



**VISION ZERO**

Zero fatalities. Zero excuses.

# THE NEUROSCIENCE OF LEADERSHIP

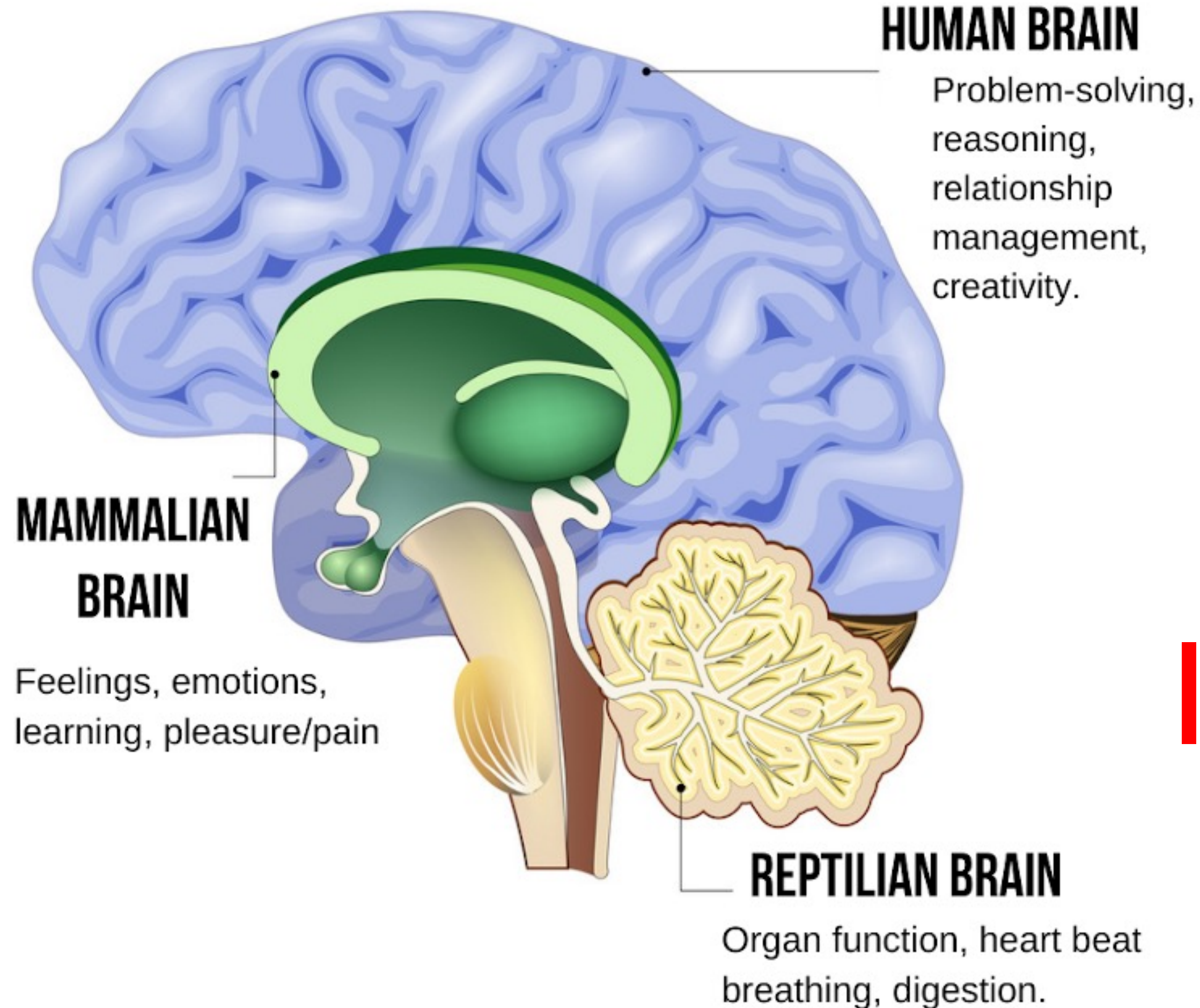
**Engaging the Head and Heart of the People You Lead.**

Presented by: Jason Jones, Ph.D.



# THE 3 BRAINS

**REWARD &  
PUNISHMENT**



**VALUE &  
PURPOSE**

**INTIMIDATION  
& CONTROL**







# THE 3 PRACTICES OF ACTIVATORS

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CONNECTING

COACHING

CULTURING

---





# CONNECTING

Cultivating trust through relationships





# THE SOCIAL BRAIN



# #1 RULE OF BRAIN-FRIENDLY LEADERSHIP...





**THE BIGGEST DETERENT TO  
EFFECTIVE LEADERSHIP**

**EGO**



# NEUROCEPTION







**Dopamine**

**Oxytocin**

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



**Cortisol**

**Adrenaline**

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



# DEFINING YOUR INTENTION

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

(CONSCIOUS)

*Your Influence on others through your internal desires.*

(UNCONSCIOUS)





INTENTION IS DETECTED IN YOUR..

**CARE** (Safety & Support)

**CHARACTER** (Similar Values)

**COMMUNICATION** (Clarity & Consistency)





# CHARACTER

*Your values put into action.*

Honesty

Integrity

Discipline

Determination

Responsibility

Patience

Respect

Positivity

Attentiveness

Flexibility

Thoroughness

Punctuality

Orderliness

Gratefulness





**INTENTION IS DETECTED IN YOUR..**

**CARE** (Safety & Support)

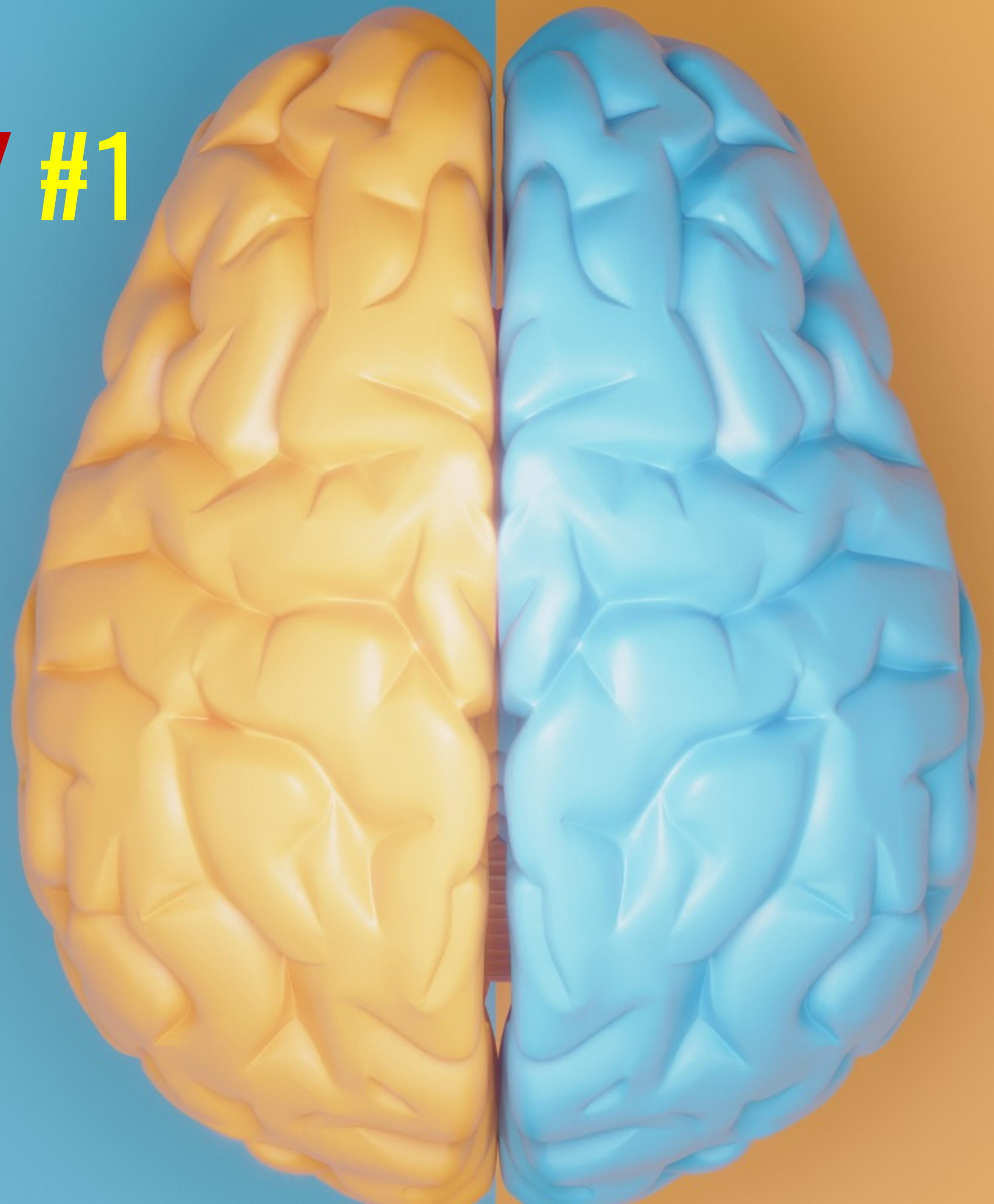
**CHARACTER** (Similar Values)

**COMMUNICATION** (Clarity & Consistency)



# ACTIVATION STRATEGY #1

Plan Your **Intention**





# DETERMINE YOUR INTENTION

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

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I want my clients/colleagues to be successful by...

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

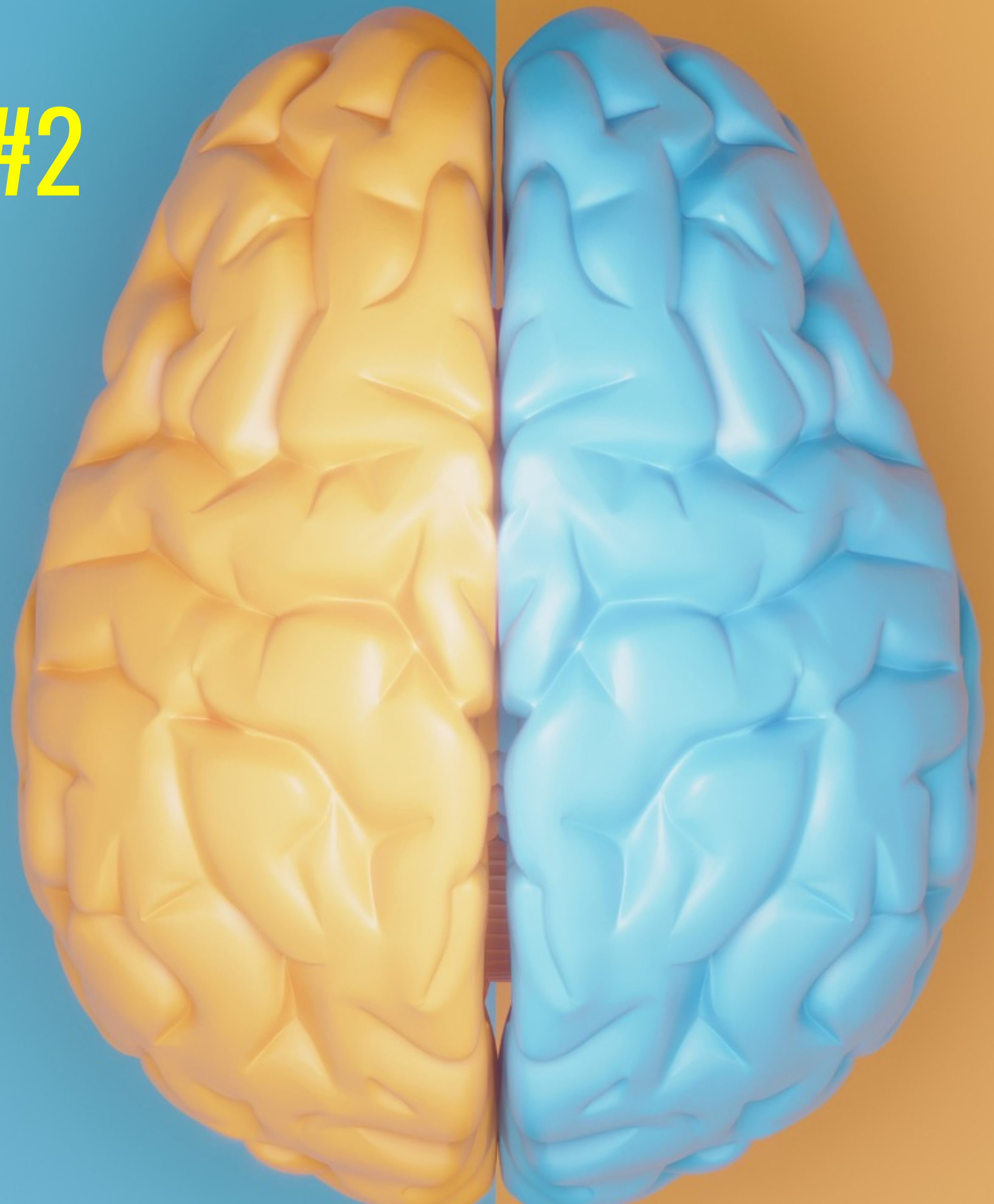
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# ACTIVATION STRATEGY #2

Fill the Gap by  
Stating Your Intention.







**FILL THE GAP**



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 a laptop screen. A large, modern lamp hangs over them. The background shows a window with some text on it.

# COACHING

Facilitating Performance with backbone and heart





Driving results while caring for people.



A chalkboard drawing illustrating the concept of coaching. On the left, a rocket is drawn with a person inside, symbolizing launch and progress. In the center, a glowing yellow lightbulb represents an idea or insight. On the right, a target with an arrow in the bullseye represents a goal. A large arrow points from the lightbulb towards the target. The word 'COACHING' is written in large, stylized letters across the bottom of the drawing, with the arrow passing through it. The background is a dark chalkboard with some faint horizontal lines.

**Coaching is a method of leadership and collaboration.**



Think about the best leader you ever had...  
What made her/him a great leader?



# 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)



WHAT KIND OF COACH ARE YOU?

**THREAT** OR **THRIVE**





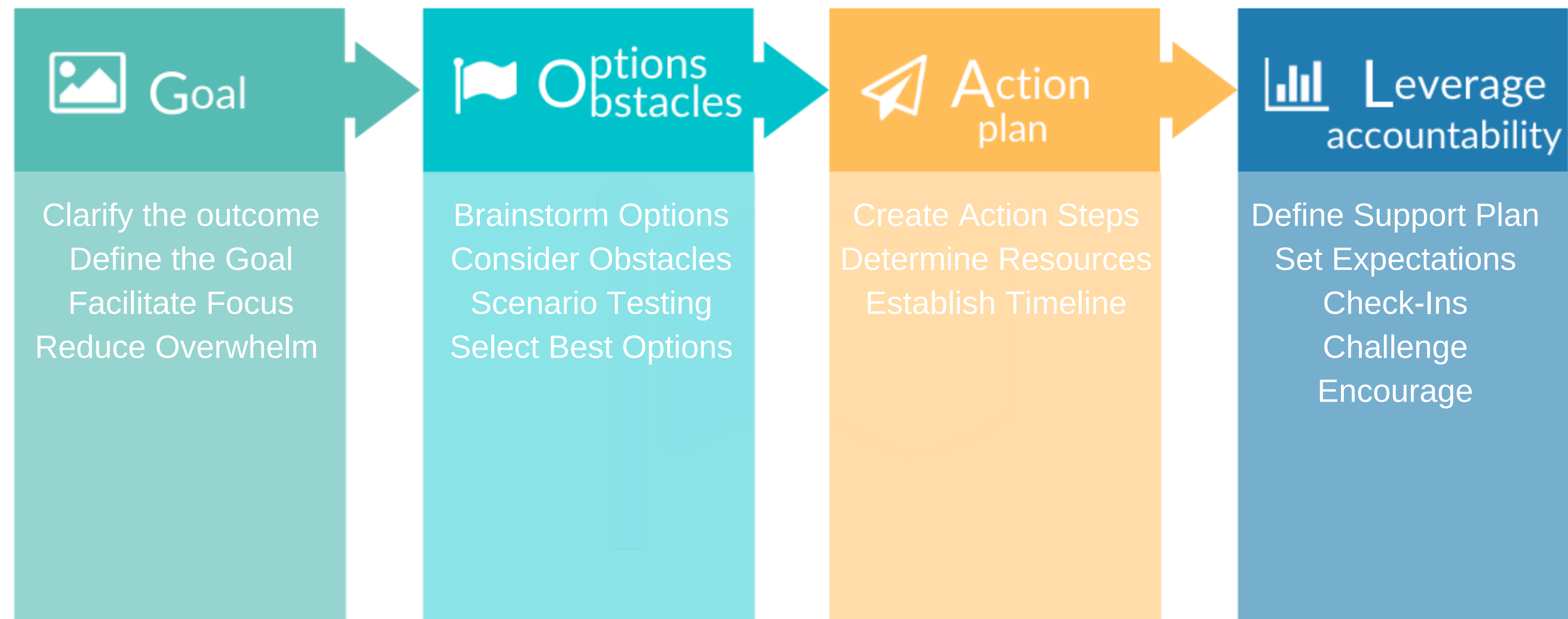






# GOAL MODEL FOR COACHING

The **GOAL Model** is a process for leading a coaching conversation. It ensures that you address the important elements that supports a person's clarity and action, while helping them feel a sense of autonomy and self-direction.





# 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.



Google



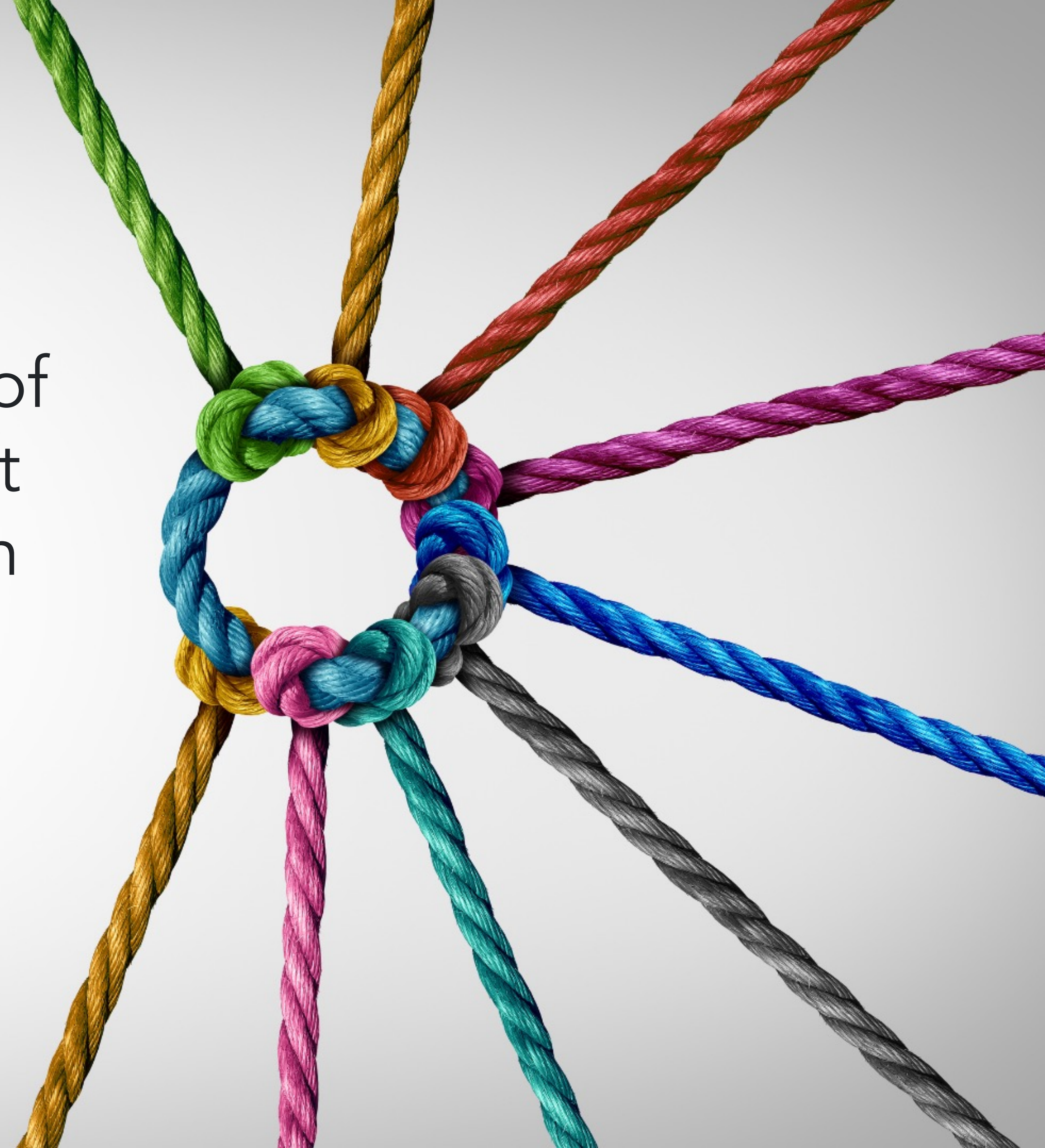


## Project Aristotle

*"The whole is greater than the sum of its parts."*



The most successful organizations are made up of people who understand that their strength is not found in individual performance, it's found in their **collective efforts.**





**TOTAL PERFORMANCE**

**Individual Contribution**

**+**

**Team Contribution**





# THE BIGGER PIE MINDSET





# THE BIGGER PIE MINDSET





A vibrant mosaic background composed of numerous small, irregular pieces of colored glass or stone. The colors include bright yellow, red, green, blue, white, and brown. The pieces are arranged in a dense, overlapping pattern. A dark grey horizontal bar is superimposed across the upper portion of the image, containing the text 'What do you want your culture to be?' in a bold, yellow, sans-serif font.

**What do you want your culture to be?**

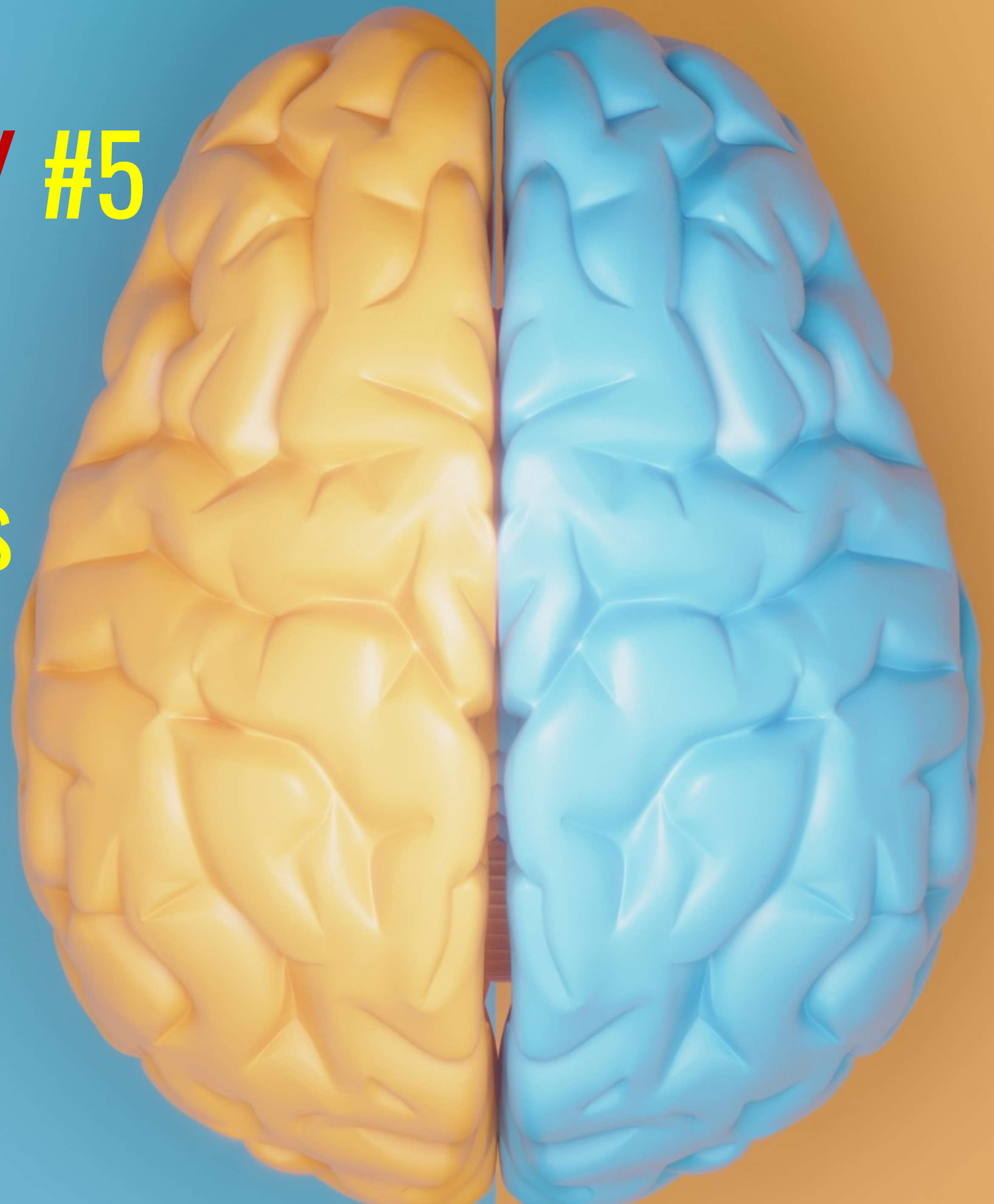






# ACTIVATION STRATEGY #5

Acknowledge and leverage the **strengths of others.**





Mathias Schlitte





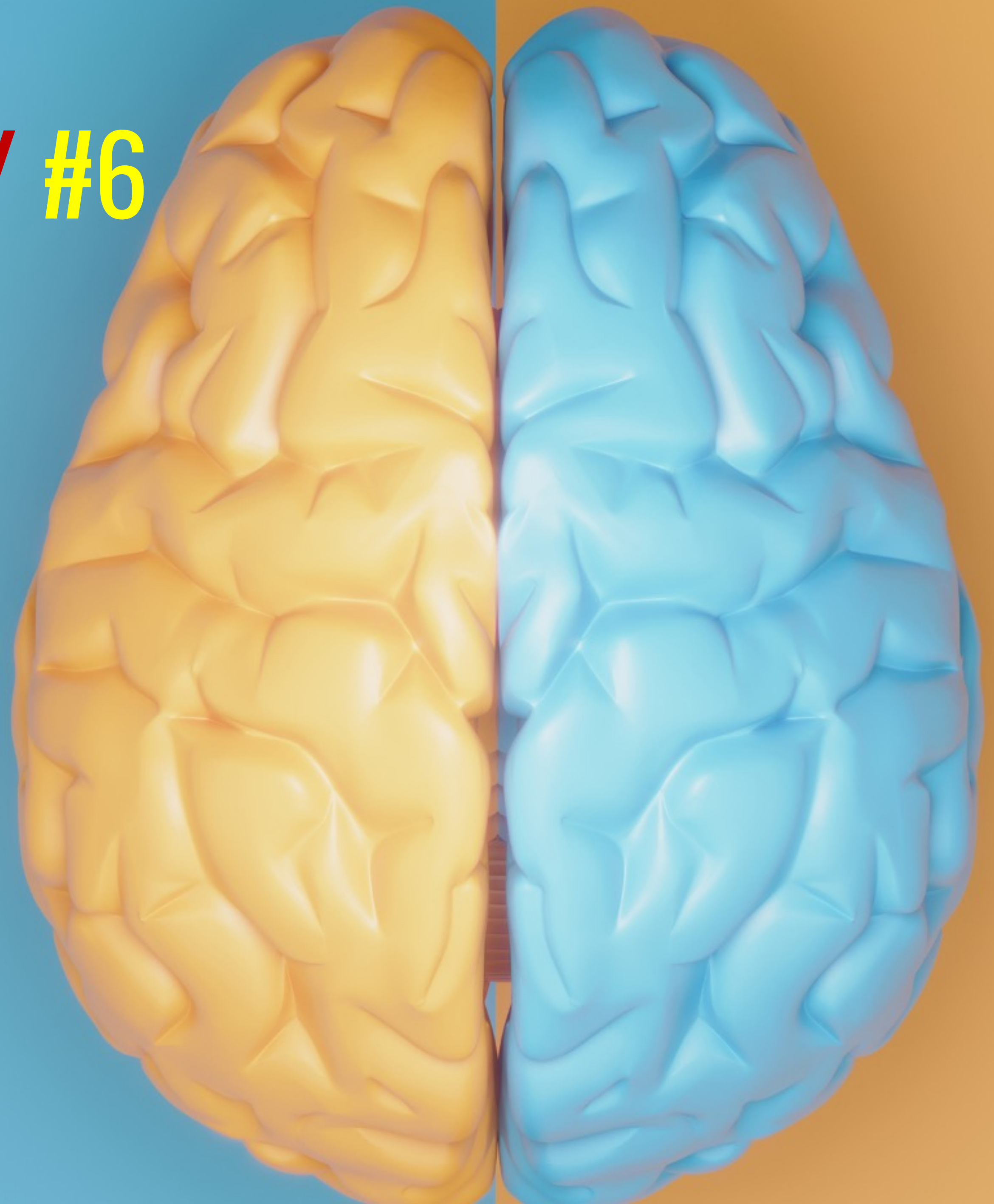
Mathias "HellBoy" Schlitte





# ACTIVATION STRATEGY #6

Tell the **Stories.**





# USE STORIES TO ENGAGE THE BRAIN







STORIES LIFT OUR IMAGINATION AND OUR  
SENSE OF POSSIBILITY



# ACTIVATOR PRACTICES

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CONNECTING

COACHING

CULTURING

---



CHOOSE YOUR WAVE





A high-angle, wide shot of a surfer riding a massive, curling blue wave. The surfer is positioned in the lower center of the frame, riding a yellow surfboard. The wave is a deep, vibrant blue, with white foam and spray cascading over its crest. The sky is a clear, pale blue. The overall scene conveys a sense of power, speed, and natural beauty.

CHOOSE YOUR WAVE

REVEAL YOUR GREATNESS



# THANK YOU!

...  
Let's Connect!!



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



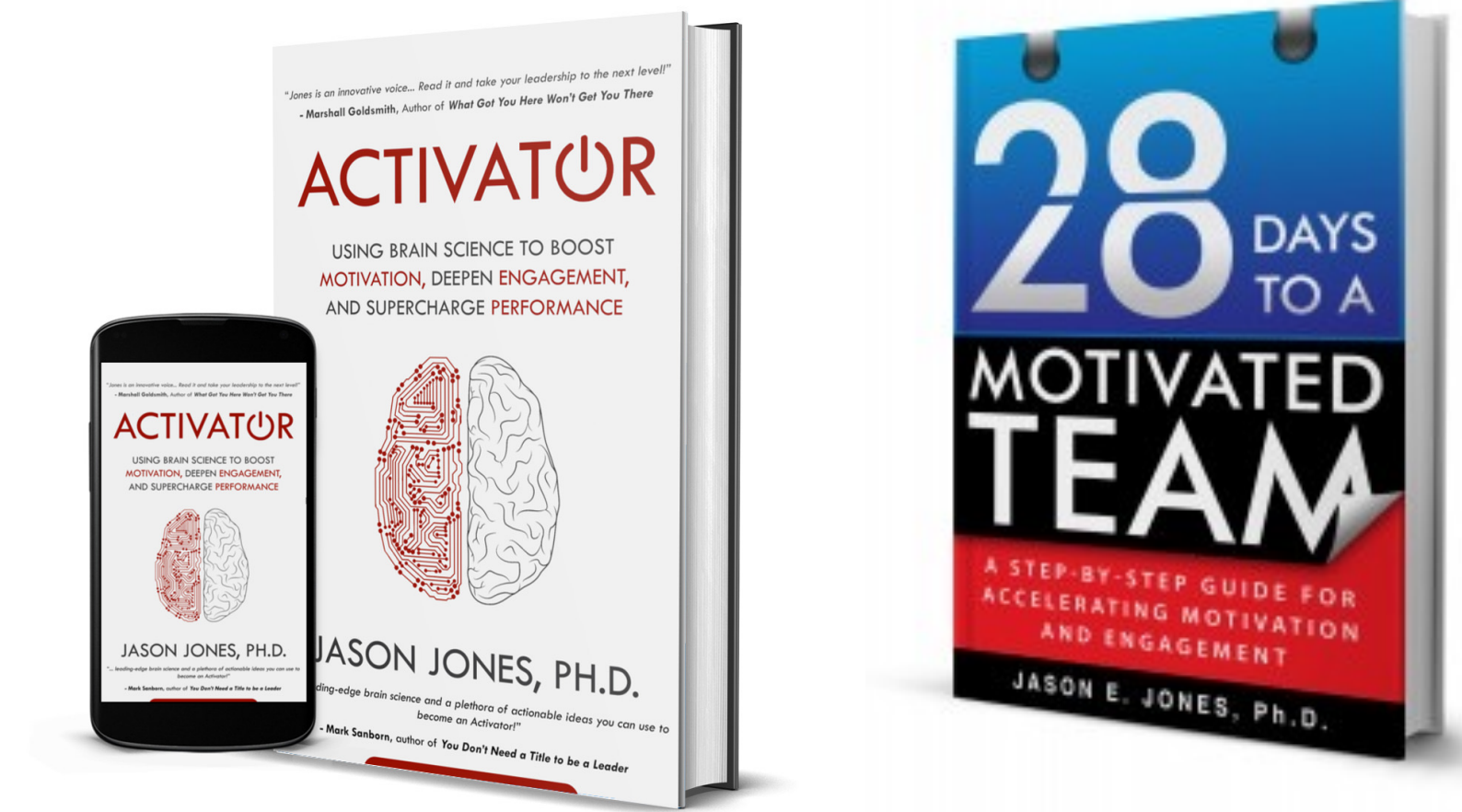
[DrJ@DrJasonJones.com](mailto:DrJ@DrJasonJones.com)



IG: DrJJones



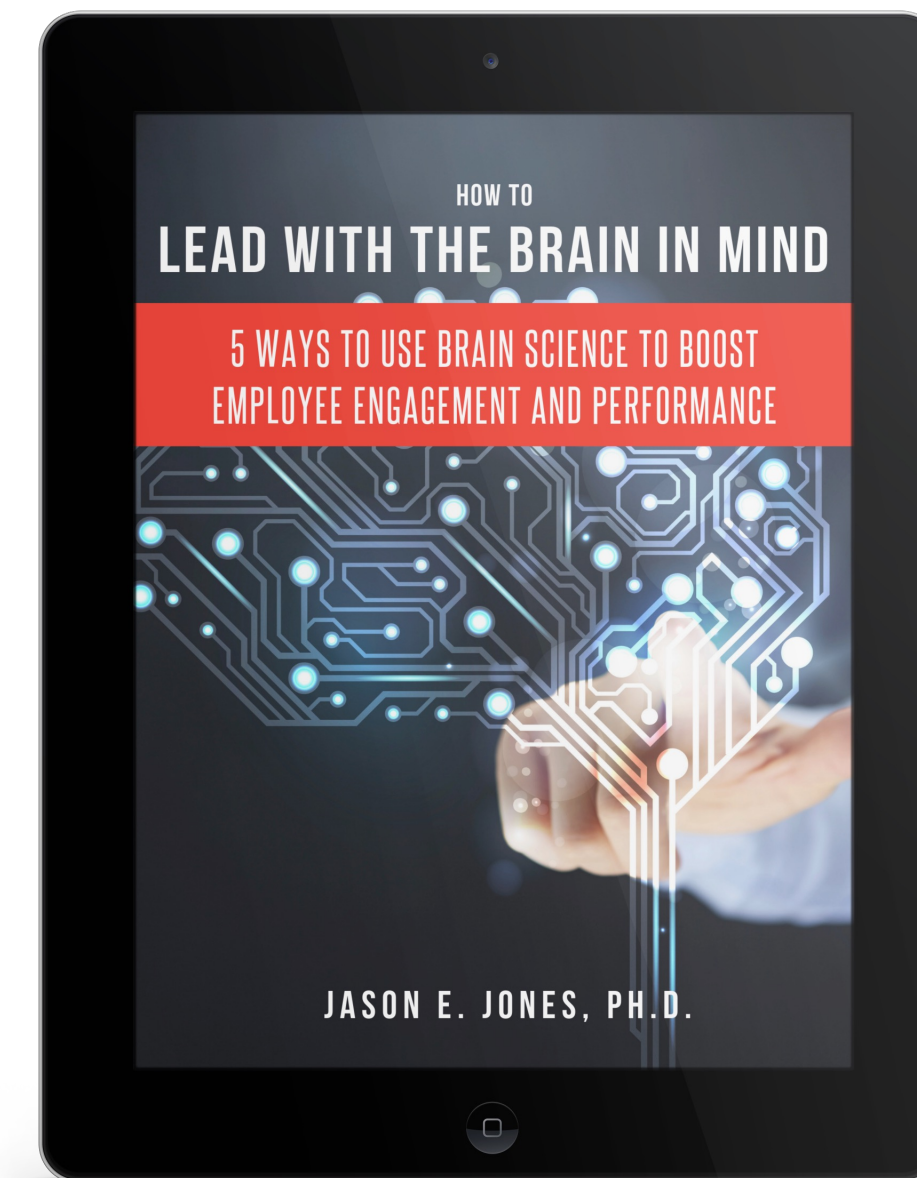
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