



THE NEUROSCIENCE OF LEADERSHIP

Engaging the Head and the Heart of the People You Lead



Presented by Jason Jones, Ph.D.





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

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

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

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

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

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

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

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

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

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

$\text{tg } \alpha = \frac{\sin \alpha}{\cos \alpha}$





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



THERAPY
SPORTS
HEALTH
WORK
SALES
MARKETING
LEADERSHIP

3 NEUROSCIENCE PRINCIPLES TO KNOW



NEUROSCIENCE PRINCIPLE 1

YOUR MIND CONTROLS YOUR BRAIN



YOUR BRAIN IS WIRED TO CONNECT SOCIALLY



NEUROSCIENCE PRINCIPLE 3

YOUR BRAIN CAN BE LIT-UP TO THRIVE





fMRI BRAIN SCAN STUDY

Richards Boyatzis and Anthony Jack
Case Western Reserve University

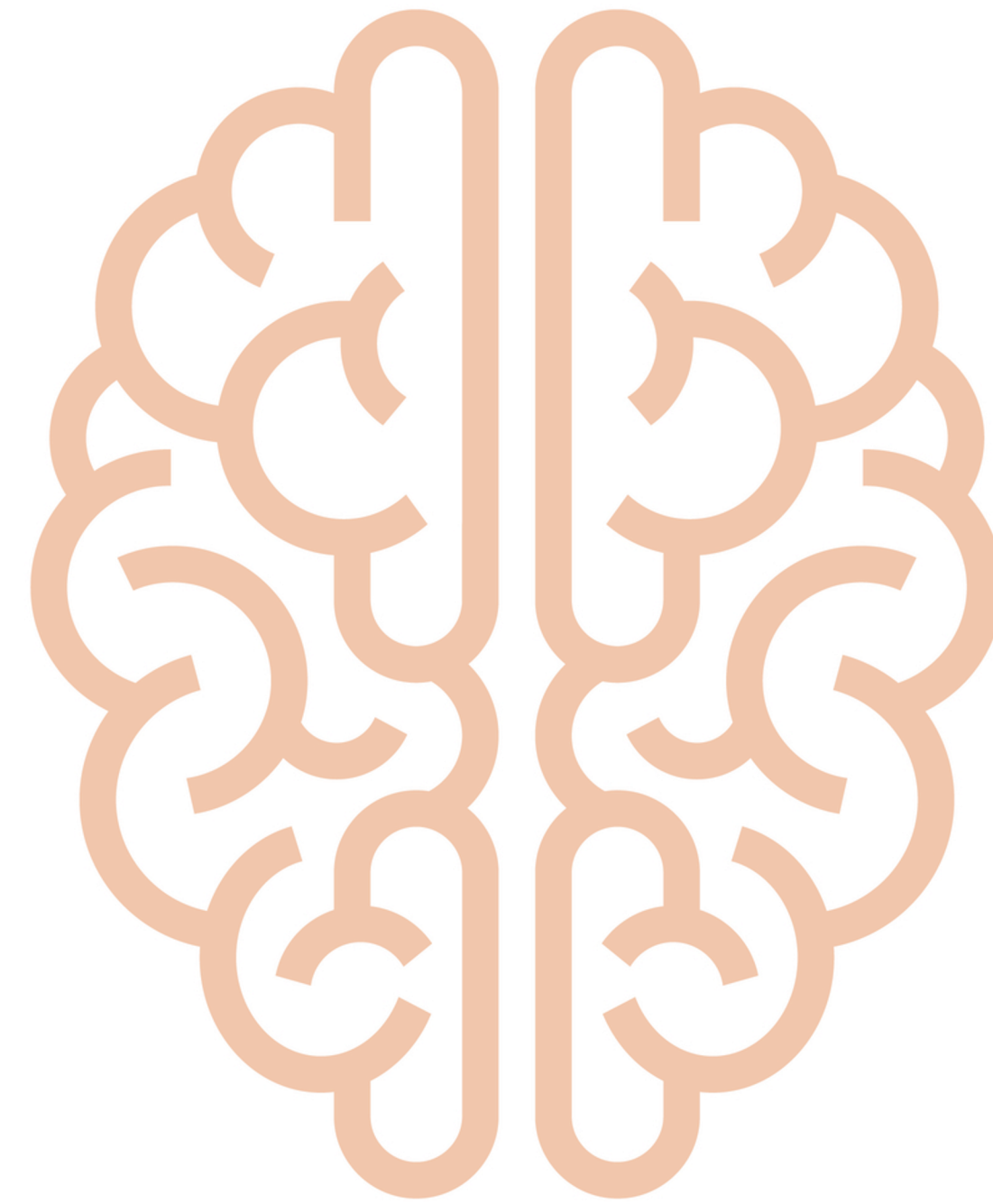
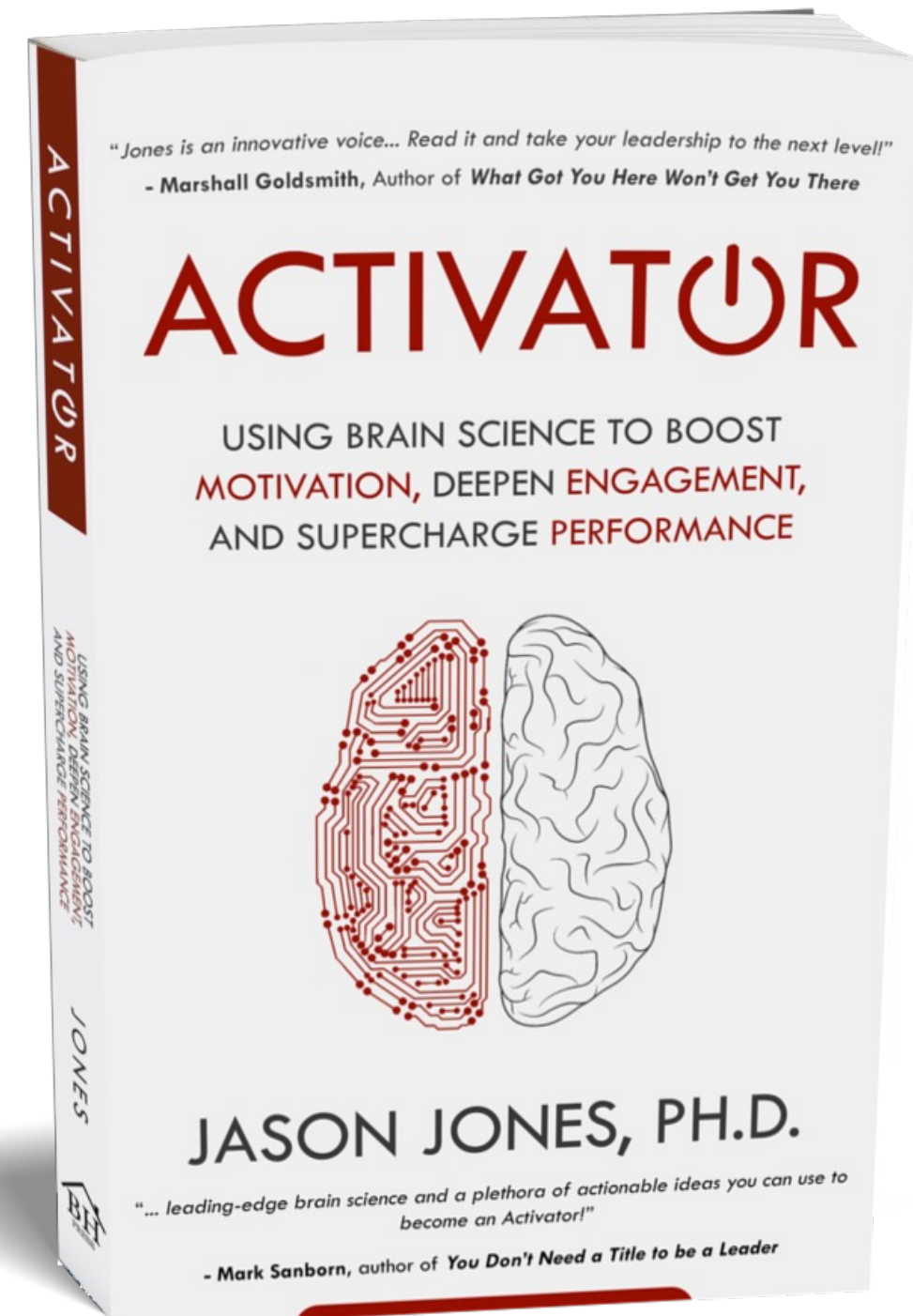
Positive Interactions

14 Regions Activated
0 Deactivated

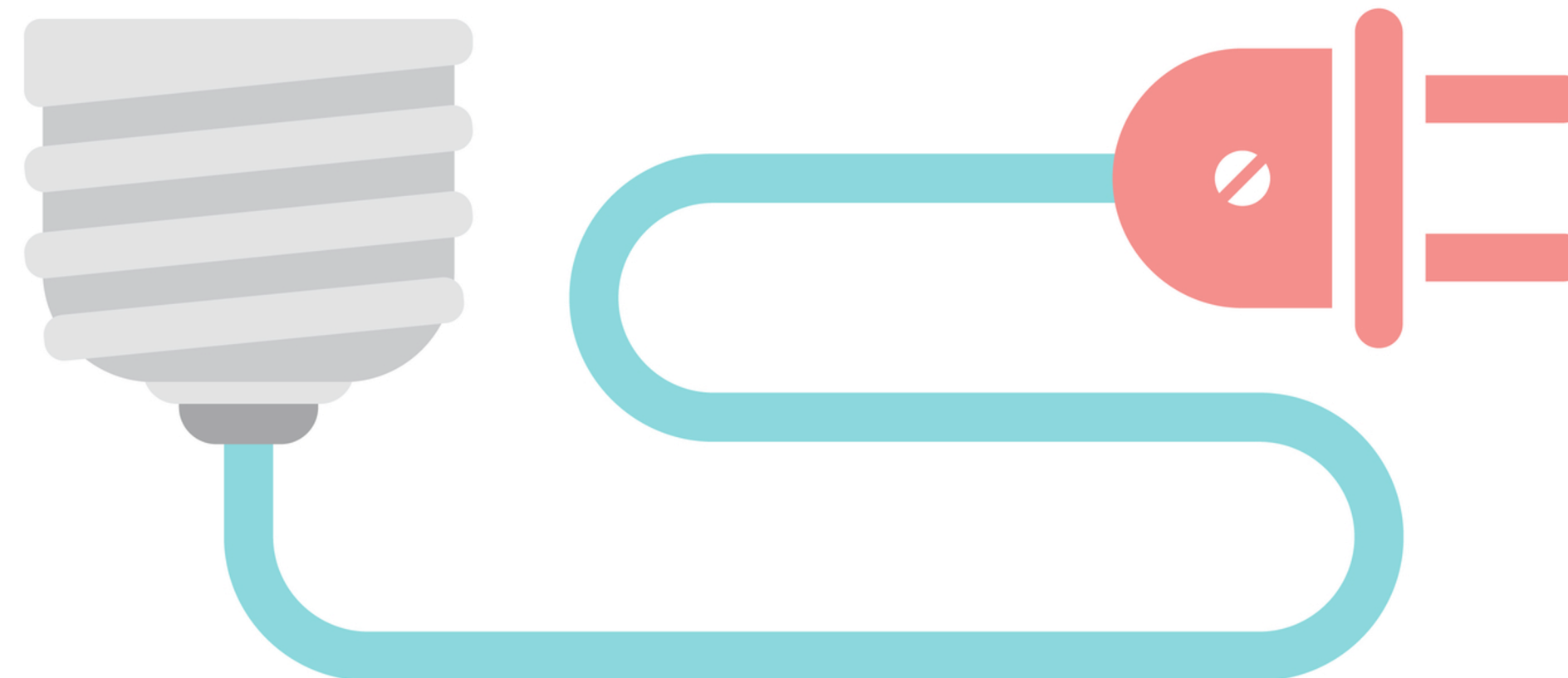
Negative Interactions

6 Regions Activated
11 Deactivated

THE NEW SCIENCE OF PERFORMANCE



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



THE 3 PRACTICES OF ACTIVATORS

CONNECTING

COACHING

CULTURING

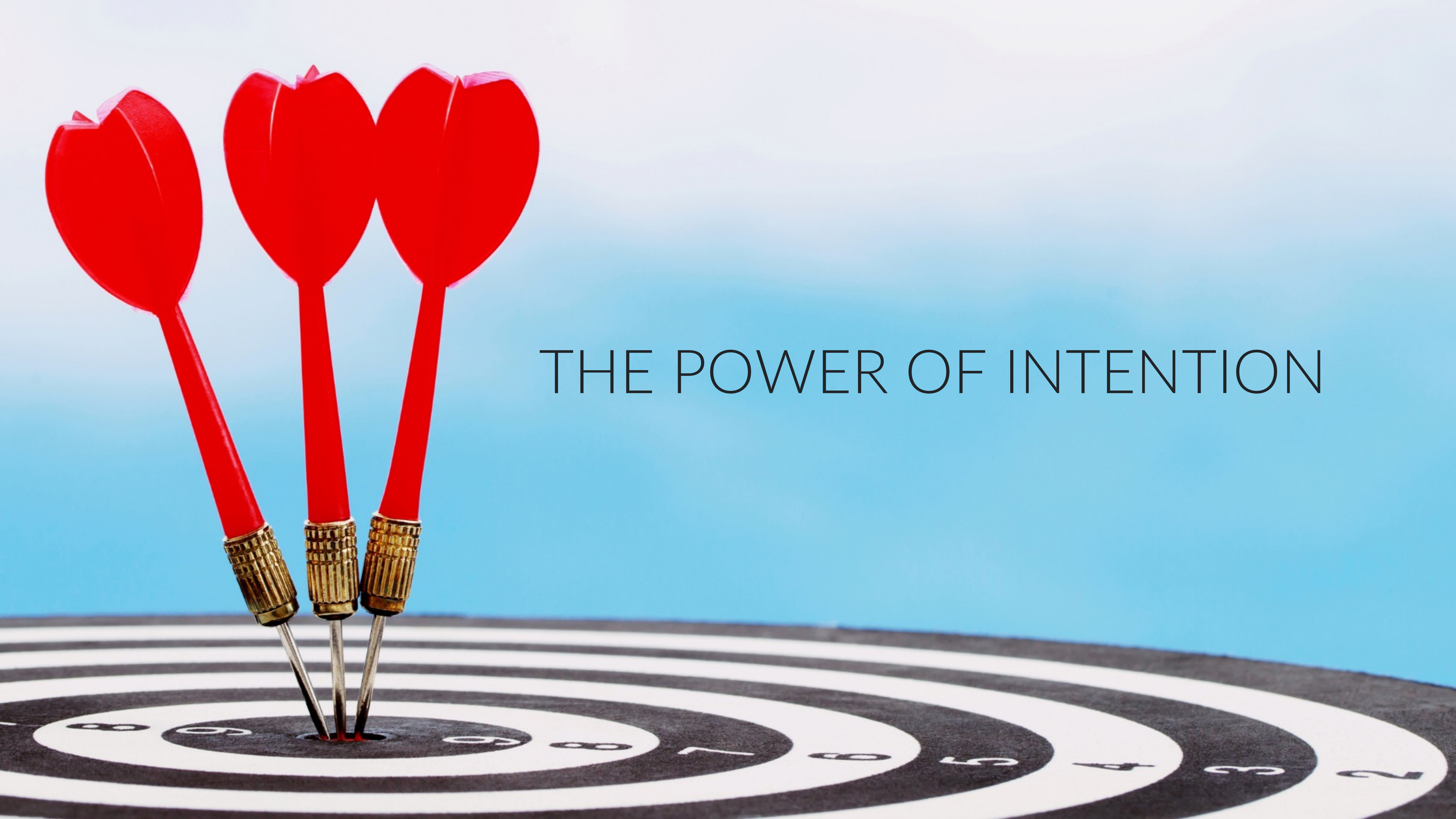
A woman with long brown hair, wearing a grey blazer over a dark top, is smiling warmly at a man whose back is to the camera. They are in an office setting with large windows in the background. A semi-transparent grey box is overlaid on the lower left of the image, containing the text.

CONNECTING

Cultivating trust through relationships



THE SOCIAL BRAIN



THE POWER OF INTENTION



**SAFETY
FIRST**



CARE *(Safety & Support)*

CHARACTER *(Similar Values)*

COMMUNICATION *(Clarity & Consistency)*

URSULA BURNS

"Dreams do come true, but not without the help of others, a good education, a strong work ethic, and the courage to lean in."



WORDS
HAVE
POWER

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 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-colored shirt. The background is a bright office with large windows and a modern lamp.

COACHING

Facilitating Performance with backbone and heart

Think about the best leader you ever had...

What made her/him a
great leader?



Driving results while caring for people.

THERE ARE TWO TYPES OF COACHES

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 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

Ask Questions to fully
engage people into your
ideas and perspective.





CULTURING

Setting and upholding standards of excellence

Culture is a combination of the **CHARACTER**
and **COMPETENCE** of the people.

WILL & SKILL

What do you want your culture to be?





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.

ACTIVATION STRATEGY #5

Be a Pro and Build Pros
Around You.





Amateur

Professional

PROs

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

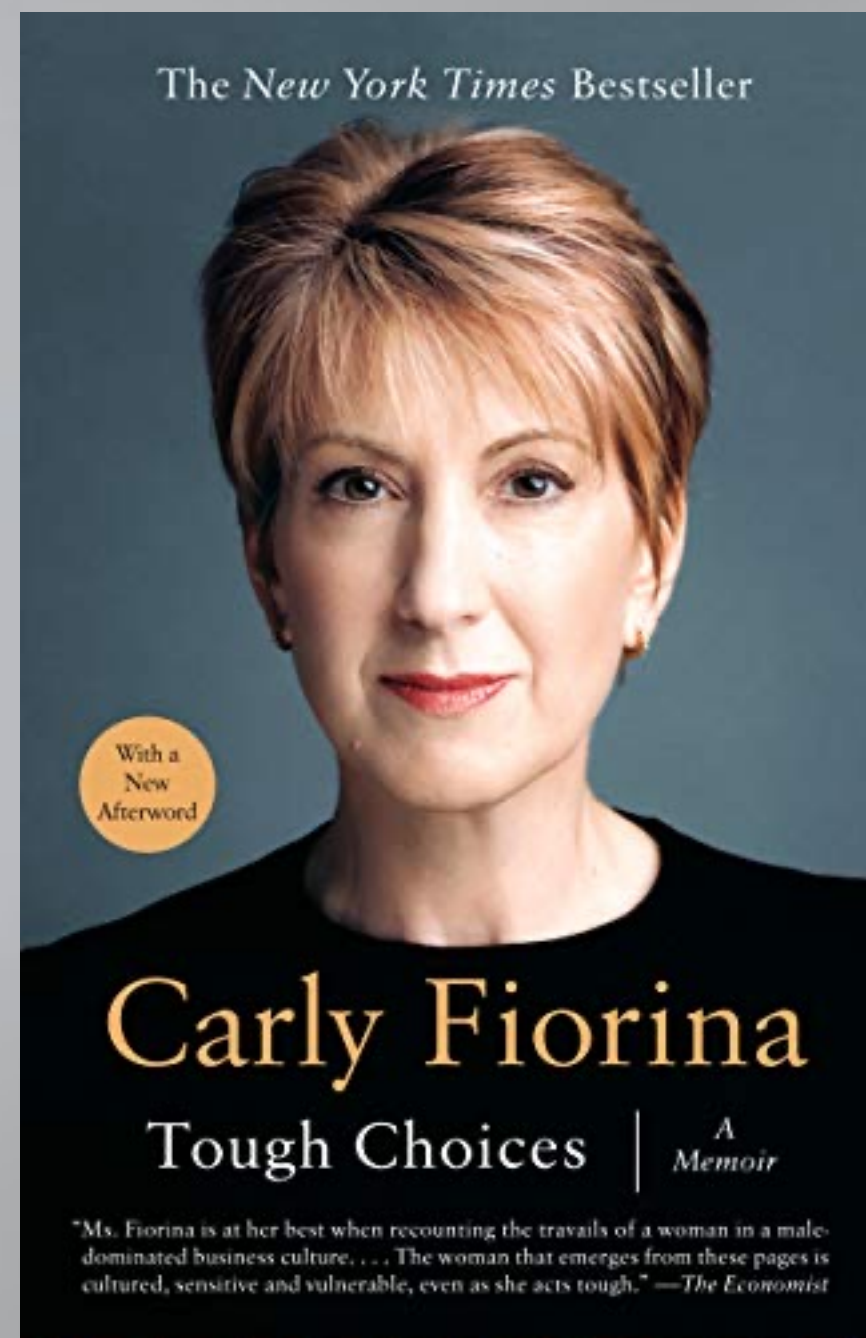
Better Together

AMATEURS

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

Entitlement

CARLY FIORINA



ACTIVATION STRATEGY #6

Find and Tell the Stories.



USE STORIES TO
ENGAGE THE BRAIN





STORIES LIFT OUR IMAGINATION AND OUR
SENSE OF POSSIBILITY

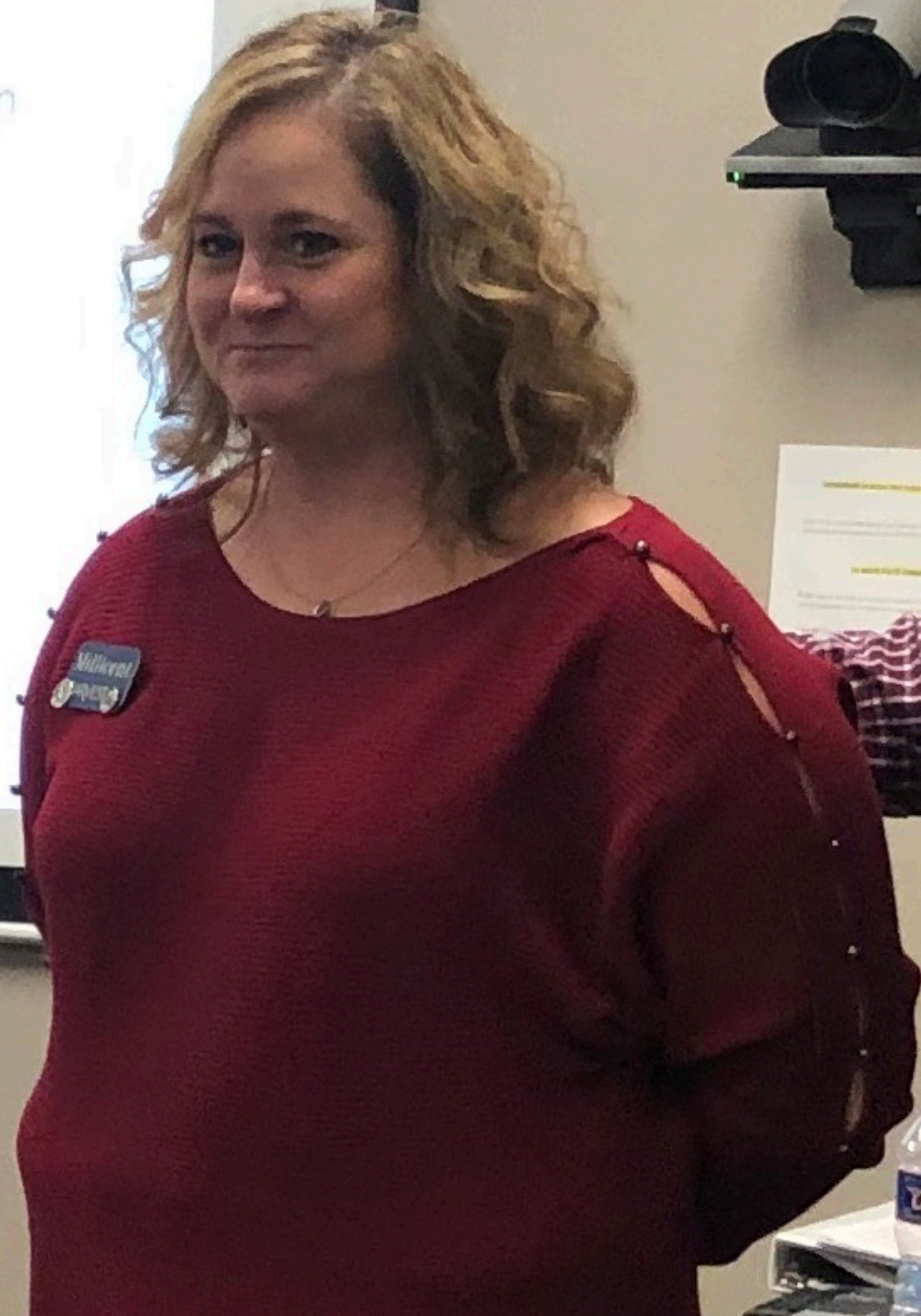
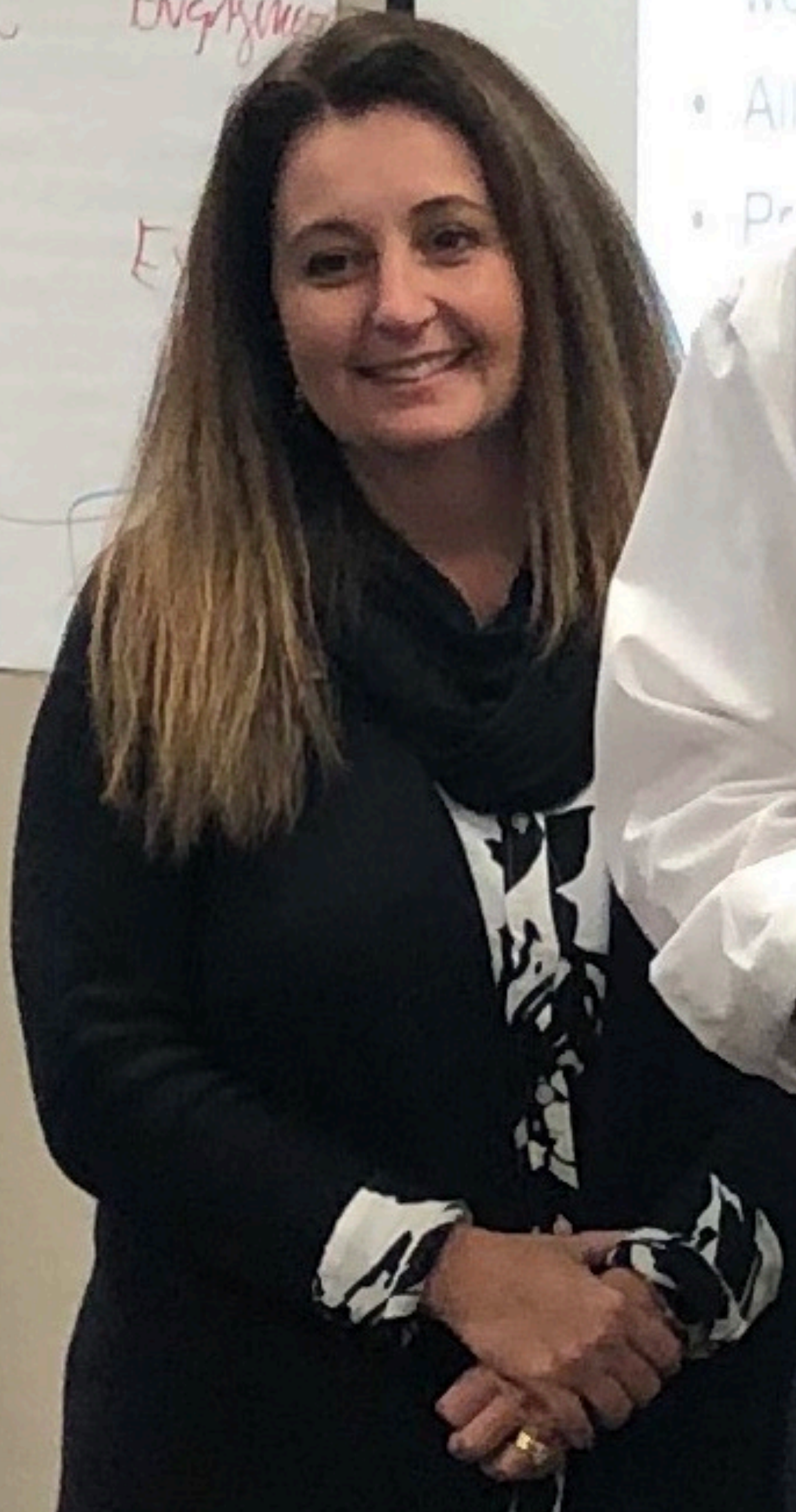


WILLING WANTING
MOTIVATION ENGAGEMENT
INT. EX.
16 Factors
Intrinsic Values

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!!



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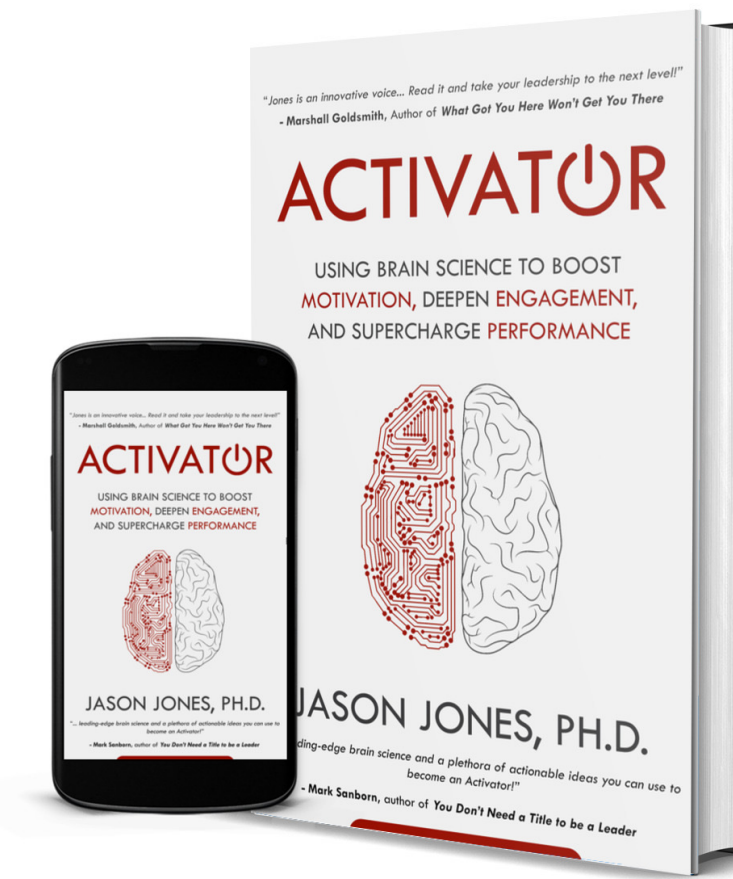
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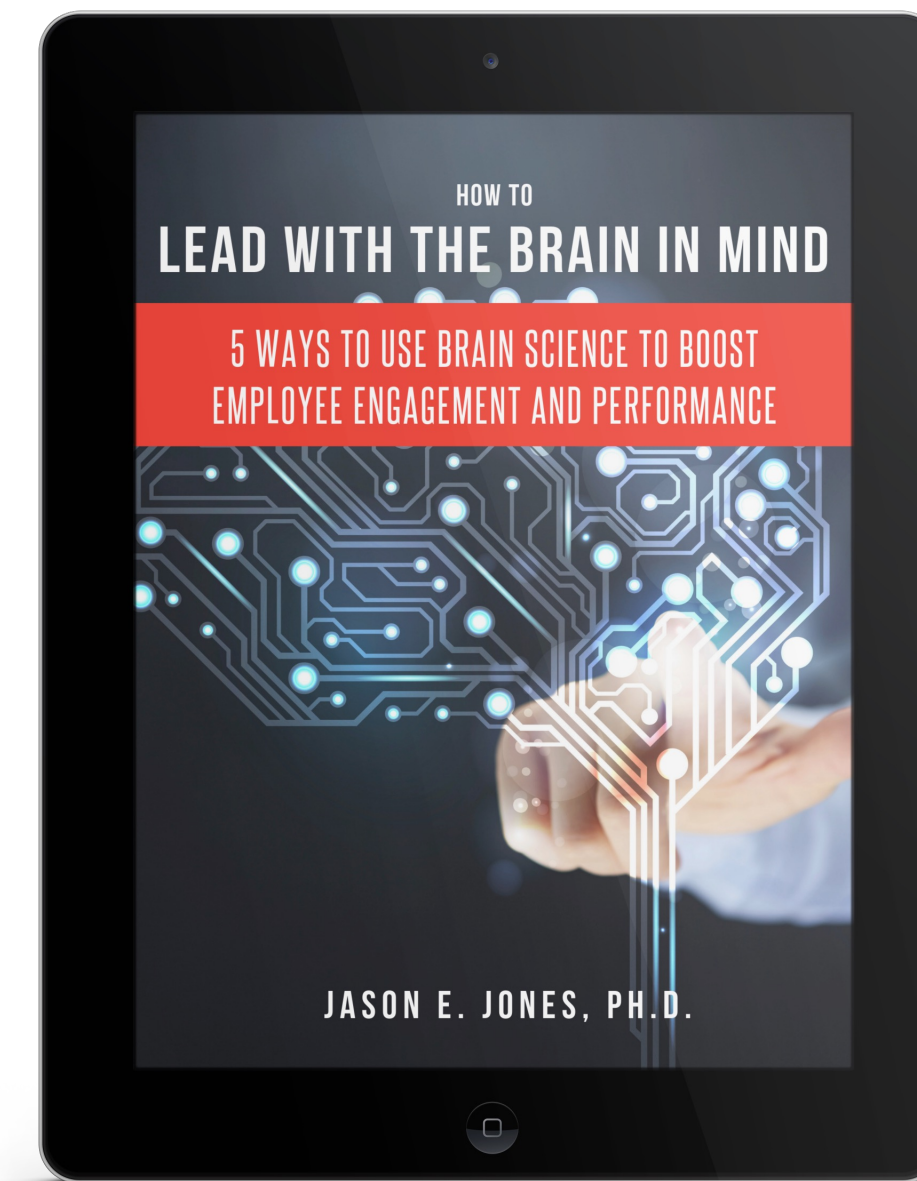
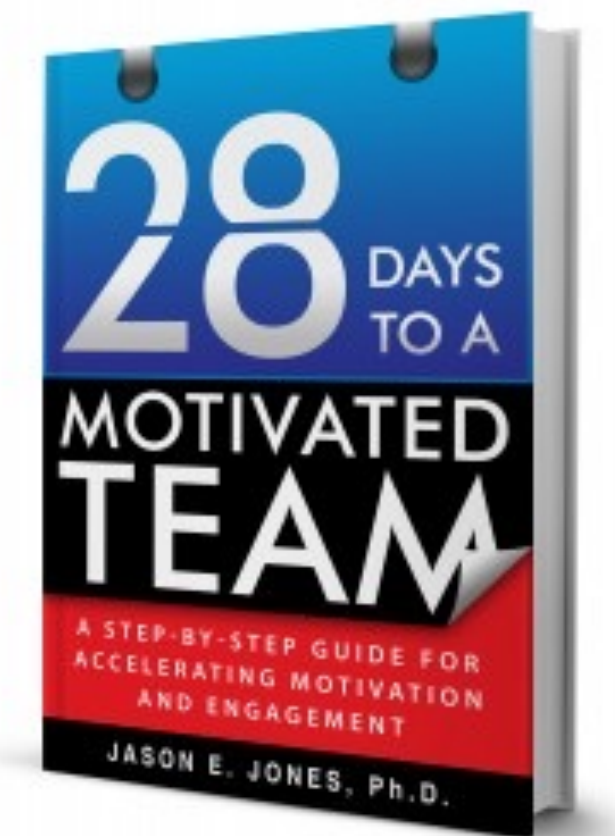
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BARNES & NOBLE



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