



THE FUTURE OF LEADERSHIP & PERFORMANCE

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

Presented by Jason Jones, Ph.D.





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

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

Im 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

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

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

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

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

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





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



**THERAPY
SPORTS
HEALTH
WORK
SALES
MARKETING
INNOVATION
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

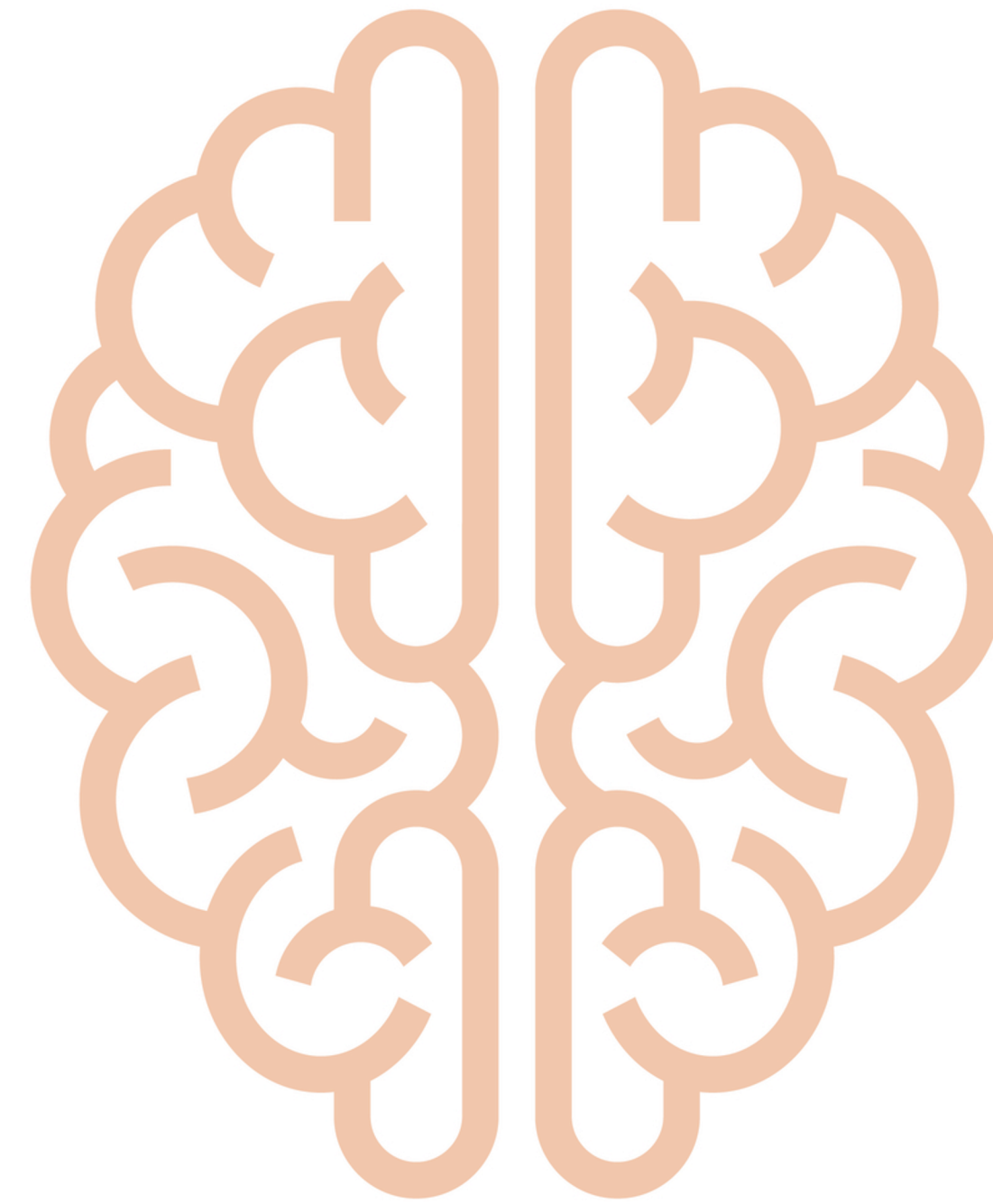
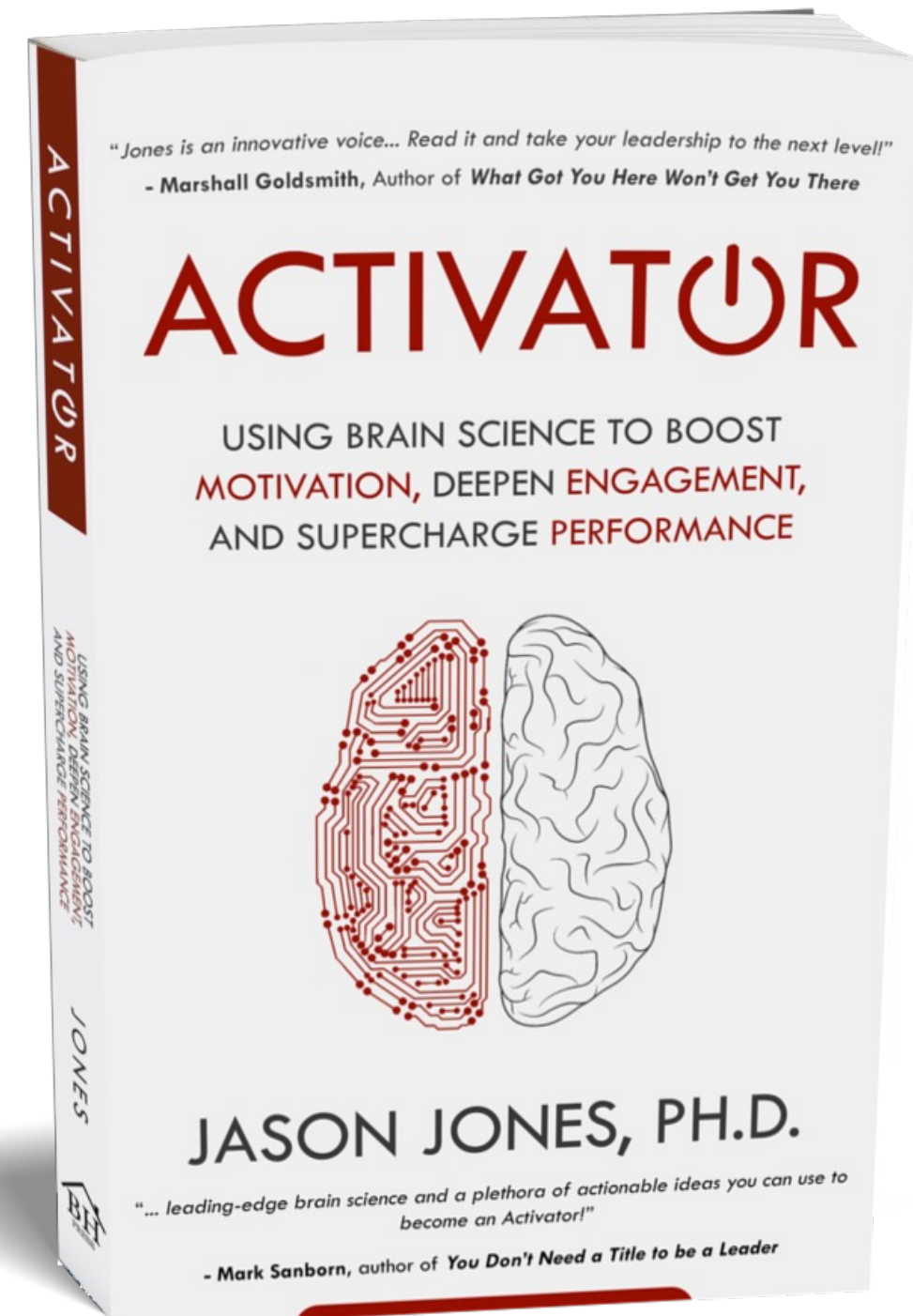
Positive Interactions

14 Regions Activated
0 Deactivated

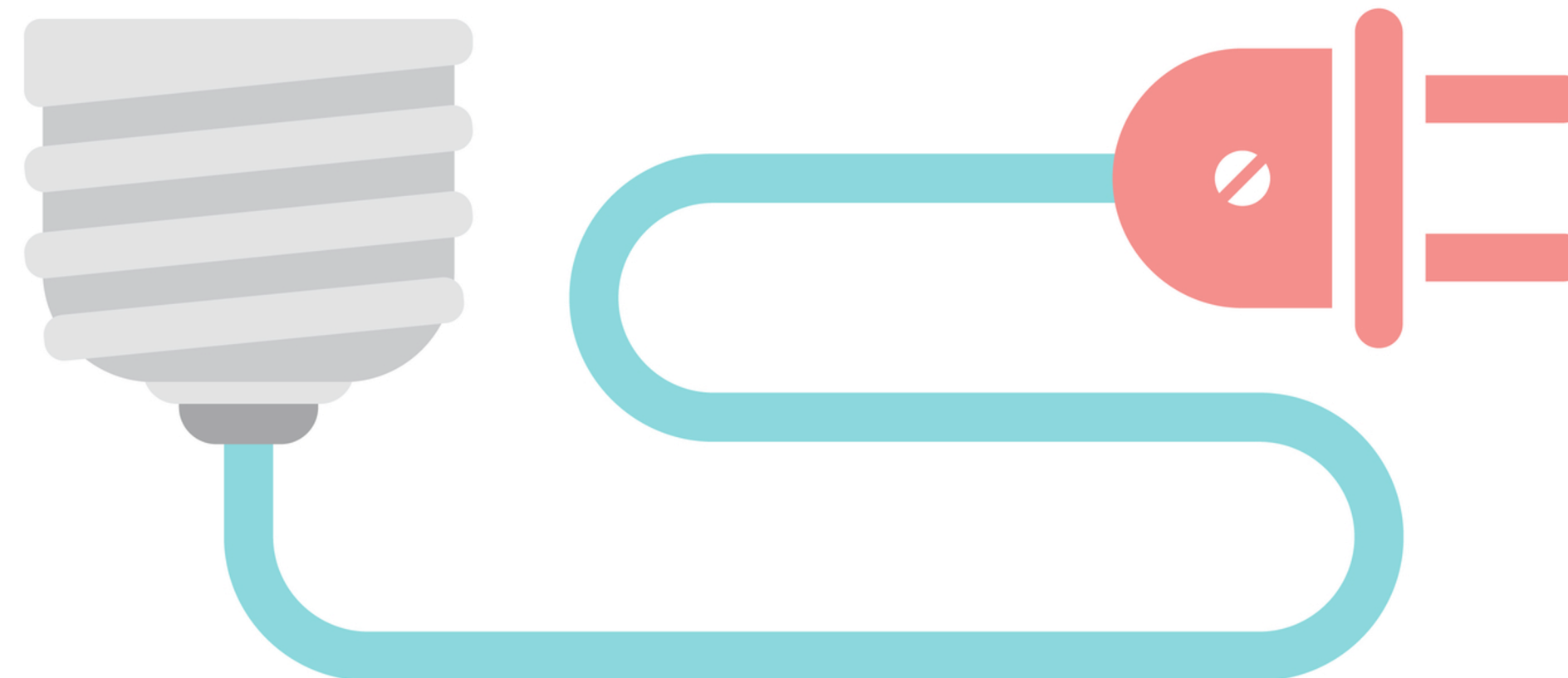
Negative Interactions

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

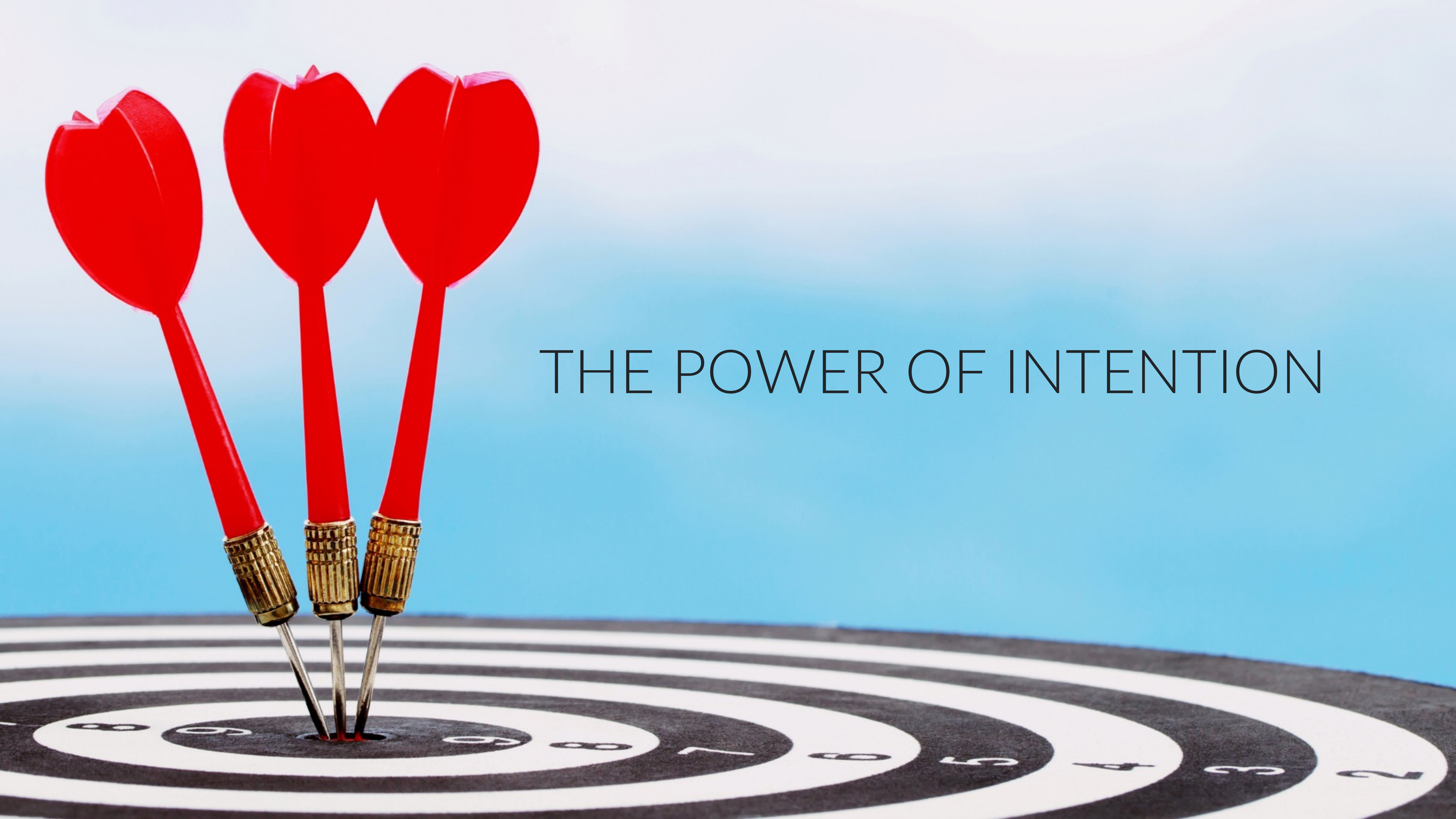
Cultivating trust through relationships

**THE BIGGEST DETERENT TO
EFFECTIVE LEADERSHIP**

EGO



THE SOCIAL BRAIN



THE POWER OF INTENTION

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)

DETERMINE YOUR INTENTION

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

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



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



CARE *(Safety & Support)*

CHARACTER *(Similar Values)*

COMMUNICATION *(Clarity & Consistency)*

WORDS
HAVE
POWER

ACTIVATION WORDS

Cooperation

Collaborate

Excited

Launch

Endurance

Strength

Courage

Brave

Hero

Discover

Flexible

Enterprising

Dynamic

Impact

Insight

Progress

Achievement

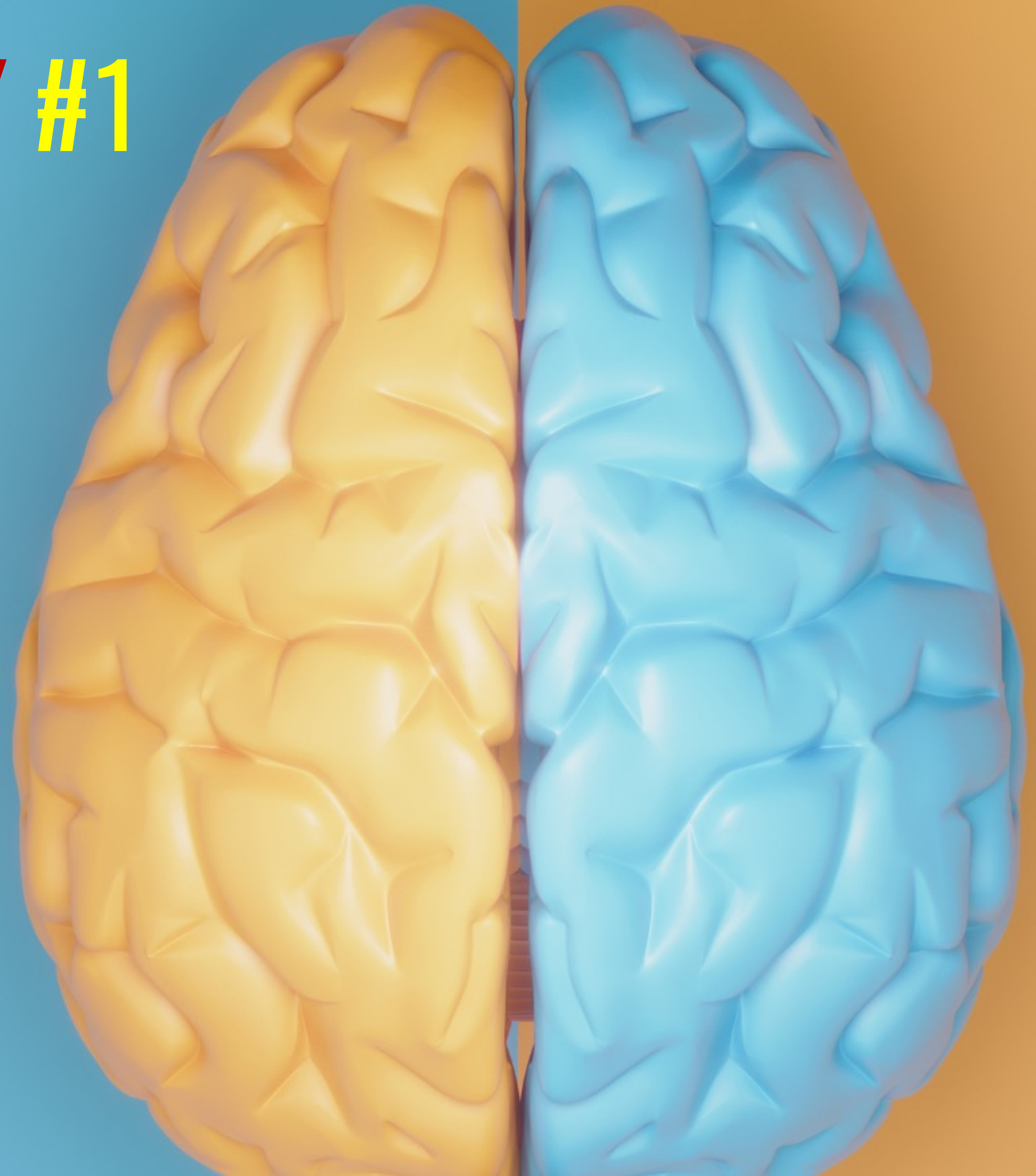


John Bargh, Mark Chen, and Lara Burrows, Journal of Personality and Social Psychology, 1996.

ACTIVATION STRATEGY #1

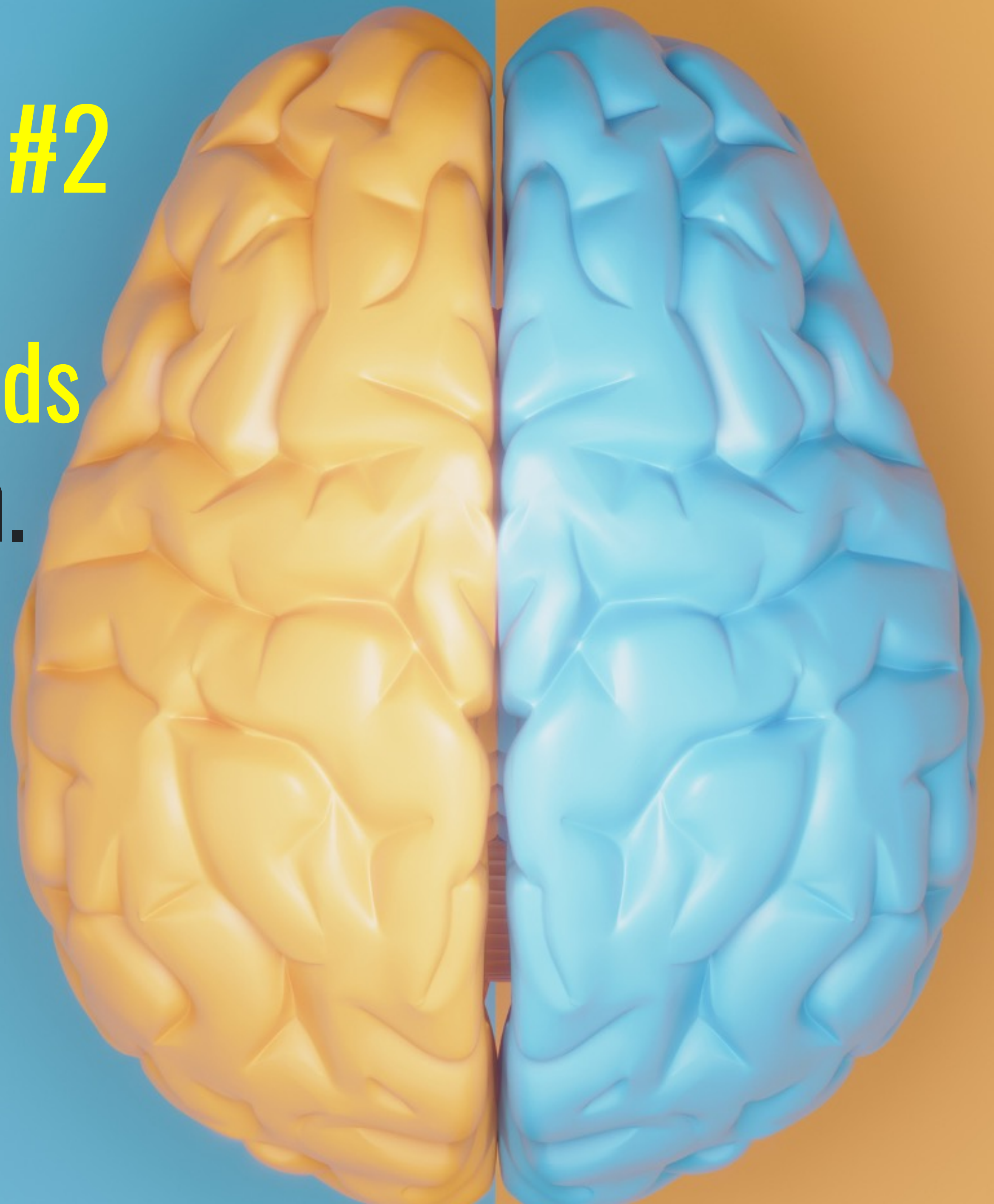
Set Your **Intention**

(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 bright office. The man is smiling and looking at the woman, who is also smiling and 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 a large window 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?

A chalkboard drawing illustrating coaching. On the left is a rocket with a person climbing it. In the center is a glowing yellow lightbulb. On the right is a target with an arrow hitting the bullseye. A large arrow points from the lightbulb towards the target, with the word 'COACHING' written along its path. The background features a simple mountain range.

Coaching is a method of leadership and collaboration.



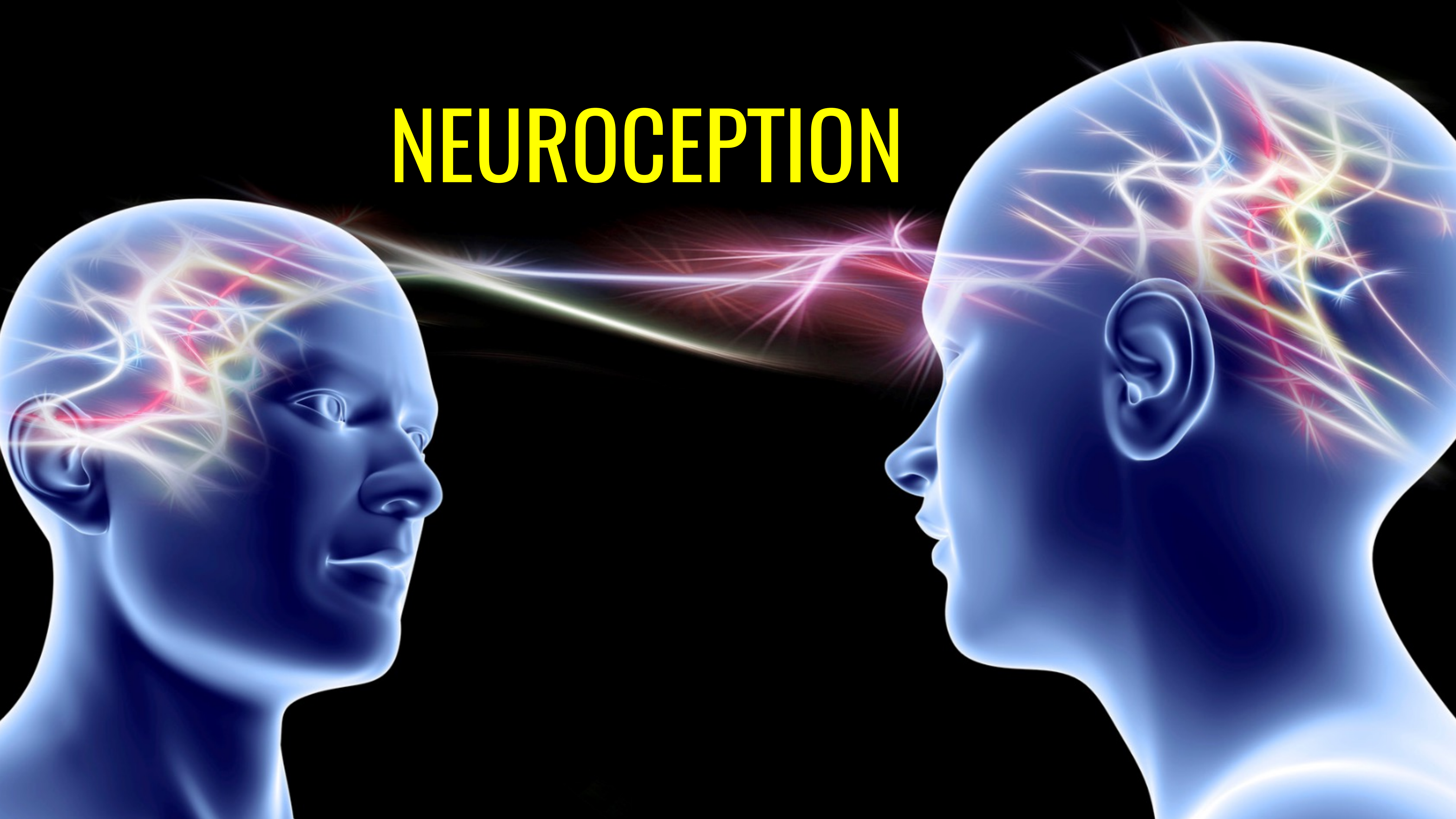
Driving results while caring for people.



THERE ARE TWO TYPES OF COACHES

THREAT OR **THRIVE**

NEUROCEPTION



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)



Dopamine

Oxytocin

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



Cortisol

Adrenaline

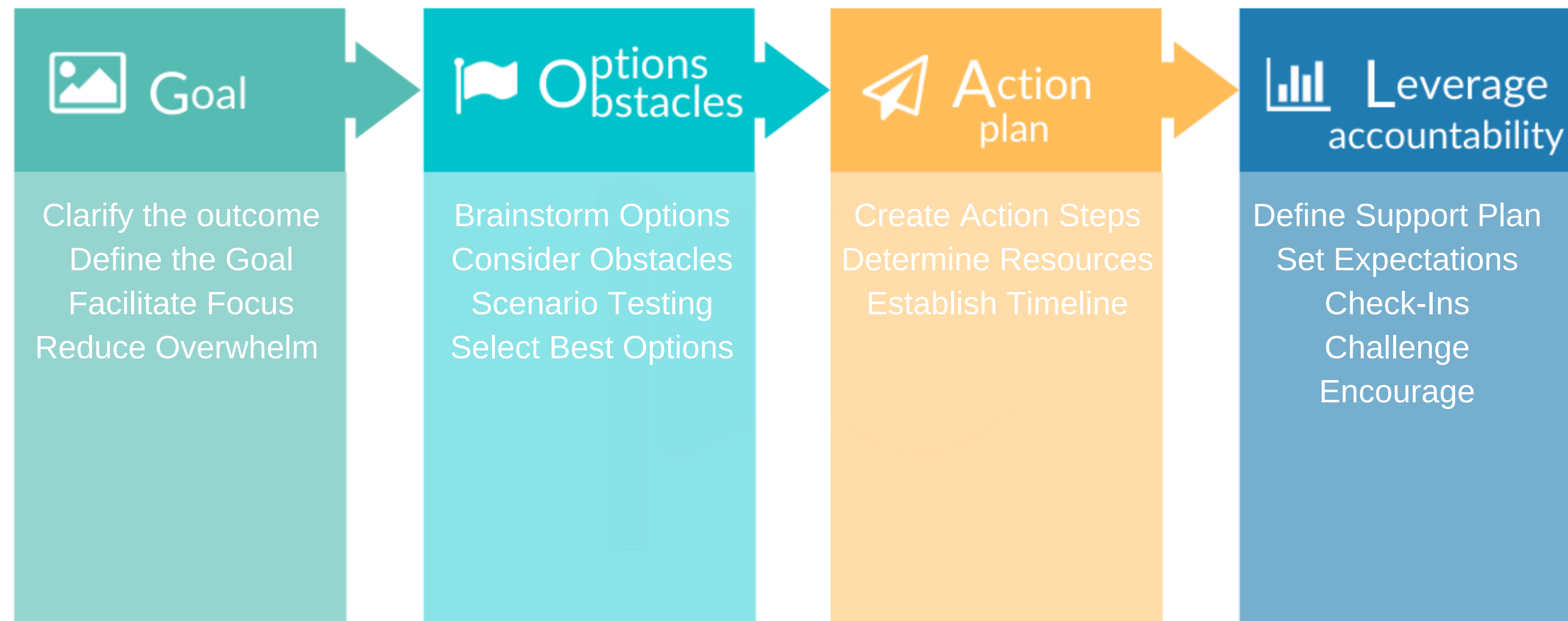
Fear, anger, loss, hopeless, negative, embarrassed, apprehensive, out of control, confused, disoriented.



DO PEOPLE WANT TO GIVE THEIR
BEST FOR YOU?

GOAL MODEL FOR COACHING

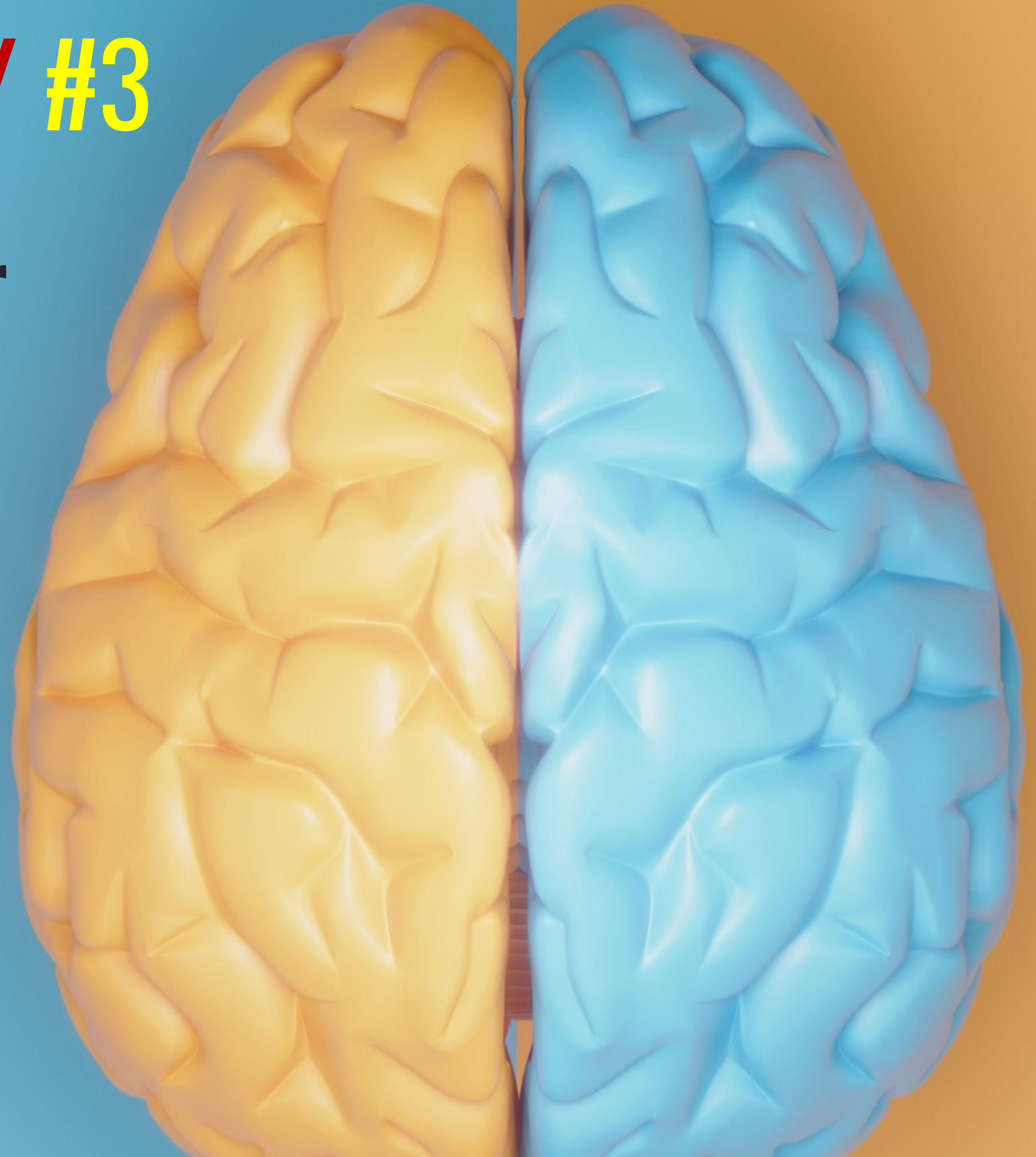
The **GOAL Model** is a process for leading a coaching conversation. It ensures that you address the important elements that supports a person's clarity and action, while helping them feel a sense of autonomy and self-direction.



ACTIVATION STRATEGY #3

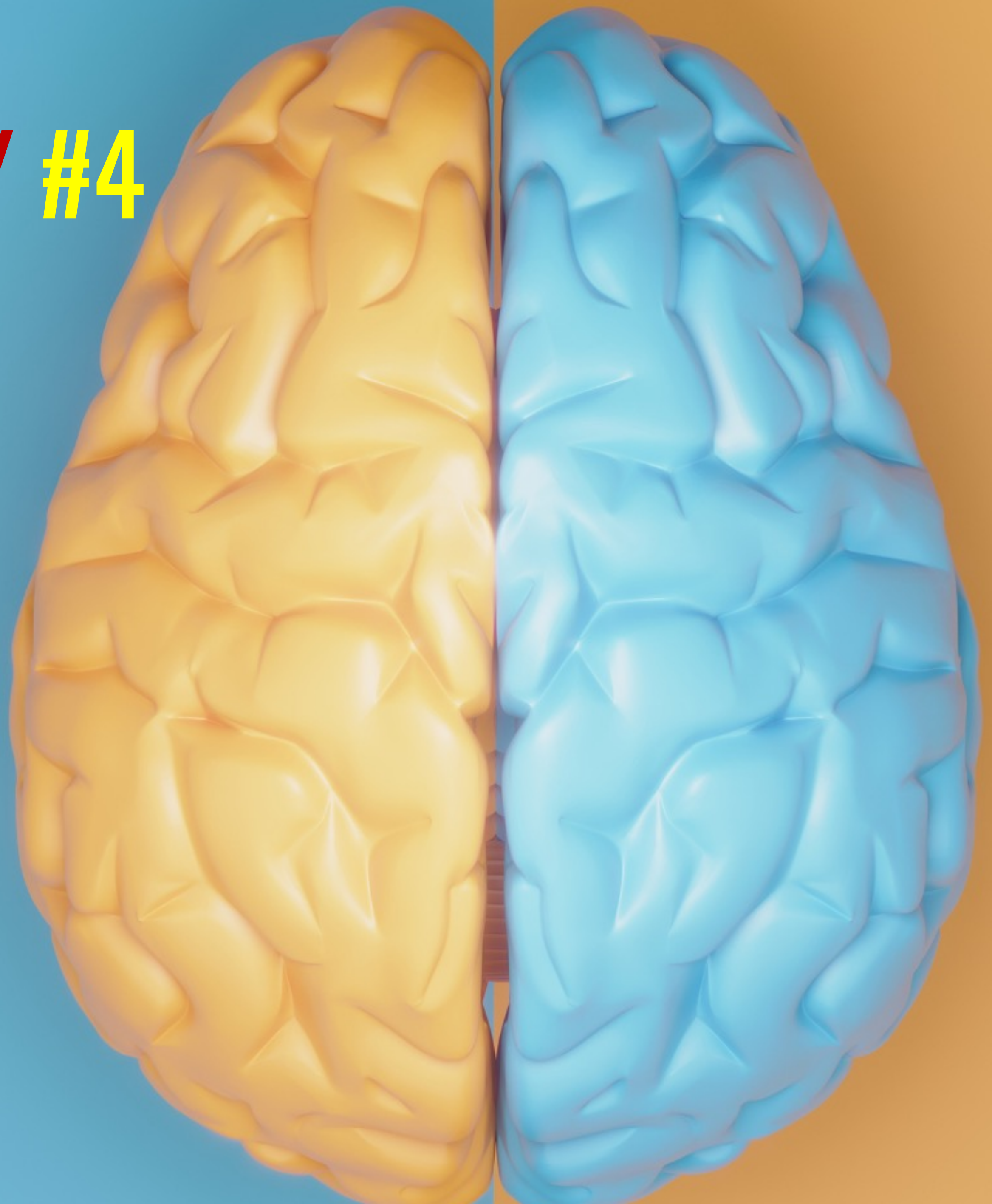
Recognize a person for
who they are, not just
for what they
accomplished.

(Highlight the How)



ACTIVATION STRATEGY #4

Keep the edge by
providing positive and
constructive feedback.



SELF-PACED ONLINE TRAINING COURSE

ACTIVATOR

LEADERSHIP METHOD

eCourse Includes:

- 37 Video Micro-Lessons
- Anytime Access
- Self-Paced
- Workbook
- Motives & Values Assessment
- Checklists
- 76 Brain Activation Tactics
- Planning Worksheets
- Certificate of Completion



ActivatorEcourse.com



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?





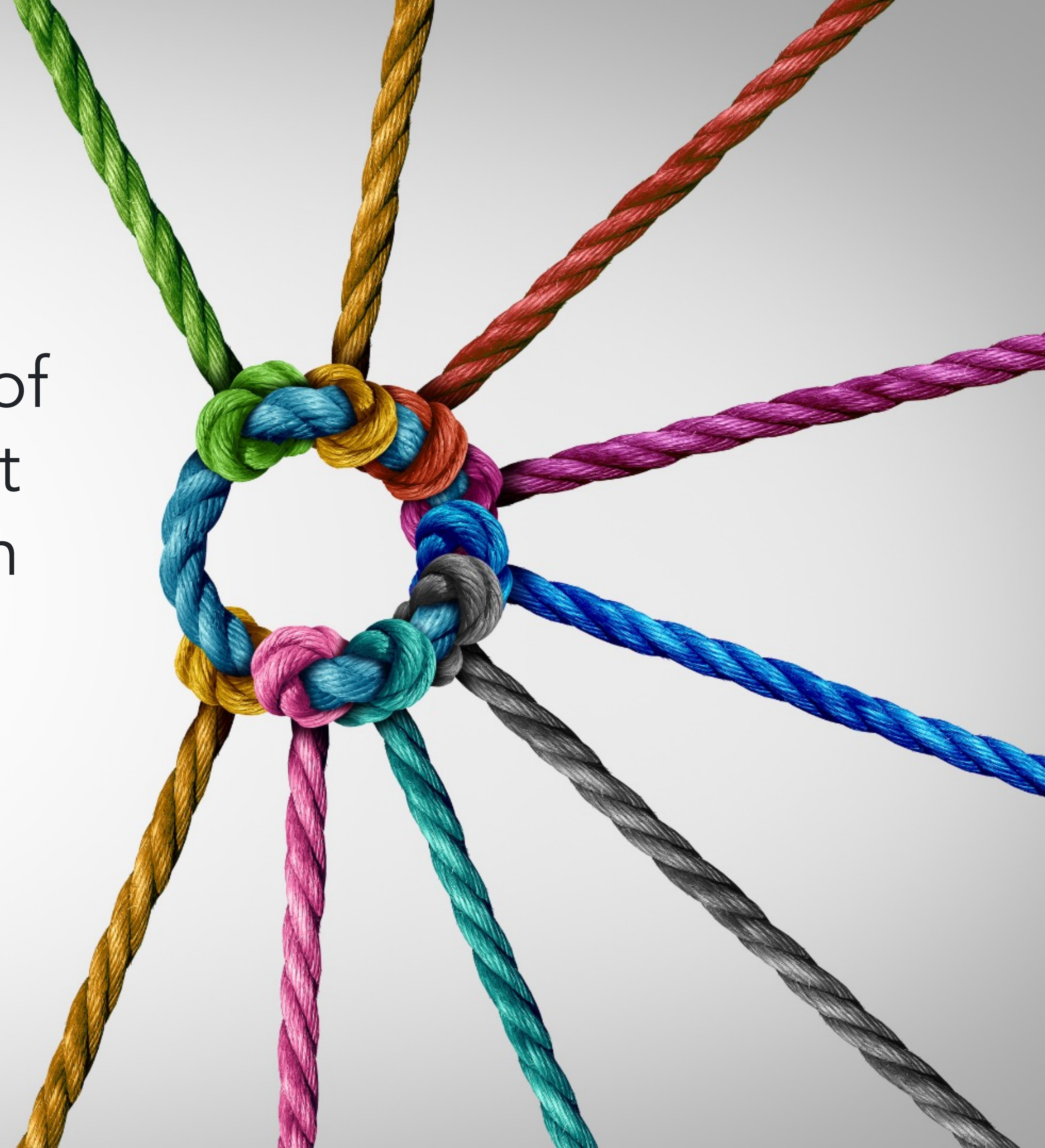
Google



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 **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.

THE BIGGER PIE MINDSET



THE BIGGER PIE MINDSET



ACTIVATION STRATEGY #5

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



Mathias Schlitte



Mathias “HellBoy” Schlitte



ACTIVATION STRATEGY #6

Build an **All-Pro** Team





Amateur

Professional

PROs

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

Better Together

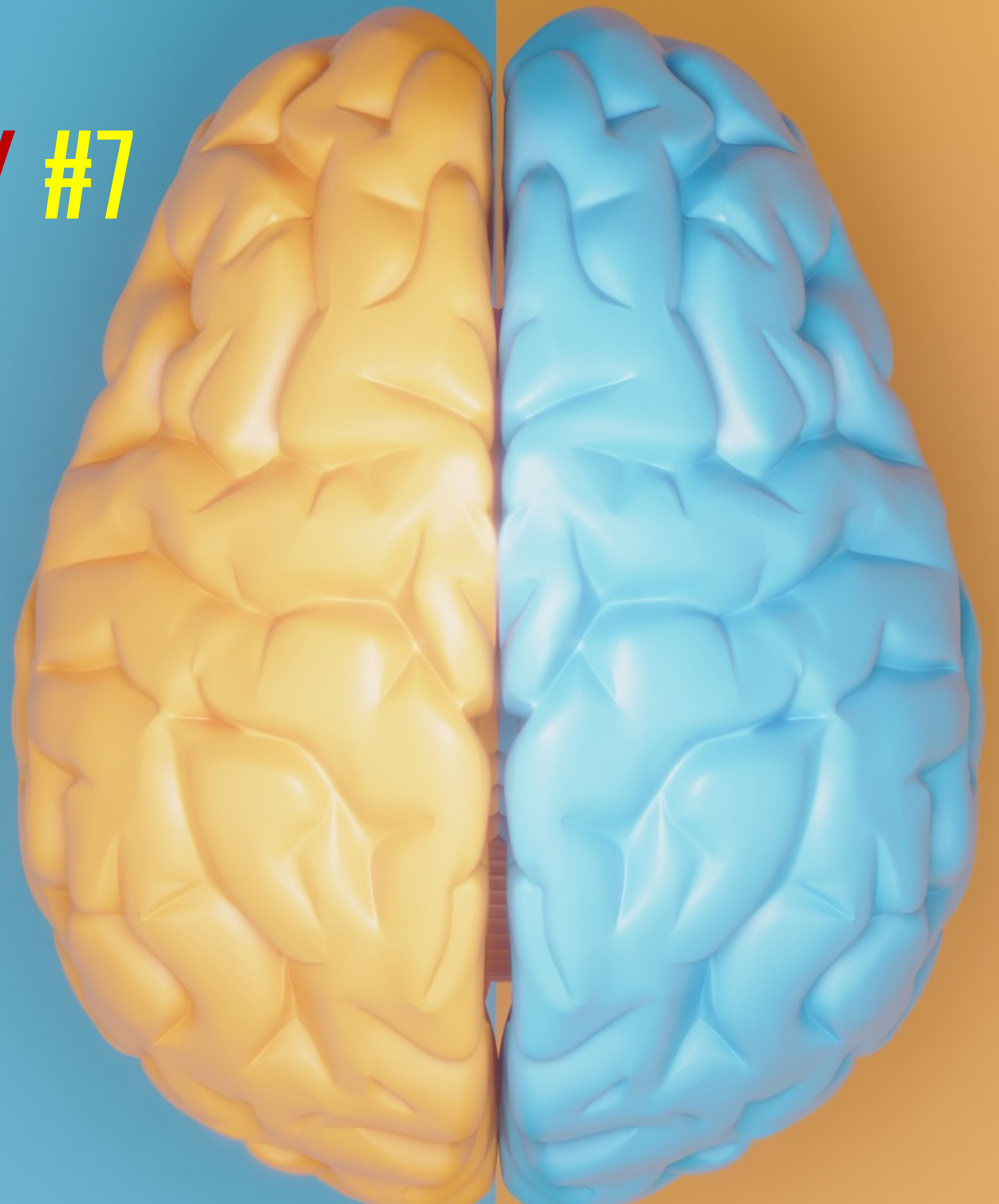
AMATEURS

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

Entitlement

ACTIVATION STRATEGY #7

Tell the **Stories.**



USE STORIES TO
ENGAGE THE BRAIN





STORIES LIFT OUR IMAGINATION AND OUR
SENSE OF POSSIBILITY

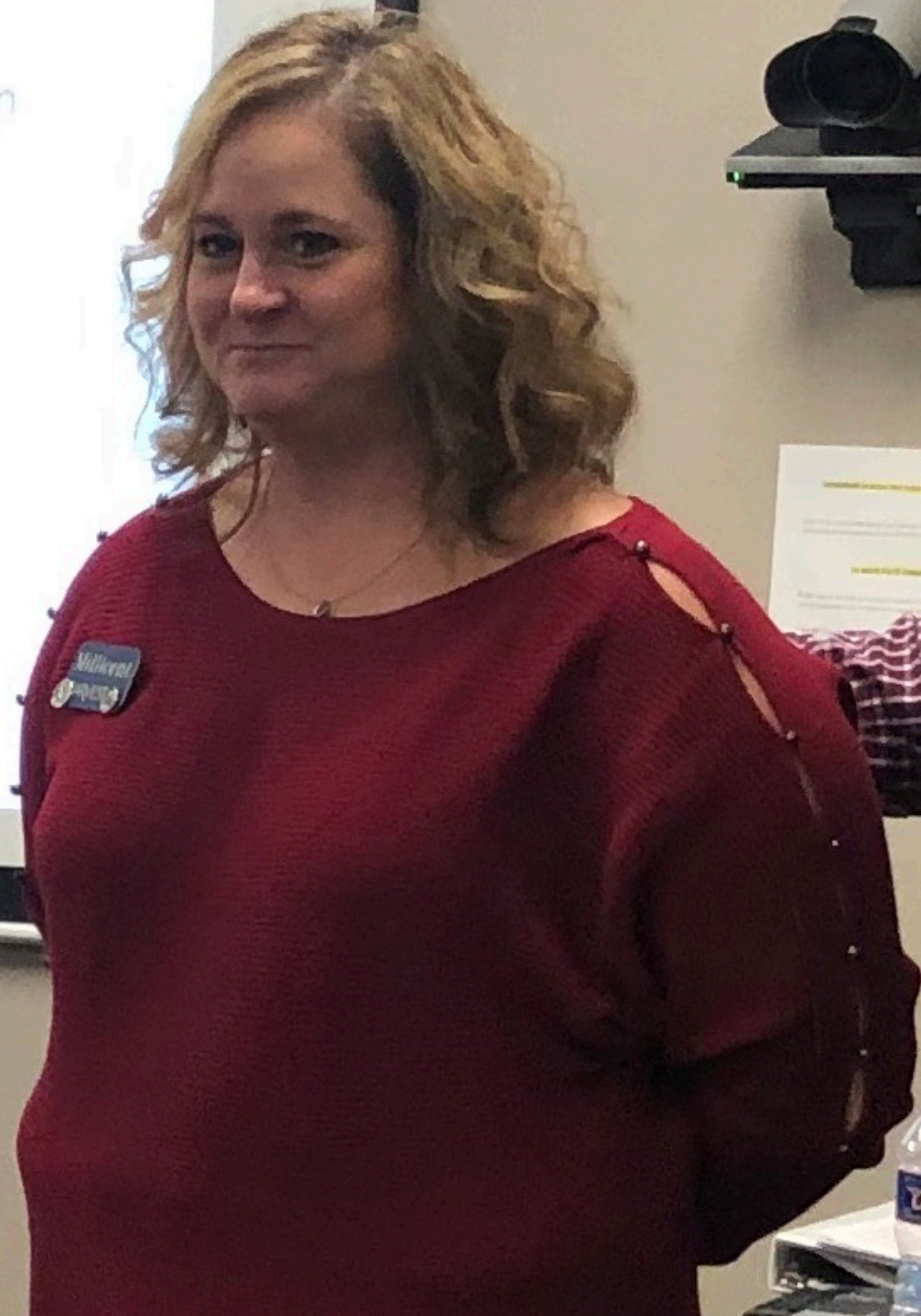
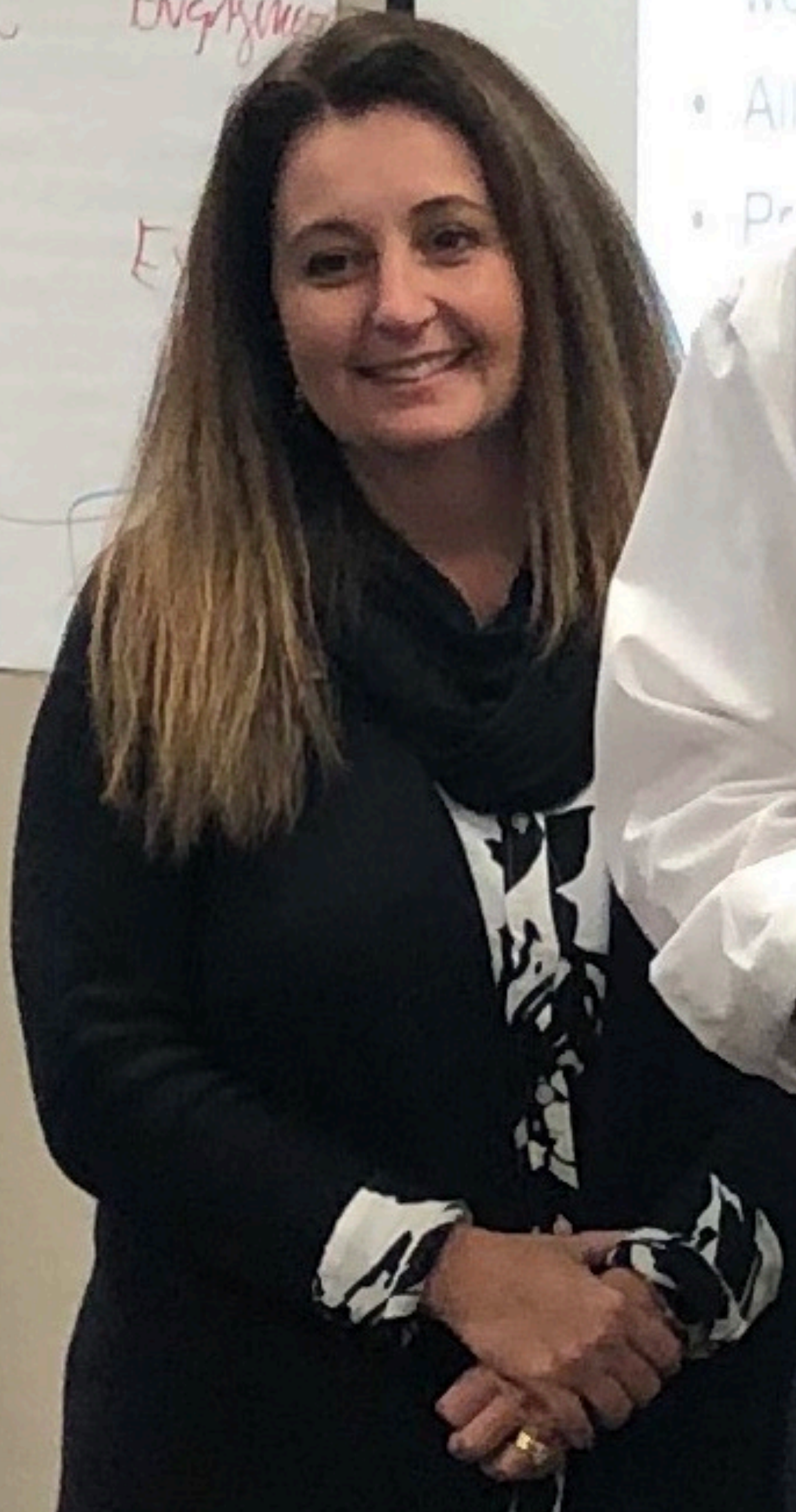


WILLING WANTING
MOTIVATION ENGAGEMENT
INT. EX.
16 Factors
Intrinsic Values

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



**WIRING OPTIMAL
LEADERSHIP
INTO
EVERYDAY BEHAVIOR**

Ultra-High Performing Culture Success Formula



WORDS
HAVE
POWER

ACTIVATION WORDS

Cooperation

Collaborate

Excited

Launch

Endurance

Strength

Courage

Brave

Hero

Discover

Flexible

Enterprising

Dynamic

Impact

Insight

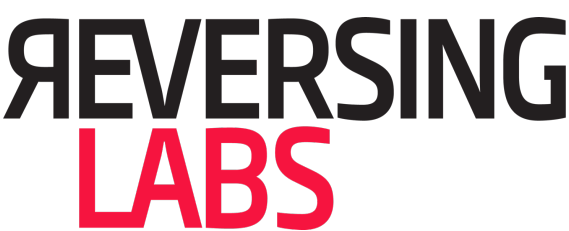
Progress

Achievement



John Bargh, Mark Chen, and Lara Burrows, Journal of Personality and Social Psychology, 1996.

EXAMPLE WORD REPOSITORY



Bonus Activation Words

Security	Foresight
Trust	Sophistication
Reliability	Prosperity
Freedom	Protection
Diversify	Confidence
Wealth	Entrust
Leverage	Guide
Hedge	Opportunity
Stability	
Growth	

WHAT WORDS CAN YOU USE?

Security	Solution	Safe
Trust	Innovate	Protect
Clarity	Insight	Stable
Value	Confidence	Maximize
Reliable	Entrust	Powerful
Efficiency	Dependable	Determined
Intelligence	Stable	Dynamic

ACTIVATION WORDS

Cooperate	Awaken	Gracious	Accomplish
Collaborate	Invigorate	Courteous	Meaning
Teamwork	Launch	Disciplined	Fulfillment
Trust	Unleash	Courageous	Overcome
Idea	Ambition	Awesome	Prevail
Spark	Stamina	Triumphant	Enterprising
Insight	Vitality	Flexible	Attractive
Passion	Win	Adaptable	Vital
Achieve	Discover	Determined	Dynamic
Share	Compassion	Grow	Fearless
Fun	Alert	Develop	Passionate
Enjoyment	Endurance	Freedom	Conquer
Power	Love	Zest	Flourish
Spirit	Victory	Enthusiastic	Prosper
Revive	Hero	Grateful	Benefit
Refresh	Legacy	Smart	Tough
Create	Respect	Positivity	Accomplish
Rally	Diligence	Impact	Success

Activation Word Repository



BIRCH GOLD GROUP

Bonus Activation Words

Security

Trust

Reliability

Freedom

Diversify

Wealth

Leverage

Hedge

Stability

Growth

Foresight

Sophistication

Prosperity

Protection

Confidence

Entrust

Guide

Opportunity

REVERSING
LABS

WHAT WORDS CAN YOU USE?

Security

Trust

Clarity

Value

Reliable

Efficiency

Intelligence

Solution

Innovate

Insight

Confidence

Entrust

Dependable

Stable

Safe

Protect

Stable

Maximize

Powerful

Determined

Dynamic

ACTIVATION WORDS

Cooperate

Collaborate

Teamwork

Trust

Idea

Spark

Insight

Passion

Achieve

Share

Fun

Enjoyment

Power

Spirit

Revive

Refresh

Create

Rally

Awaken

Invigorate

Launch

Unleash

Ambition

Stamina

Vitality

Win

Discover

Compassion

Alert

Endurance

Love

Victory

Hero

Legacy

Respect

Diligence

Gracious

Courteous

Disciplined

Courageous

Awesome

Triumphant

Flexible

Adaptable

Determined

Grow

Develop

Freedom

Zest

Enthusiastic

Grateful

Smart

Positivity

Impact

Accomplish

Meaning

Fulfillment

Overcome

Prevail

Enterprising

Attractive

Vital

Dynamic

Fearless

Passionate

Conquer

Flourish

Prosper

Benefit

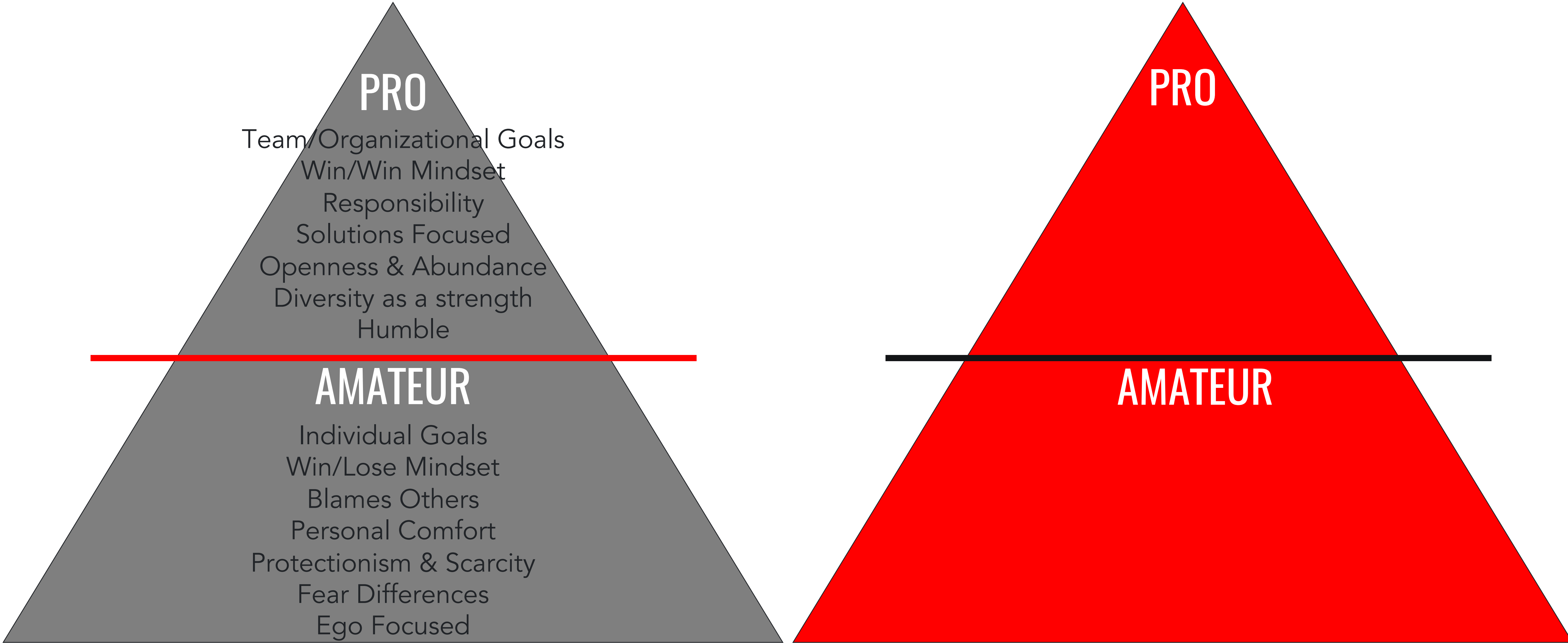
Tough

Accomplish

Success



Building an ALL-PRO Team





CHARACTER *Your values put into action.*

Honesty

Love

Humor

Integrity

Positivity

Creativity

Discipline

Attentiveness

Adaptivity

Determination

Flexibility

Bravery

Responsibility

Thoroughness

Humility

Patience

Punctuality

Initiative

Respect

Orderliness

Resilience

Cooperation

Gratitude

Forgiveness

Perspective

Curiosity

Tolerance

CHOOSE YOUR WAVE



A full-page background image of a surfer riding a massive, curling blue wave. The surfer is wearing a black wetsuit and is positioned near the base of the wave's face. The wave is a vibrant blue with white foam at the crest. The sky is a clear, pale blue.

CHOOSE YOUR WAVE
REVEAL YOUR
GREATNESS

THANK YOU!



Let's Connect!!



DrJasonJones.com



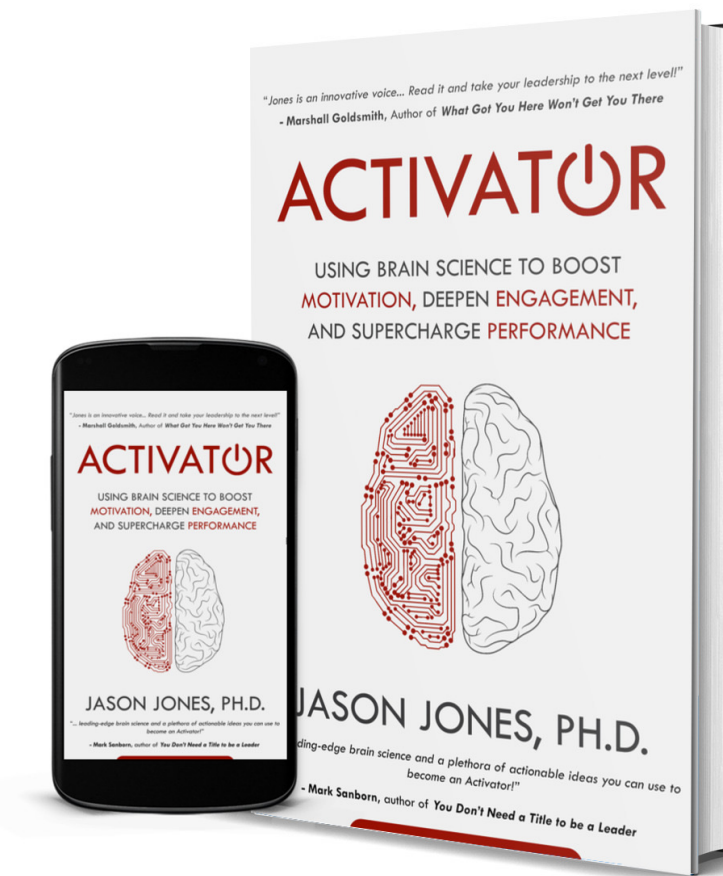
DrJ@DrJasonJones.com



IG: DrJJones



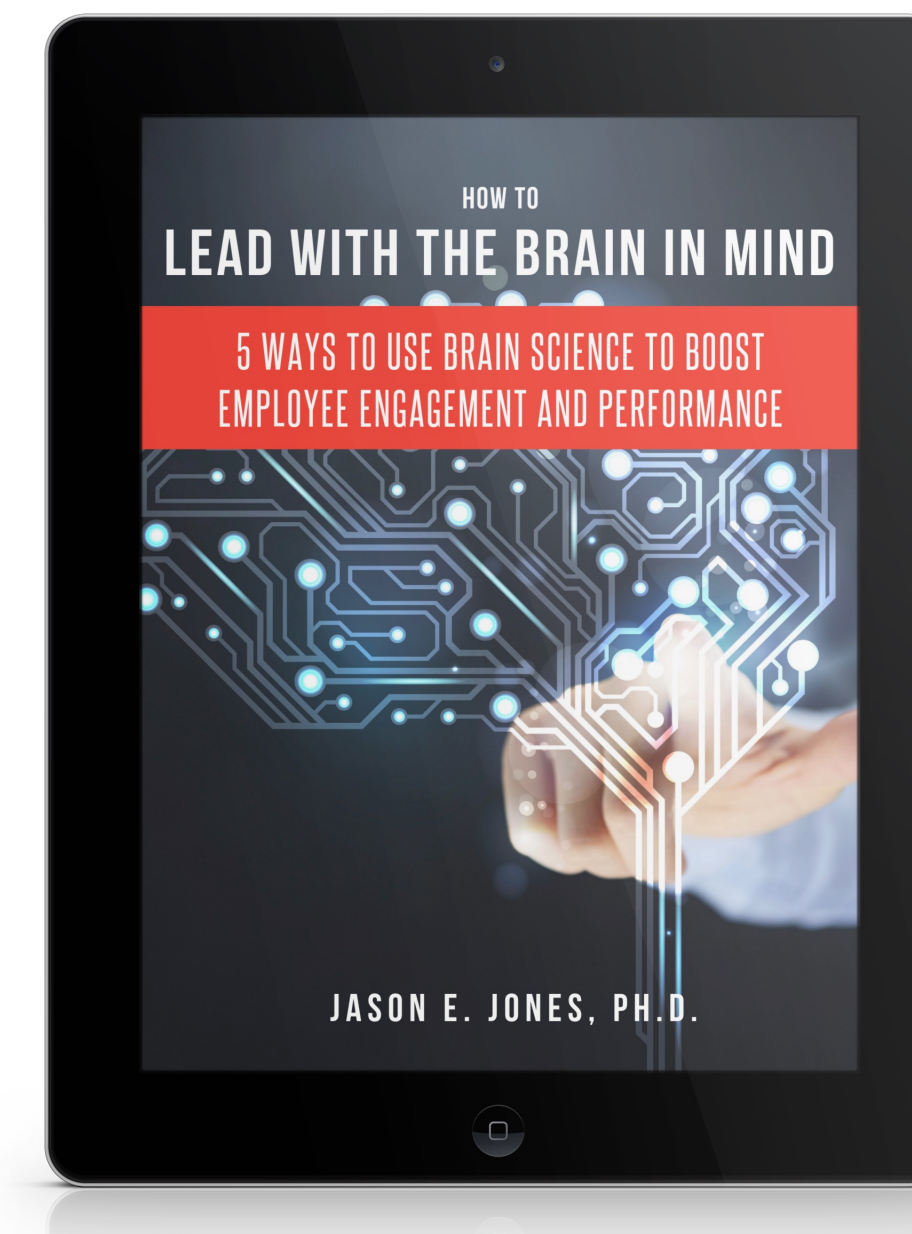
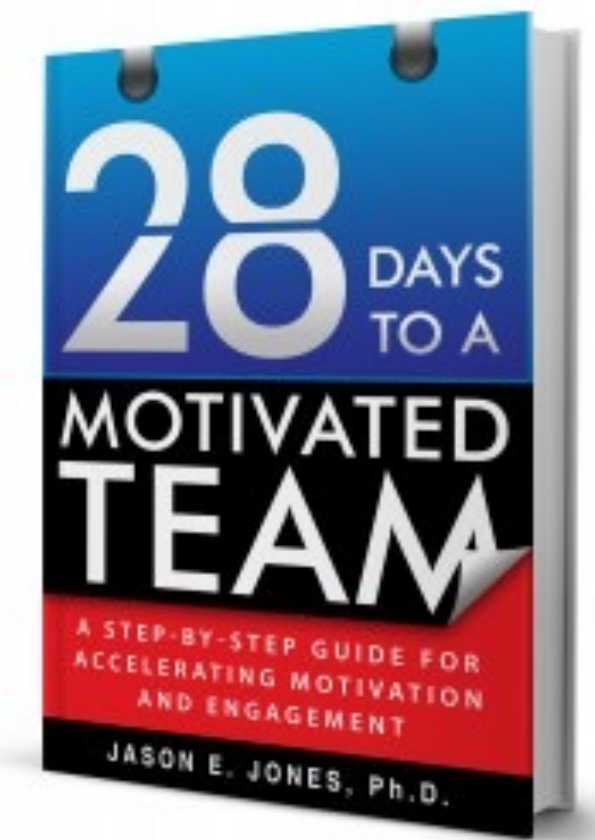
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