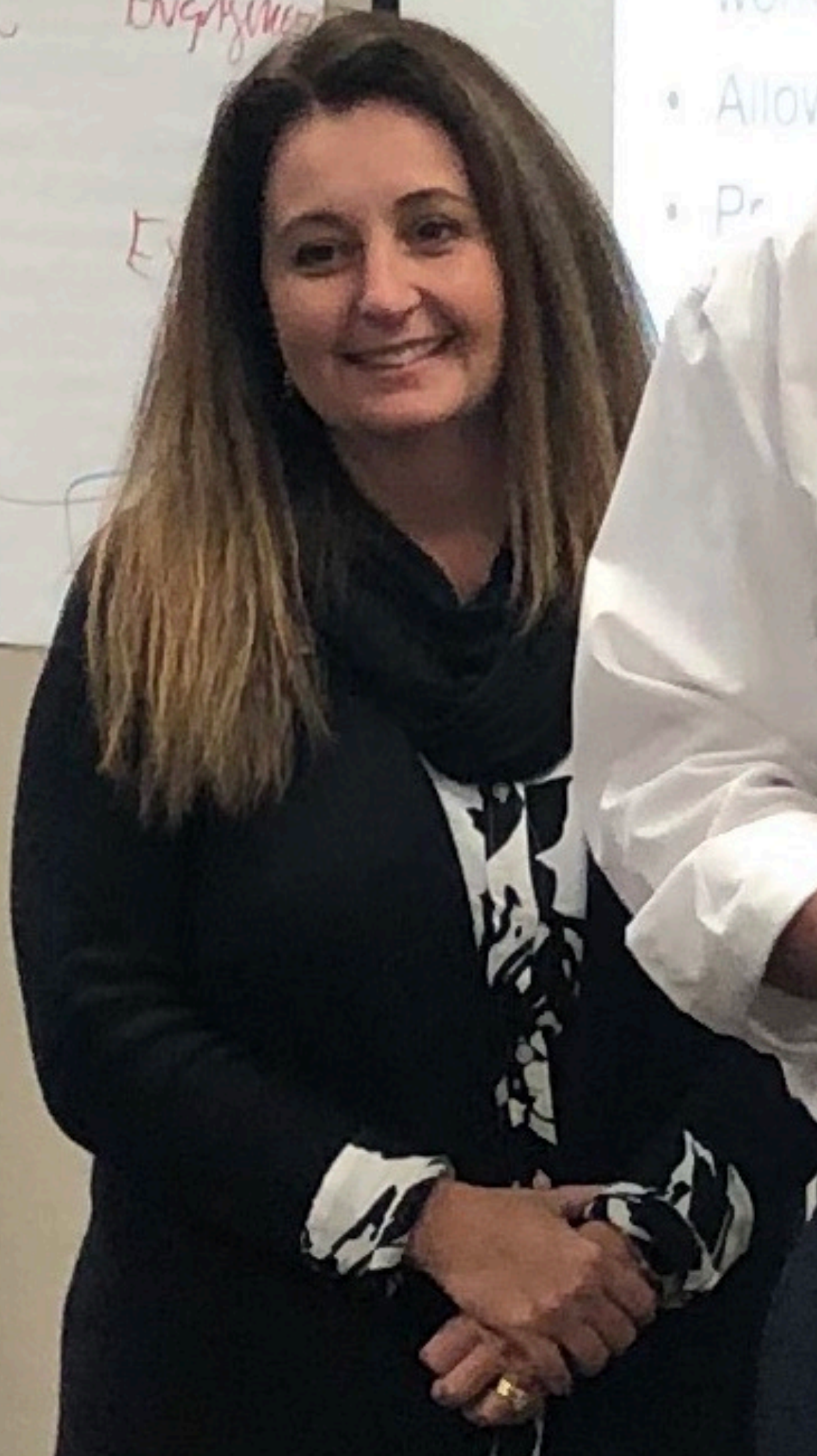
Rodney  
ARVEST

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





# CHOOSE TO THRIVE

#5 Show up like a **Pro**

#6 Commit to **Rise Together**



EVOLVE YOUR THINKING

EVOLVE YOUR LANGUAGE

CHOOSE TO THRIVE

# THANK YOU!

...  
Let's Connect!!



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



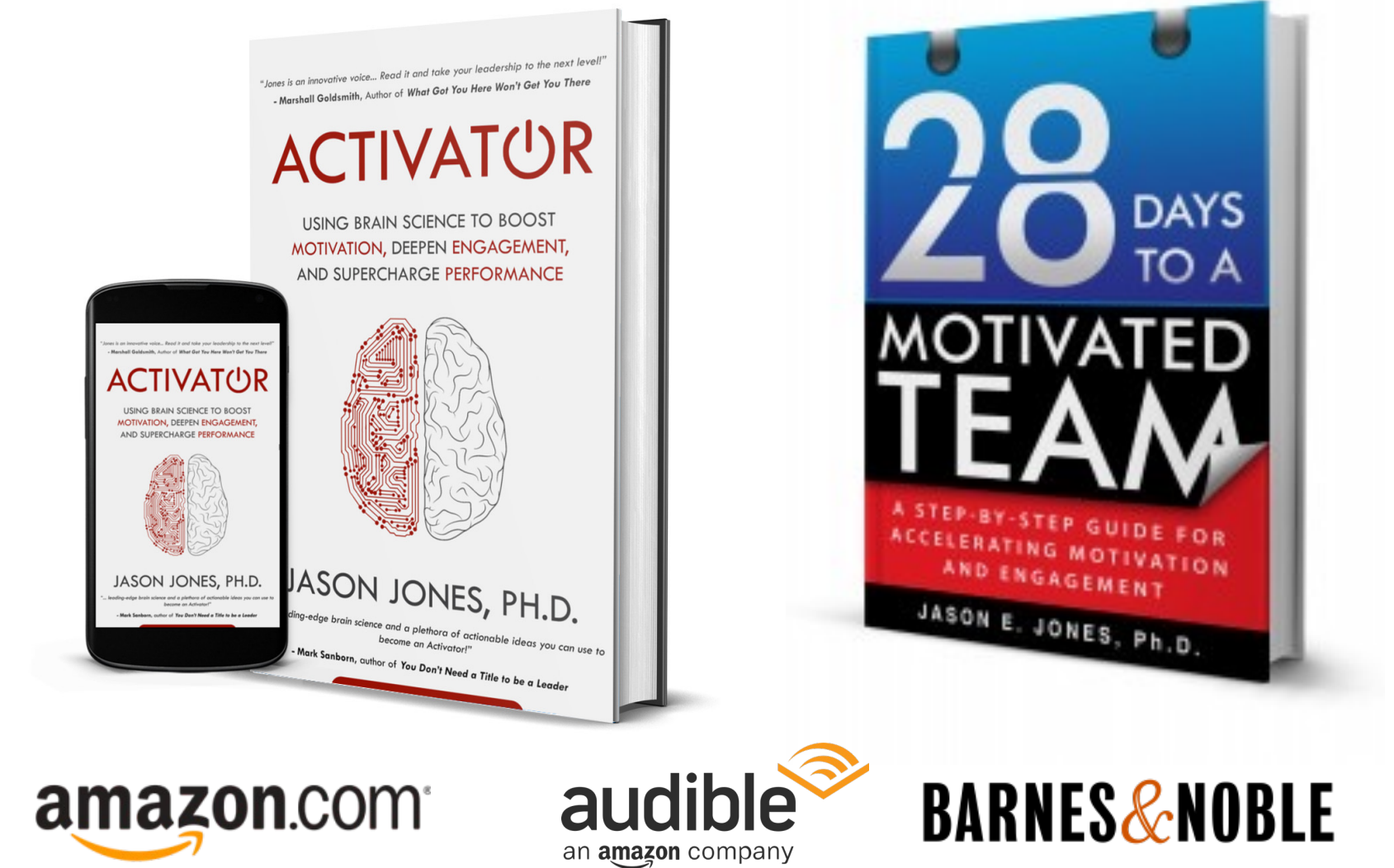
[DrJ@DrJasonJones.com](mailto:DrJ@DrJasonJones.com)



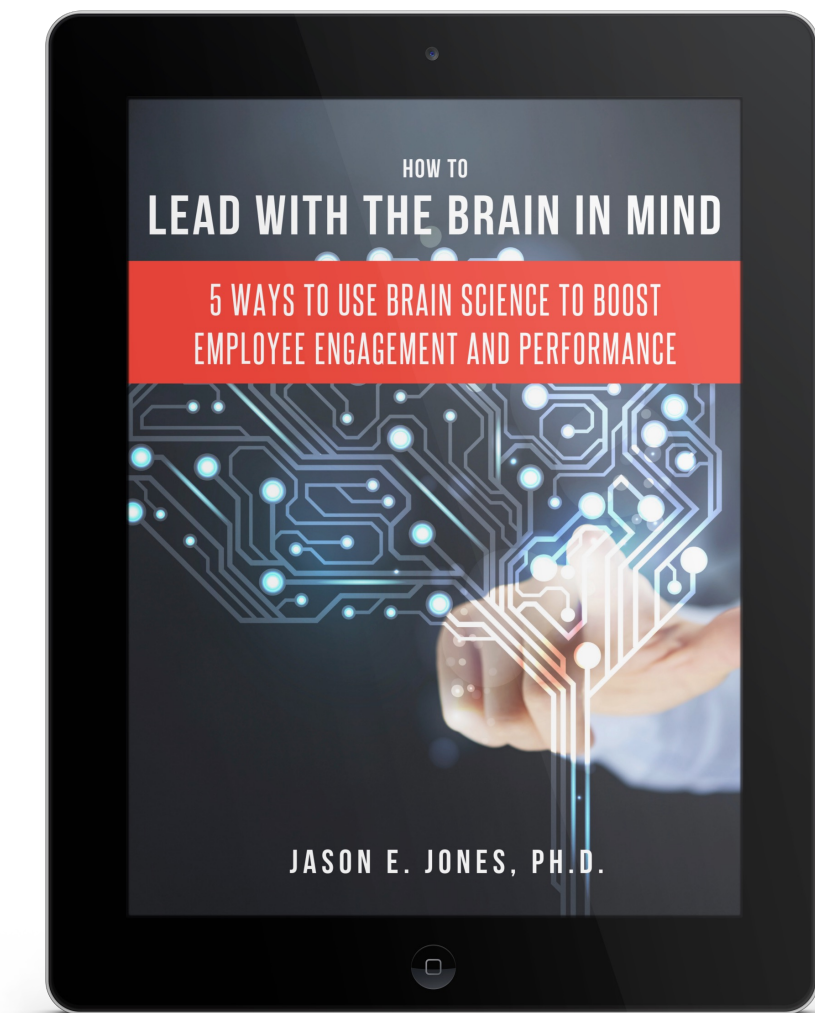
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