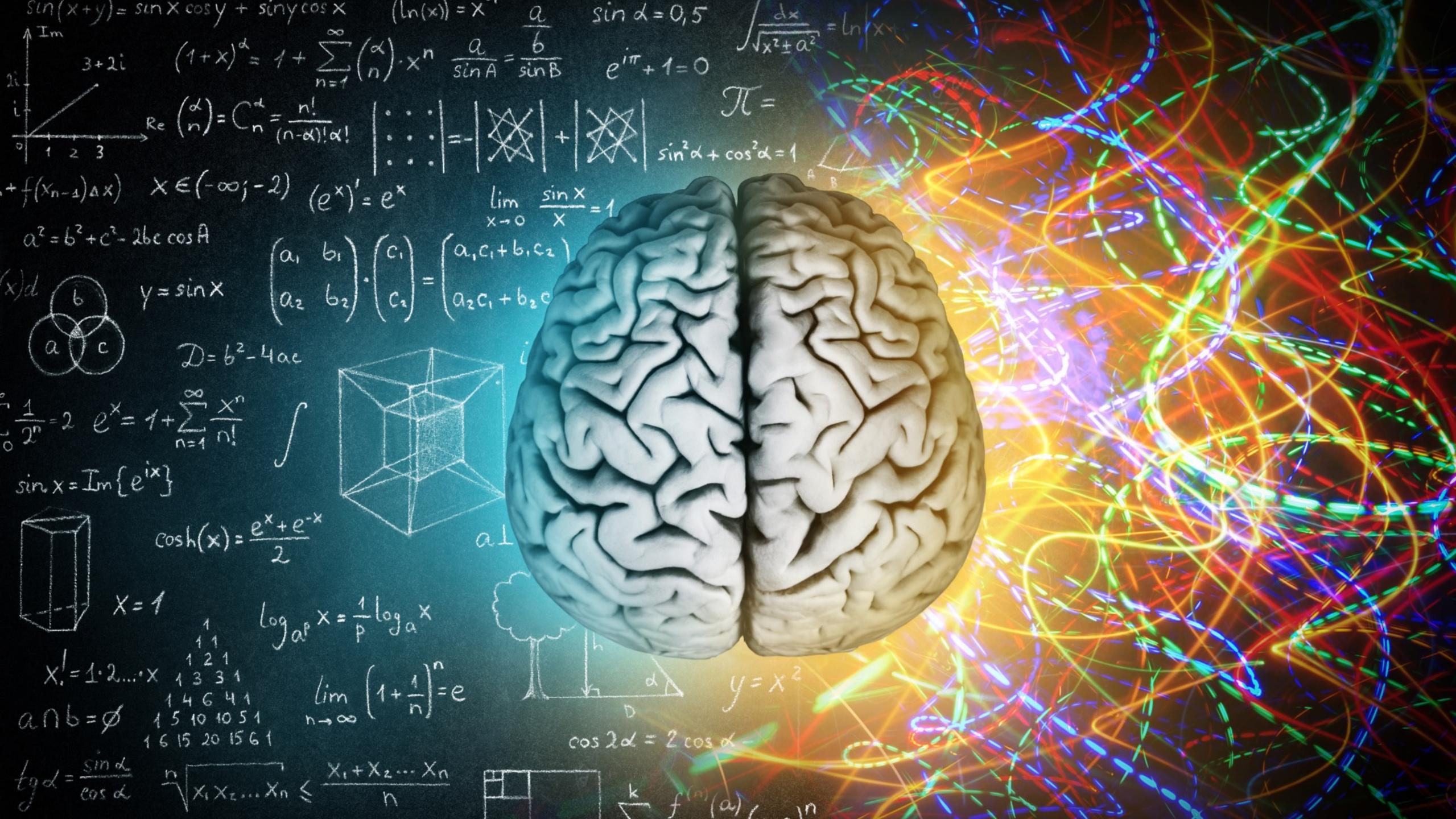


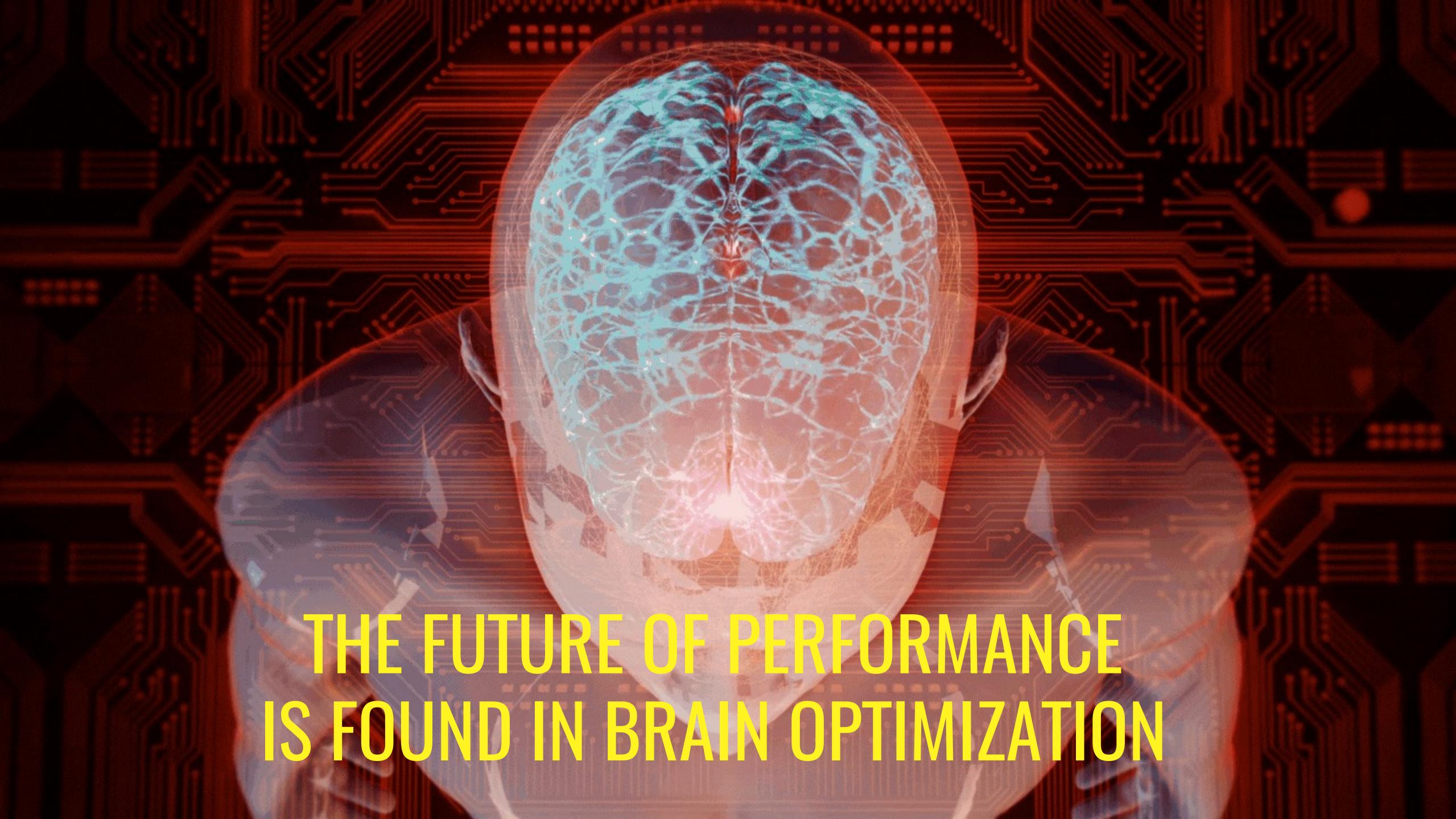
# THE FUTURE OF PERFORMANCE

Neuroscience Strategies for Ultra-High Performance

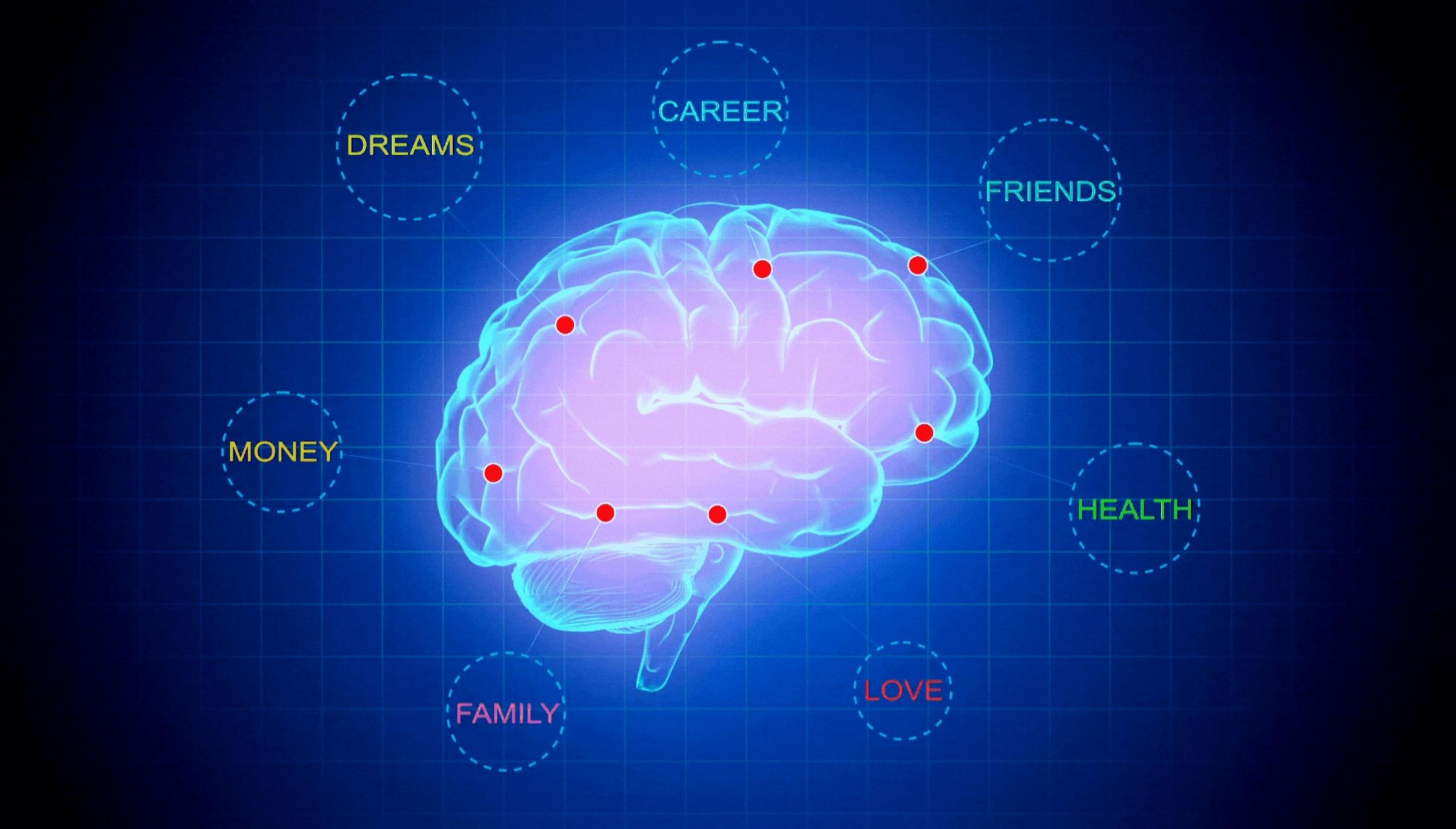
Presented by Jason Jones, Ph.D.









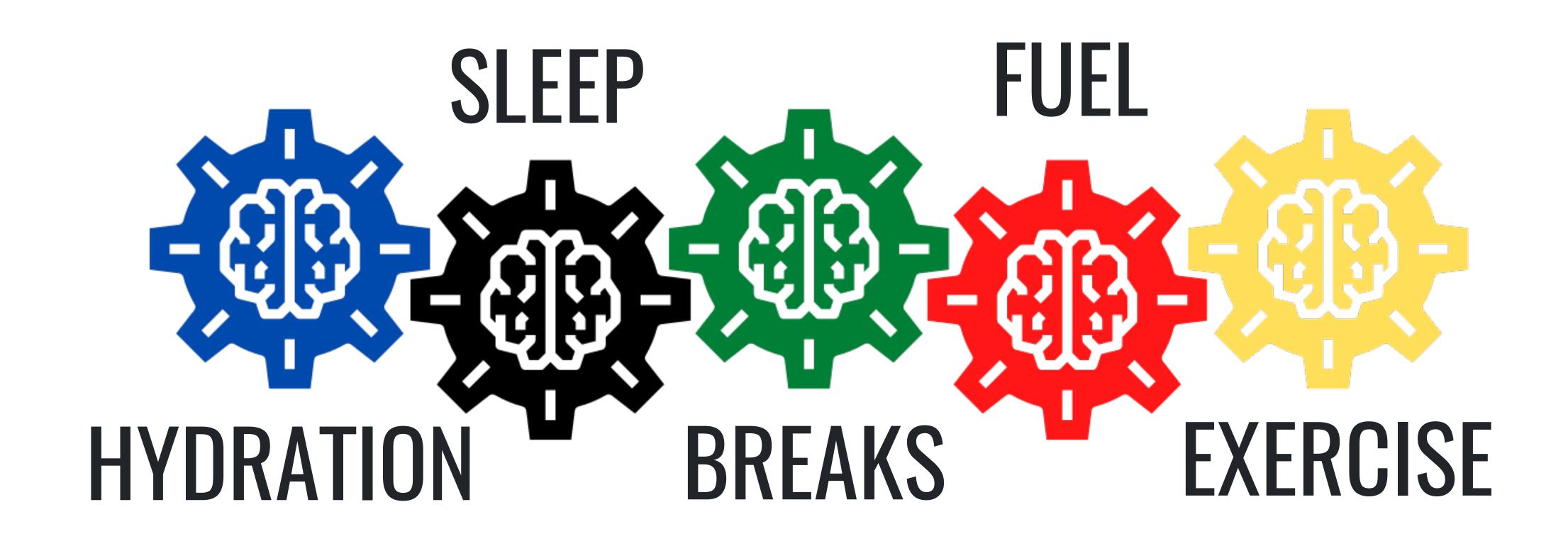








## COGNITIVE FITNESS



#### ULTRA HIGH-PERFORMANCE STRATEGIES







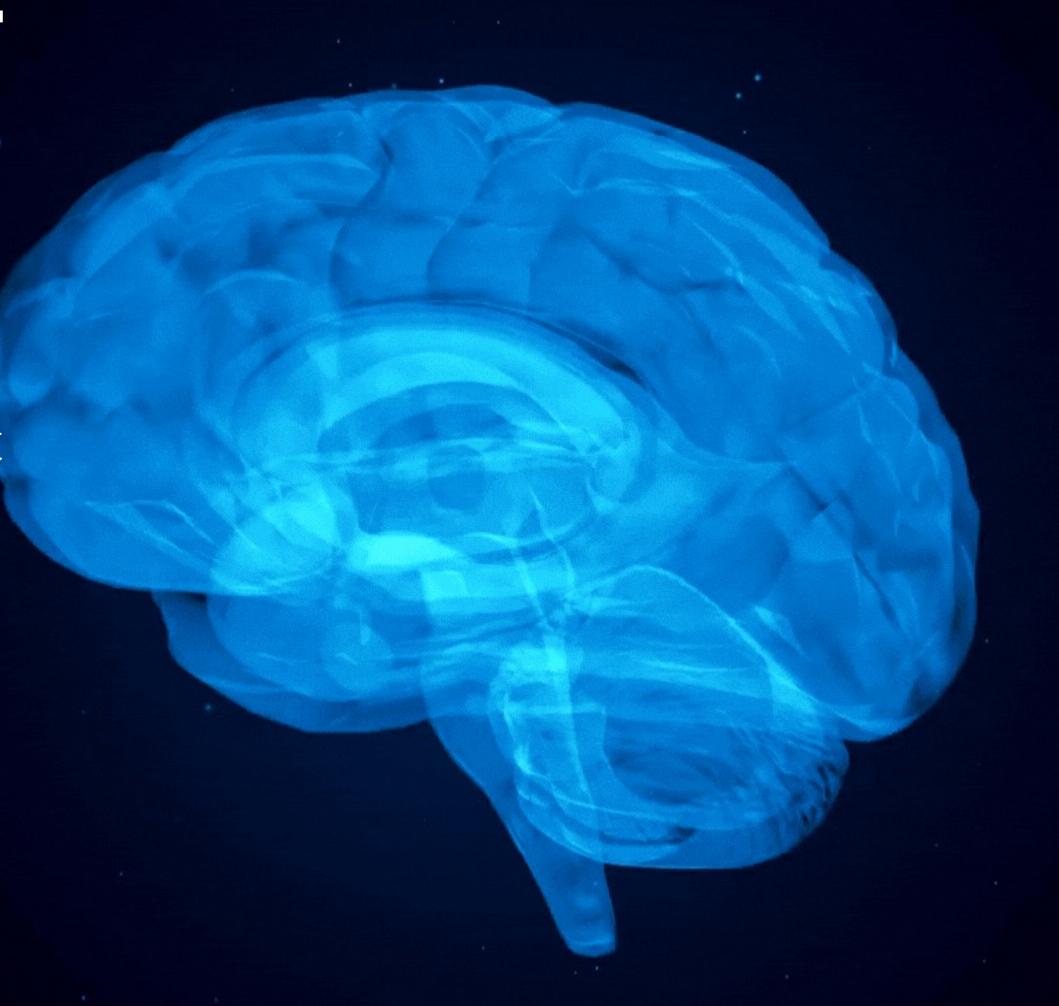
#### #1 COGNITIVE FITNESS

✓ Use an Ultra-High Performance Mindset.

✓ Build Cognitive Fitness.

## FLOW SCIENCE

Flow is a mental state characterized by total absorption in an activity. It's a cognitive state of feeling and functioning at your best. It is a superior state of consciousness where your brain is closer to full capacity. Also known as "the zone."



- ✓ Intense deep focus
- ✓ Loss of time perception
- ✓ Loss of self-consciousness
- ✓ Fully aware
- ✓ Cognitive clarity
- ✓ Feeling of euphoria
- ✓ Hypercreativity



#### FLOW SCIENCE IMPACT STUDIES

Process

EEG Correlates of the Flow State: A Combination of Increased Frontal Theta and Moderate Frontocentral Alpha Rhythm in



**Managing People** 

#### Create a Work Environment That Fosters Flow

May 06, 2014, Updated October 11, 2019

evidence - "flow."

Technically d we feel our be decision, arise focused on th awareness me distorts. And

In my book, 7 athletes — sur used flow to li we've ever see anyone can ta provided cert the world of b

by Steven Kotler

Everywhere we look in business, timetables once me calendars can now be clocked by egg timers. So how up? In a word — and according to an ever-increasing

Psychology

#### Psychological states performance in pro it happen" vs. "mak

Christian Swann a 🙎 🖾 , Richard Keegan

- <sup>a</sup> University of Lincoln, United Kingdo b University of Canberra, Australia
- Leeds Beckett University, United Kin

Received 20 March 2015, Revised 27 Octobe November 2015, Version of Record 12 Decei

(?) What do these dates mean?



Show less ^

+ Add to Mendeley 🗠 Share 🧦 Cite

Jonathan J. Wright, Gaynor Sadla, Graham Stew Key words: flow, optimal experience, occupation

Challenge-Skills and Mindfulness: An

Exploration of the Conundrum of Flow

The process of flow, a psychological state that seems to occur during optimal human experience, is currently unclear. This exploratory study examines how flow begins and what happens during and after a flow experience. A phenomenological approach was taken to examine the flow experiences of an artist, a musician, and a horticulturist. Participants kept journals and participated in semi-structured interviews. The results suggest that two phenomena, "challenge-skills" and "mindfulness," were identified as being "flow" experiences. Challenge-skills and mindfulness had some common features. Both involved living in the present moment, not worrying, and performing activities because they were intrinsically rewarding. They were distinctly different experiences in regard to the effort involved, the perception of time, and the consequences of the experience. Understanding the process of challenge-skills and mindfulness may have implications for our understanding of the relationship between occupation, consciousness, and health and for occupational therapy practice.

The relationship between our occupations and our health is extremely complex. It is possible that by focusing research on how occupations can improve our health, new knowledge may be found that could benefit everyone. One way in which our occupations may influence our health is through the experience of "flow," which has been previously identified and considered to be the state in which a person reaches the highest level of well-being (Csikszentmihalyi & Mei-Ha Wong, 1991). Flow seems to be a subjective, psychological state that occurs when an individual becomes so immersed in an occupation that he or she forgets everything except what he or she is doing. Individuals who get into flow report finding it so enjoyable that they repeat the experience just because they want to (Csikszentmihalyi, 2002). In previous literature,

flow appears to be associated with happiness, self-

Winter 2006, Volume 26, Number 1

esteem, role satisfaction, work productivity, and satisfaction with life (Emerson, 1998).

It has been proposed that the flow experience has several characteristics. Jackson and Csikszentmihalyi (1999) stated that the most important characteristic is the balance between the challenge of the occupation and the skills of the individual. According to this theory, to experience flow individuals have to be doing something sufficiently challenging that they make full use of the skills they possess. Individuals who have been in flow report a feeling of being as one with the movements they are making; they perceive a merging of action and awareness. Individuals who experience flow have clear goals that they want to achieve and receive unambiguous feedback as to how they are getting on. The activity requires concentration, involving a high level of at-

(AQ1) Jonathan J. Wright, MSc, DipCOT, PGCE, ILTM, is Course Leader, MSc Health through Occupation; Gaynor Sadla PhD, PGDipTCDHE, DipOccThy, is Head, Division of Occupational Therapy; and Graham Stew, DPhil, MA(Ed.), ASCE, Cert. Ed, RMN, RNT, RGN, DipN, ILTM, is , School of Health Professions, University of Brighton, East Sussex, United Kingdom. Accepted for publication April 28, 2005.

Address correspondence to Jonathan J. Wright at j.wright@brighton.ac.uk.

Keywords: flow, optimal experience, flow components, IPO model, cognitive processes, theoretical

Studying the creative process (Nakamura & Csikszentmihalyi, 2002), Csikszentmihalyi began to investigate a psychological phenomenon that he named flow (Csikszentmihalyi, 1993; Csikszentmihalyi, 2008; Csikszentmihalyi & LeFevre, 1989; Ghani & Deshpande, 1994). Flow corresponds to a state of optimal experience and maximal concentration, when people act at the peak of their capacity. It may lead to high levels of performance, creativity and pleasure.

the Mental Arithmetic Task

Kenji Katahira<sup>1,2\*</sup> Yoichi Yamazaki<sup>1,2</sup> Chiaki Yamaoka<sup>1</sup>

> state experienced during holistic involvement in a certain activity, which has been reported to motivation, skill development, and better performance in the activity. To verify the positive nethod to utilize it, the establishment of a reliable measurement of the flow state is essential. lectroencephalogram (EEG) during an experimentally evoked flow state and examined the ement of immediate flow. A total of 16 participants (10 males, 6 females) participated in the

PsychOpen s Journal nology publishing psychology

PMCID: PMC5973526

.v14i1.1370 PMID: 29899807

gnitive Model of Optimal Human Experience

lanchard, a Franck Tarpin-Bernard, a and Stéphanie Buisineb, c

nd License information PMC Disclaimer

uts as power created to provide motion.

Go to: 🕨

low state and

ad) that had

est in the

specially

ormer may be

n other states

r aspects of

equired skills

specific to

o these goals

zed by

orking

erload

/ere

al state is the oposed this s of positive and applied psychology. Examination of a large investigated need for a conceptual model rooted in a cognitive

k climbing cal phenomenon works. In this paper, we propose the Flow explaining dynamic interactions between rearranged flow processes. Using an IPO framework (Inputs - Processes ling of the construct and for the creation re organize flow characteristics into three logically related ironmental antecedents are often difficu *i*), mediating and moderating cognitive processes adily amenable to change interventions. is) and outputs (subjective and objective outcomes), aring flow with an engine, inputs are depicted as flow-fuel

the "Cognitive Control Model of Work-re about the situational and dispositional fa of the conservation of resources theory n, 1964), behavior (Ajzen, 1988), and dec llection of antecedents that include: wor nce (i.e., flow metacognition), focus of co tinued pursuit despite setbacks to entry

Psychological Research (2021) 85:1-19 https://doi.org/10.1007/s00426-019-01245-8

REVIEW



#### Hyperfocus: the forgotten frontier of attention

Brandon K. Ashinoff<sup>1,3</sup> • Ahmad Abu-Akel<sup>2</sup>

Received: 24 January 2019 / Accepted: 9 September 2019 / Published online: 20 September 2019

#### l Model of Work-related Flow

Aditi Rabindra Sachdev

United States

at enable workers

d Flow," which int

grit, flow metaco

nt, and burnout. Fi

pling method stud

metacognition pre

eoretical implication

enjoyable state o

rrent activity" (Del

creased performa

nent (Fraga and M

eral potential ante

d Swann, 2013; C

, personality and

(i.e., perceived po

a., autonomy and

d situational facto

t, to a point where a person appears to comned in the context of autism, schizophrenia. nitive and neural functioning is limited. We with regard to clinical populations, and that atory, is poorly defined within the literature. ader inherently knows what it entails. Thus, dies do not refer to hyperfocus by name, but us (as well as possibly related phenomena) irch, and assess how hyperfocus affects both tive criticism about previously used methods rchers to use moving forward.

Academic Paper ked. This research

proposed that include environmental and trait-based antecedents

#### A Systematic Review of Socio-Cognitive Mindfulness Interventions and its Implications for Wellbeing Coaching

Katie Crabtree (Newcastle University)

Julia Papworth (Oxford Brookes University)

William Pennington (Anglia Ruskin University)

Katherine Swainston (Newcastle University)

#### Abstract

This review investigates the relevance of socio-cognitive mindfulness (Langer, 1989) wellbeing coaching by systematically synthesising the evidence to understand how so cognitive mindfulness interventions work. The search yielded 2,867 peer-reviewed studies w twelve papers meeting the eligibility criteria. The interventions induced socio-cognit mindfulness with non-clinical adults via one or more psychological processes to achie intrapersonal, interpersonal and environmental wellbeing. Six of the studies employ exercises to produce boosts in wellbeing, whilst six conducted extended programmes, of wh three demonstrated sustained wellbeing improvements. The findings indicate that so cognitive mindfulness could provide valuable insights for practitioners and synergistic bene for wellbeing coaching.

#### Keywords

socio-cognitive mindfulness, wellbeing coaching, interventions, positive psychology

Accepted for publication: 11 January 2024 Published online: 01 February 2024



© the Author(s) Published by Oxford Brookes University

#### Highlights

 Mixed-method data were collected from professional golfers' excellent performances.

Two distinct psychological states were reported to underlie these

### FLOW SCIENCE IMPACT STUDIES



McKinsey Study – Executive leaders reported being 500% more productive while in flow.

**DARPA** - Target acquisition skills of military snipers improved 230%.

Advanced Brain Monitoring - Flow state cut the time it took to train novice snipers up to the expert level by 50%.

Flow Genome Project - People are 6 to 8 times more creative while in flow.

## THE FLOW CYCLE

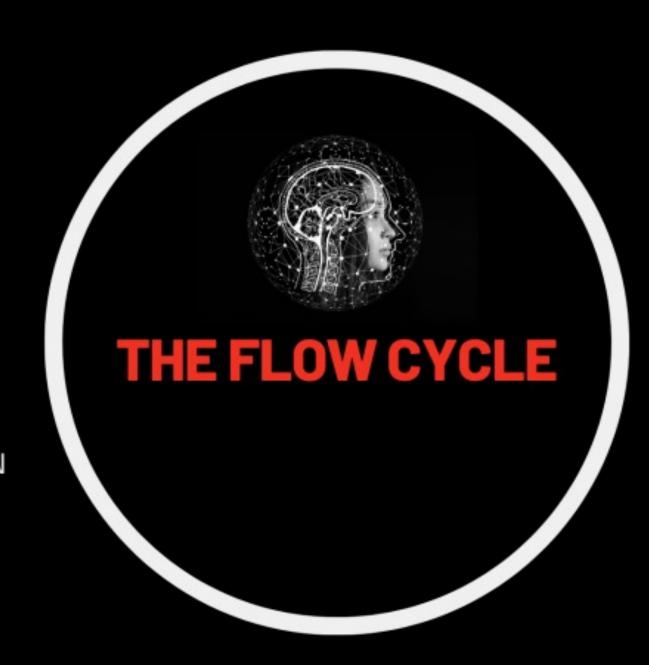
1.STRUGGLE

**BETA BRAIN WAVE** 

CORTISOL / ADRENALINE

4. RECOVERY DELTA BRAIN WAVE

SEROTONIN / OXYTOCIN



2.RELEASE

**ALPHA BRAIN WAVE** 

NITRIC OXIDE

3.FLOW

ALPHA / THETA / GAMMA BRAIN WAVE

DOPAMINE / ENDORPHINS / ANANDAMIDE / SERTONIN

FLOW BLOCKERS

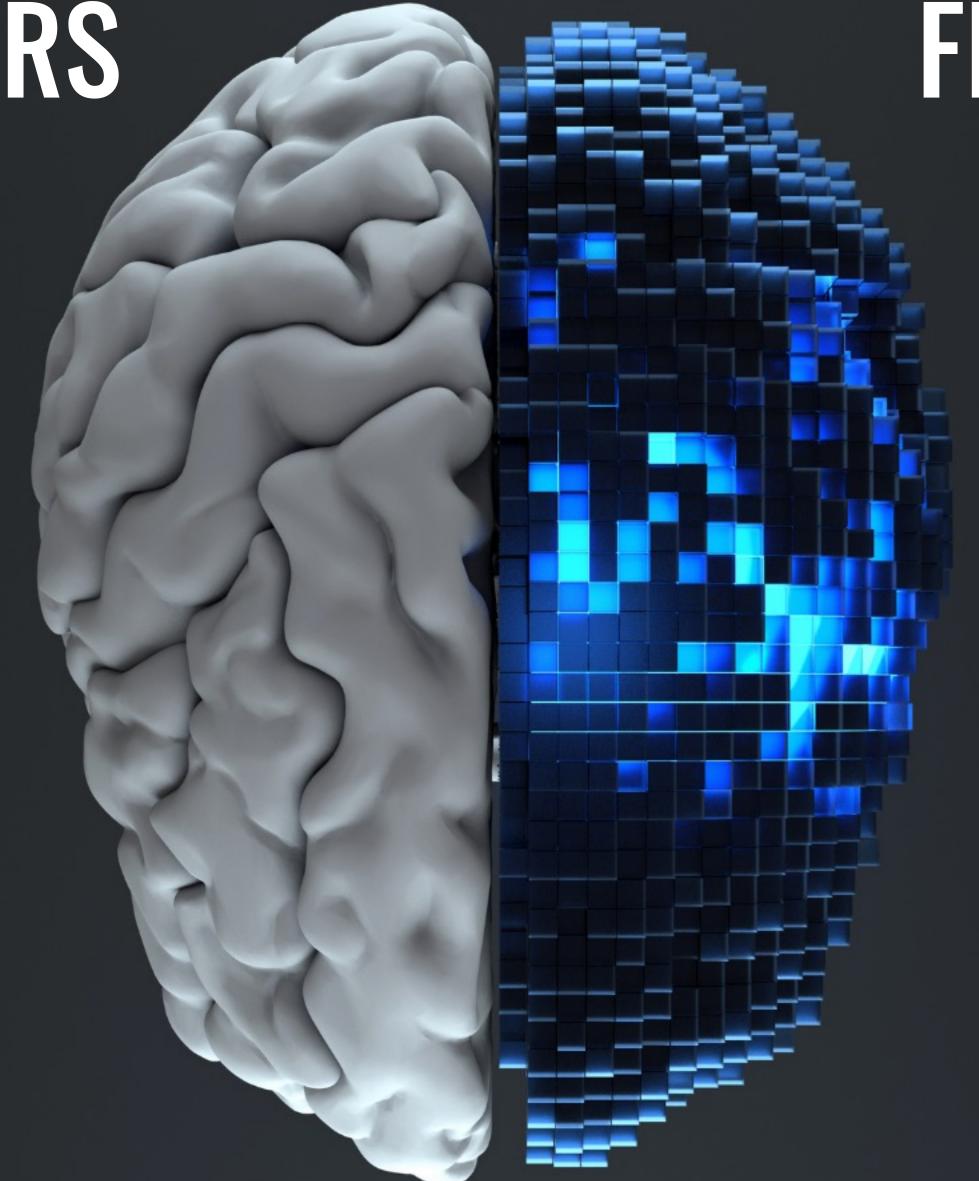
Distraction

Fatigue

Stress

Overwhelm

Mindset



FLOW TRIGGERS

Clear Goals

Focus Ritual

Vision of Completion

Mindset

Quick wins

## THE 7 HABITS OF ULTRA-HIGH PERFORMERS

- 1. Flow Rituals
- 2. Hyperfocus Space
- 3. Appropriate Time Allocation (blocked or timed)
- 4. Visualize the Outcome (look and feel)
- 5. Forced Effort Momentum
- 6. Fanatical Distraction Mitigation
- 7. Active Recovery



#### ULTRA HIGH-PERFORMANCE STRATEGIES







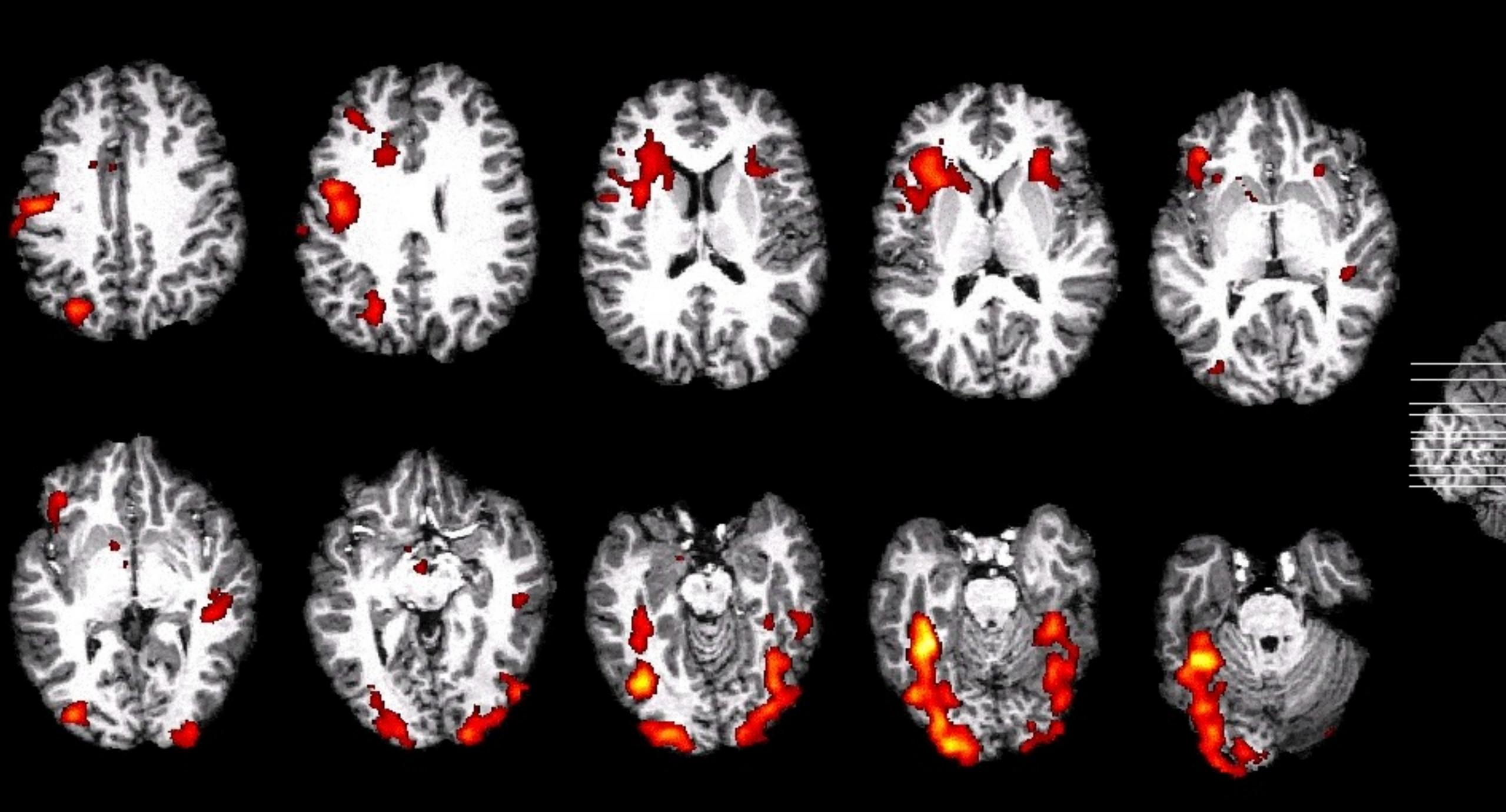
#### #1 COGNTIVE FITNESS

- ✓ Use an Ultra-High Performance Mindset.
- ✓ Build Cognitive Fitness.

#### #2 GET INTO FLOW

- ✓ Study Flow and Yourself.
- ✓ Implement Flow Habits.







## **FINAL SETAIN SCAN STUDY**

Richards Boyatzis and Anthony Jack
Case Western Reserve University

**Positive Interactions** 

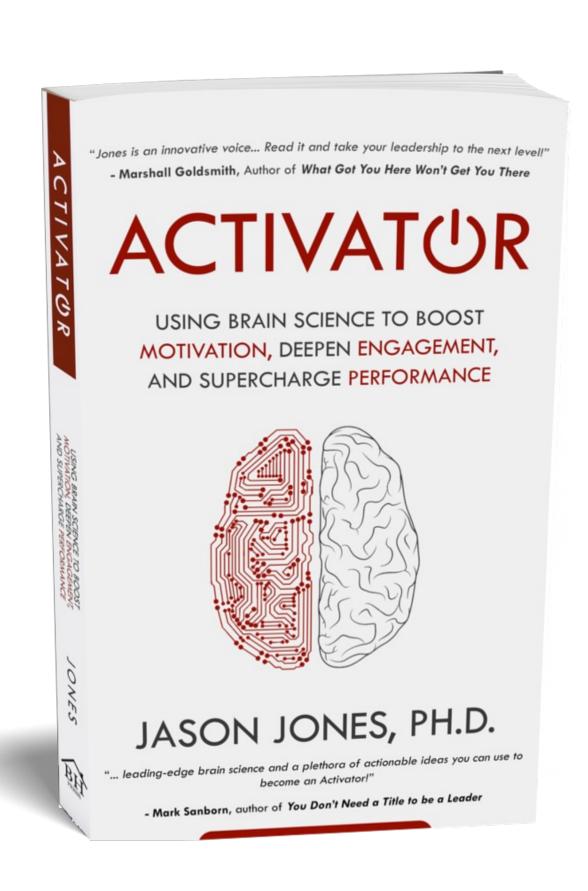
14 Regions Activated
0 Deactivated

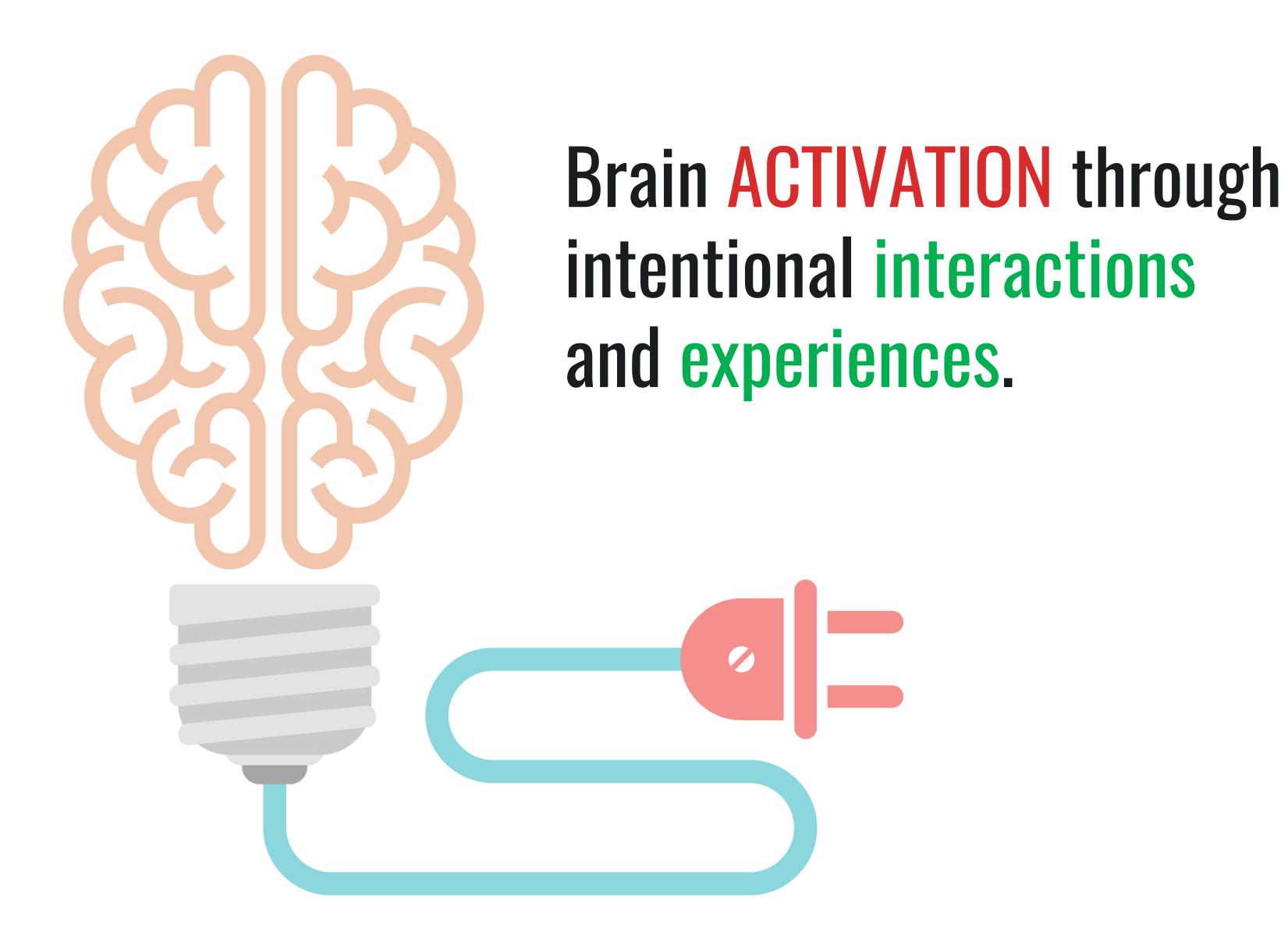
Negative Interactions

6 Regions Activated

11 Deactivated

## THE NEW SCIENCE OF PERFORMANCE





#### THE 2 MOST COMMON BRAIN DEACTIVATORS

#### STRESS & THOUGHTS





## THE ULTIMATE BRAIN BATTLE

## THE NEGATIVE (THREAT) DEFAULT CREATES NEGATIVE 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.



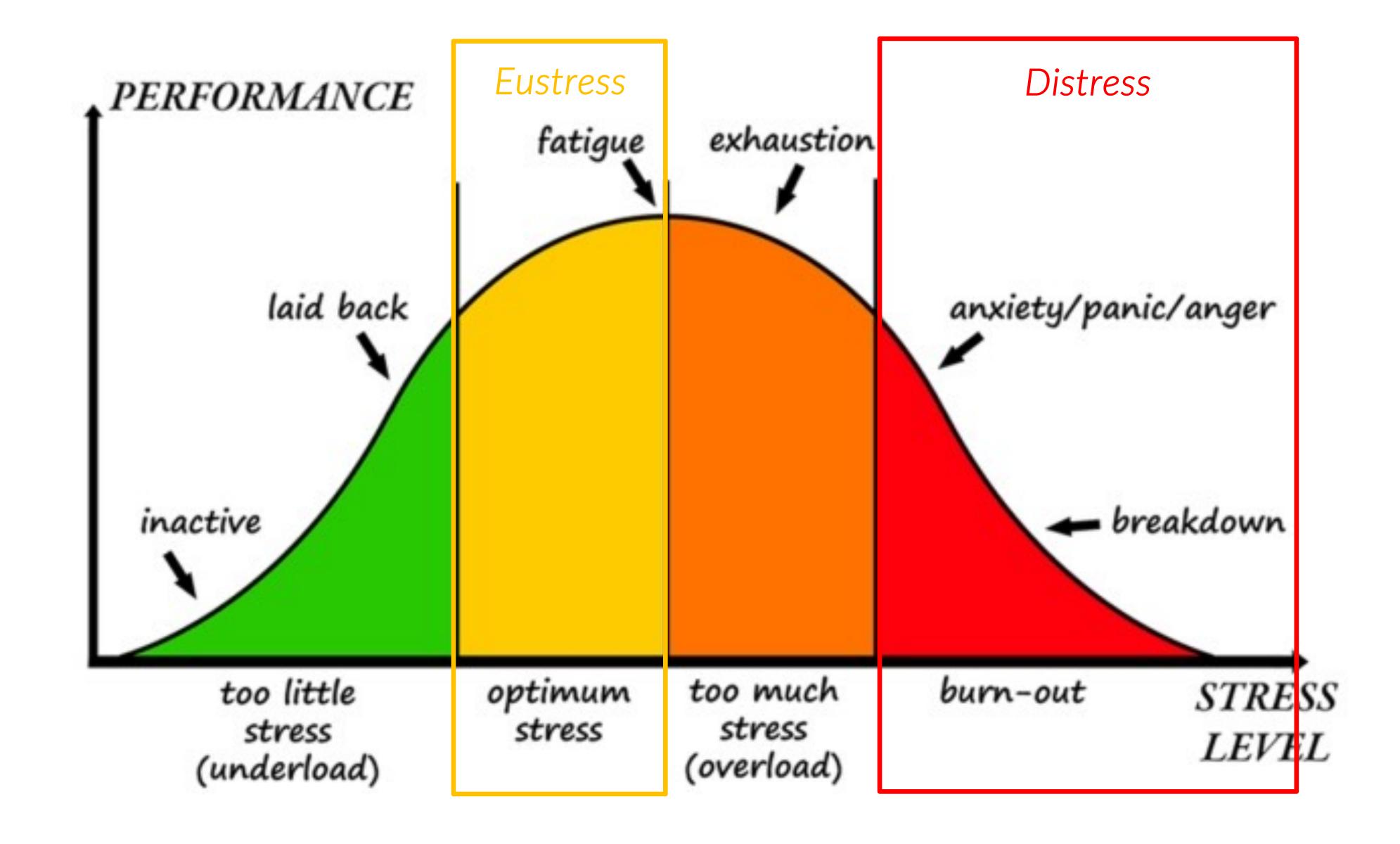


Don't Fear Struggle and Difficulty

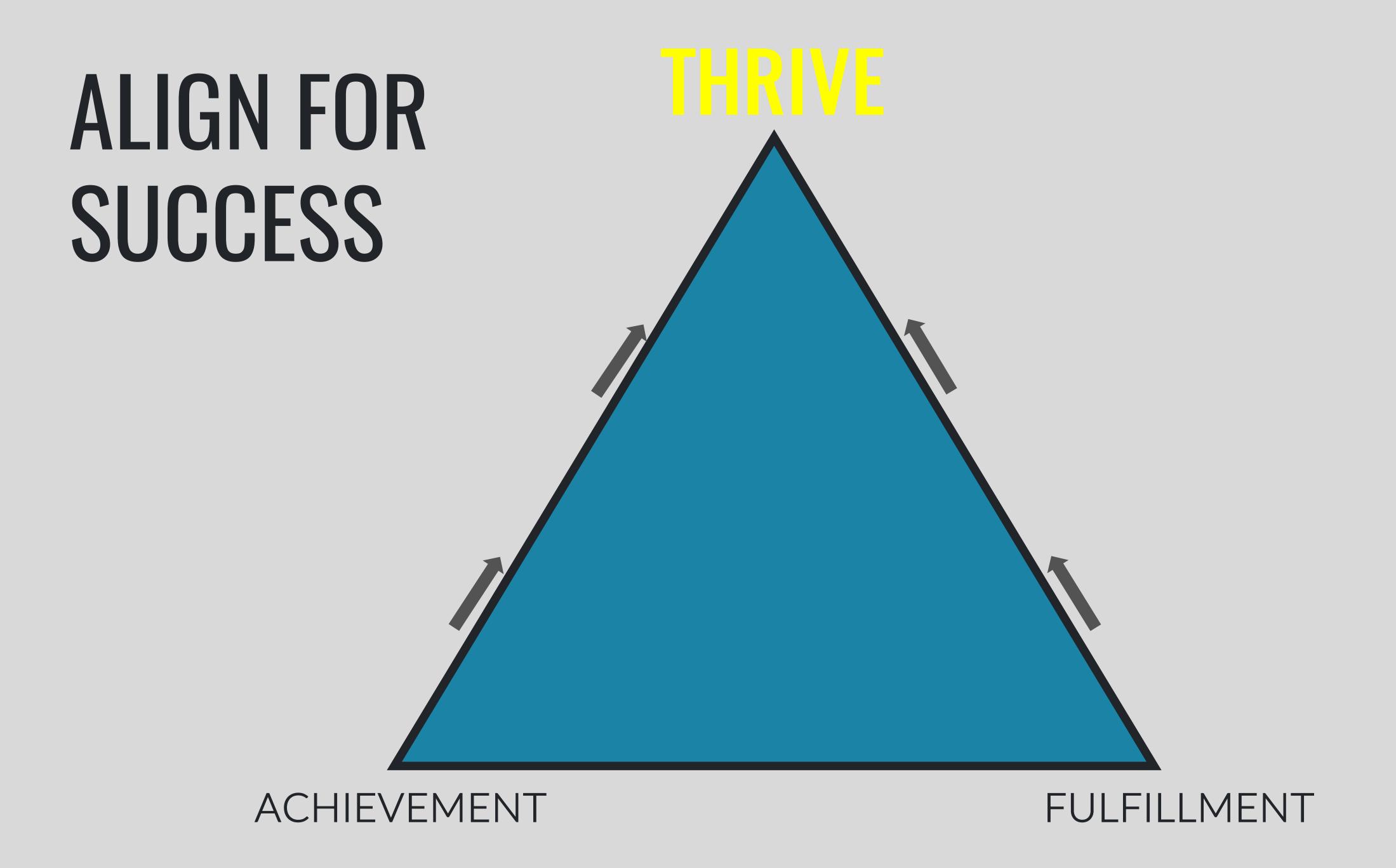
If your goal or mission doesn't require discomfort or sacrifice, it's not big enough to trigger the greater potential of your brain.

Leverage the Struggle!

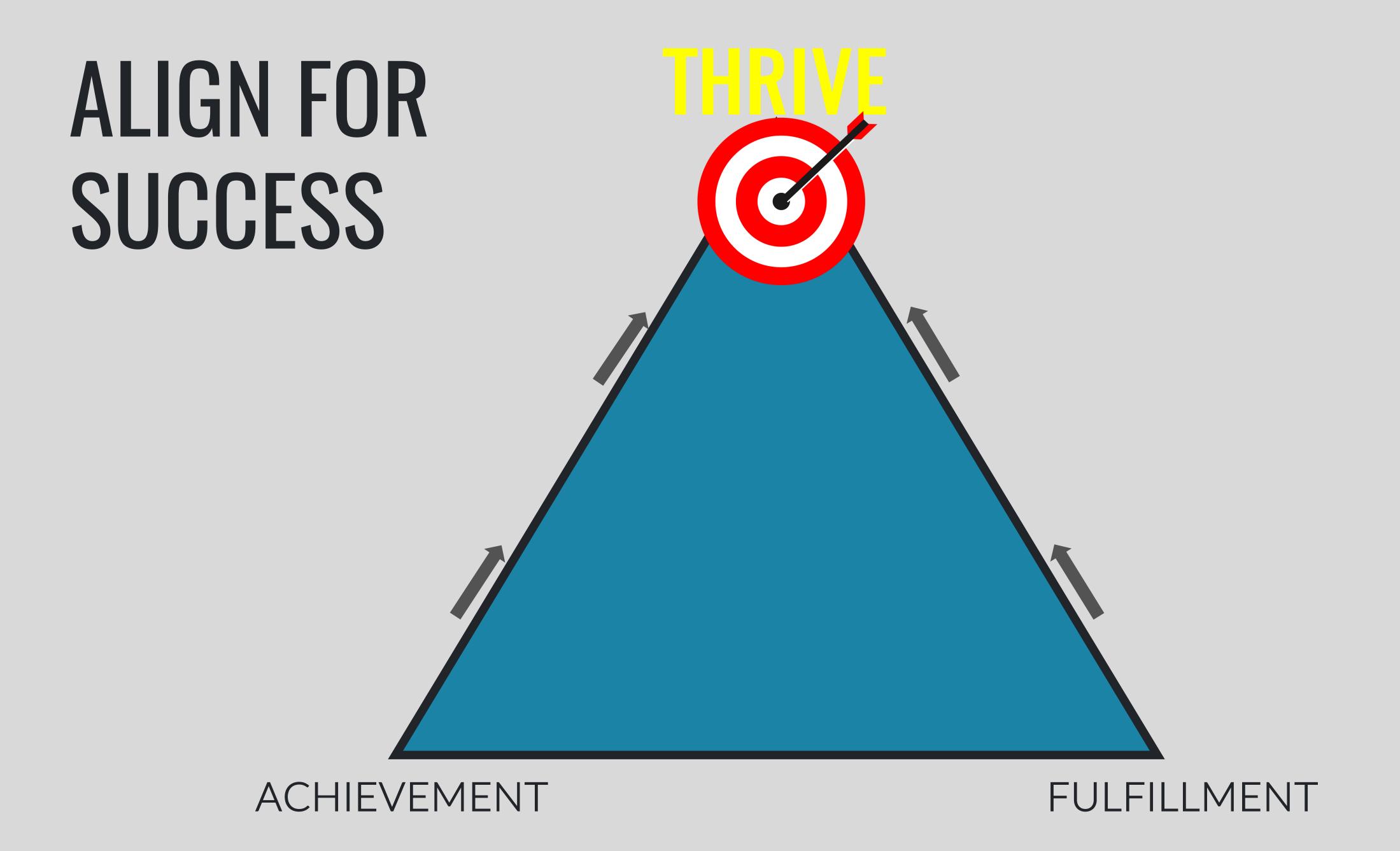
## PERFORMANCE-STRESS CURVE











### ULTRA HIGH-PERFORMANCE STRATEGIES



#### #1 COGNTIVE FITNESS

- ✓ Use an Ultra-High Performance Mindset.
- ✓ Build Cognitive Fitness.



#### #2 FIND YOUR FLOW

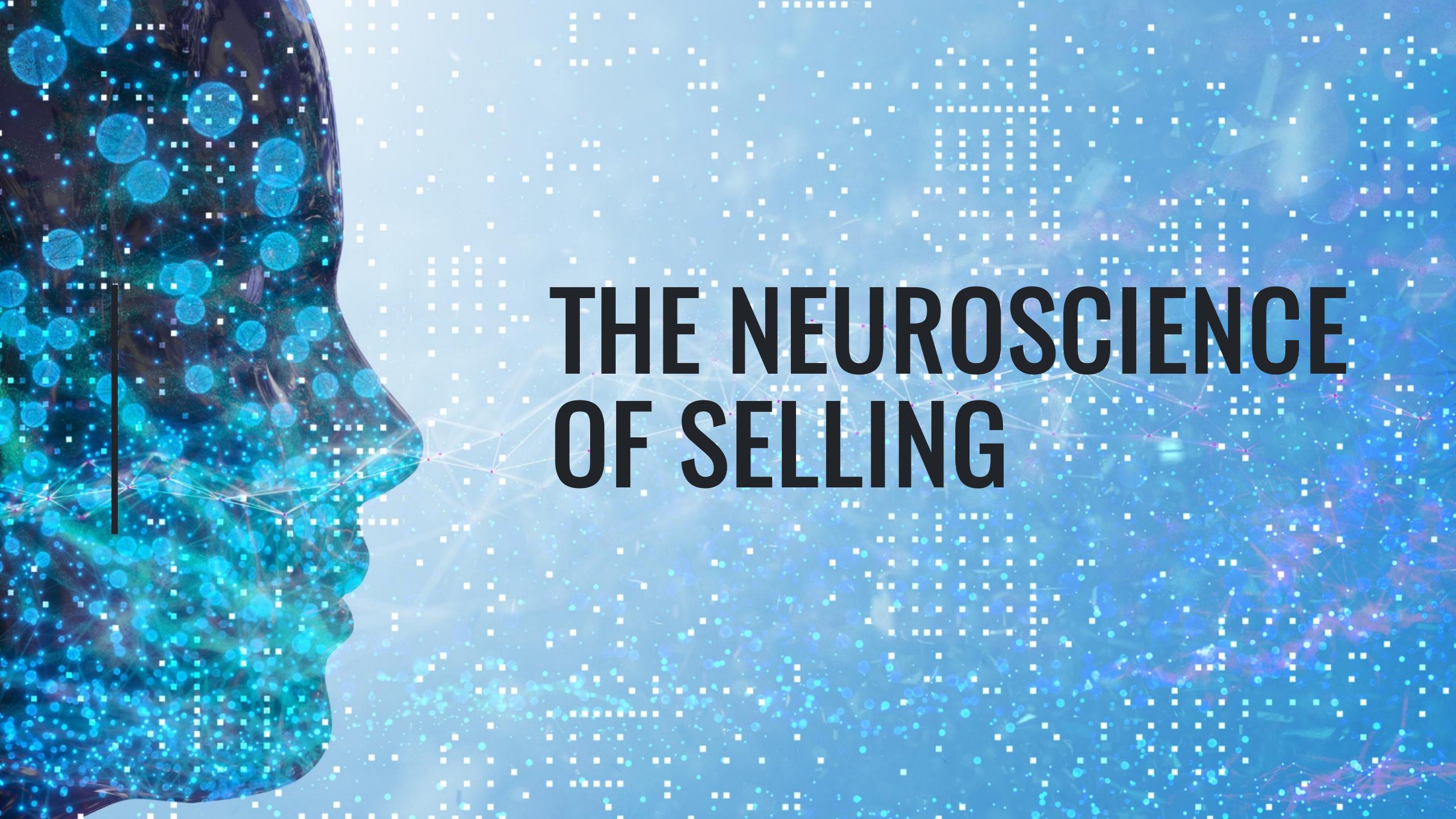
- ✓ Study Flow and Yourself.
- ✓ Implement Flow Triggers.



#### #3 LIGHT YOURSELF UP

- ✓ Invite the Struggle.
- ✓ Align Your Life to Thrive.

## BRAIN BREAK

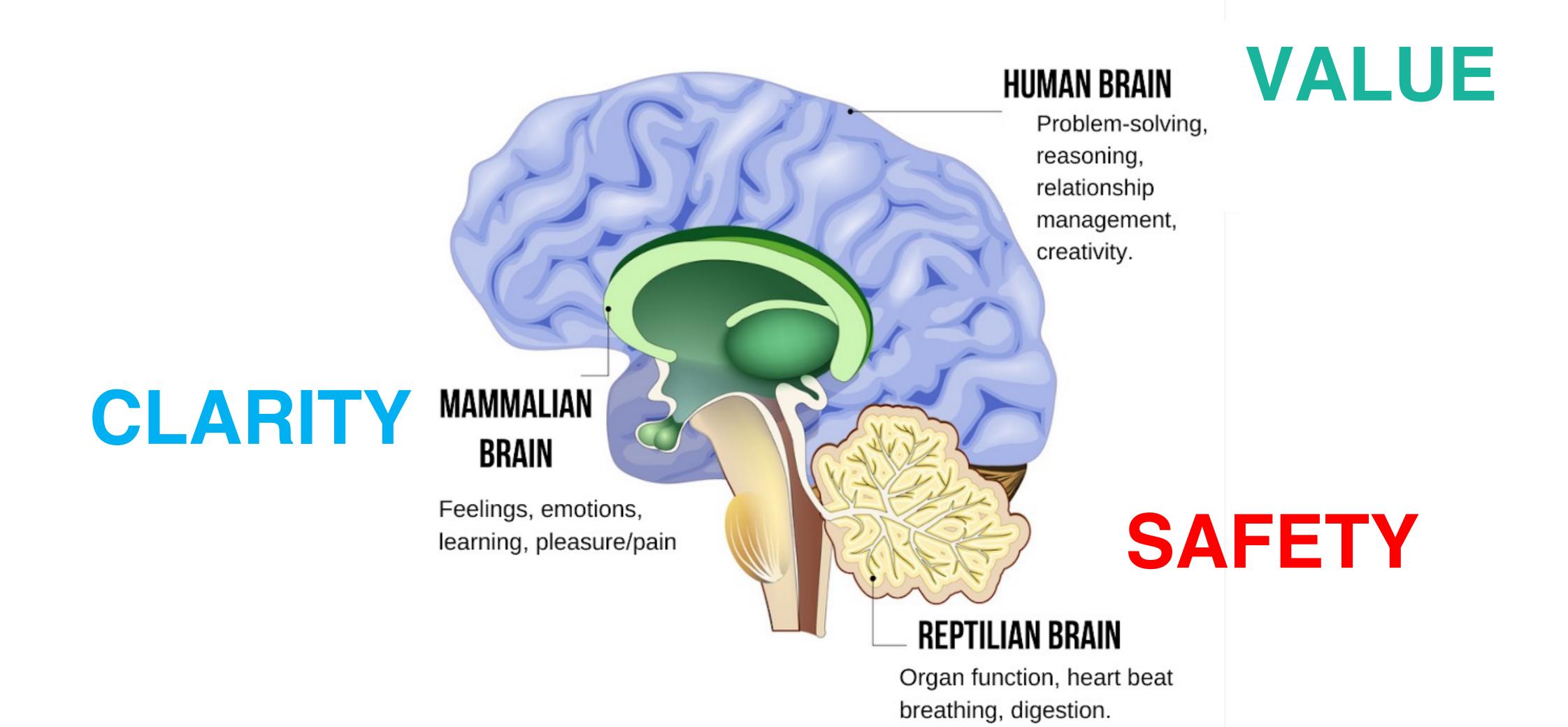


Who is in a sales role?





#### SELLING TO THE 3 BRAINS



# SAFETY CLARITY VALUE

## SAEETIN

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



#### WHAT DO PEOPLE FEAR?

## THE THREAT DEFAULT CREATES NEGATIVE THINKING & AVOIDANCE

## THE BIGGEST DETERENT TO CLOSING DEALS...



#### 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)



## INTENTION SETS THE STAGE

TRUST - Listen

COMMUNICATION - Engage

COLLABORATION - Explore

ACTION - Buy

### DETERMINE YOUR INTENTION

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

I will achieve success by...

I want my clients to...

#### Words have power!



## YOU CAN 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, Emotion, Novelty, Uniqueness, Recall, Rhyming.

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

#### **Bonus Activation Words**

Security

Trust

Reliability

Freedom

Diversify

Wealth

Leverage

Hedge

Stability

Growth

Foresight

Sophistication

Prosperity

Protection

Confidence

Entrust

Guide

Opportunity

#### 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 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

#### STRATEGIC WORDING

ROOT OF NEGATIVE EMOTION/APPREHENSION/FEAR

SOLUTION

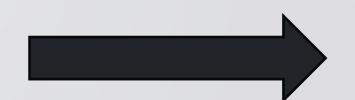
Uncertain

Clarity

Vision

Guide

Fear



Brave

Empower

Victory

Stagnation



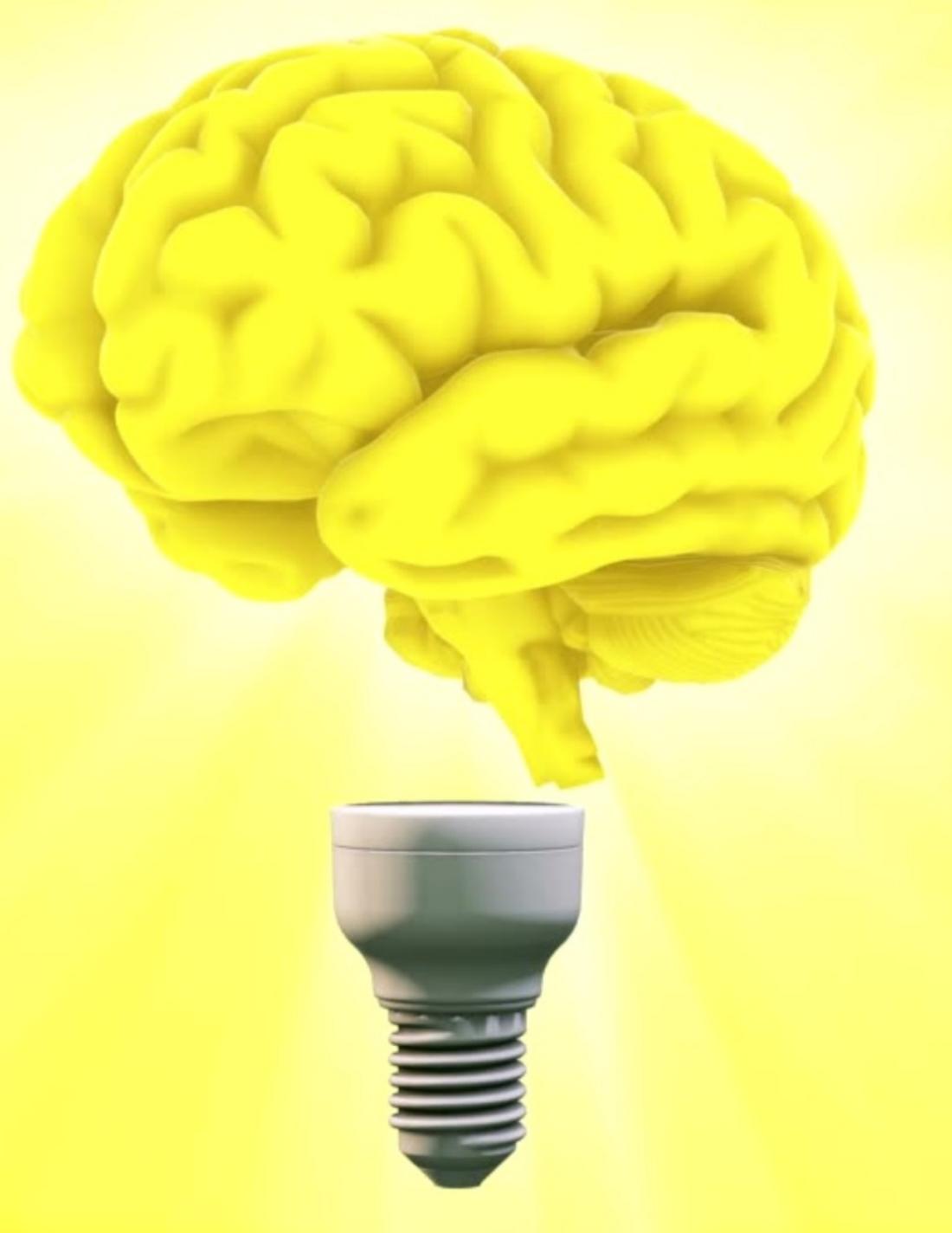
Refresh

Freedom



# What are some Activation Words you can implement?

POSITIVE, NOVEL, VISION ORIENTED





#### VIRTUAL SALES TIPS

#### Making Virtual Meetings Brain-Friendly

- ✓ HD Video Camera
- ✓ Lighting
- ✓ Eye Contact
- ✓ Smile
- ✓ Head positioning (top of screen)
- ✓ Viewpoint (look even or slightly down)
- ✓ Energy stand or sit up high
- ✓ Distant to Start move closer gradually throughout meeting
- ✓ Show upper torso and hands
- ✓ Close-up face to show expressions



## SAFETY STRATEGIES

SET YOUR INTENTION

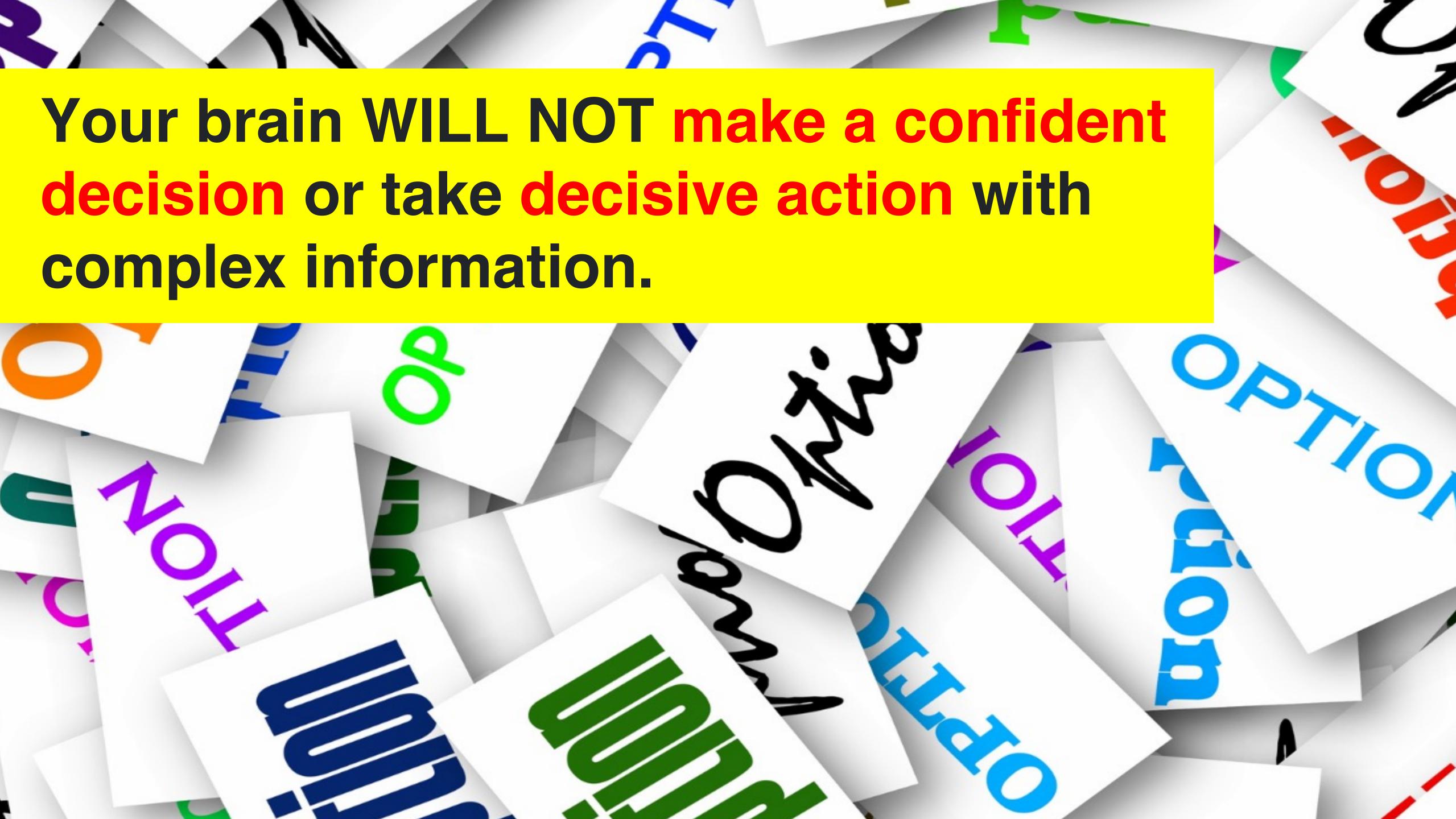
USE ACTIVATION WORDS
STRATEGICALLY



# SAFETY CLARITY VALUE

## CLARITY









#### **EXAMPLES:**

Spotify – Music for every mood.

Ulta – The possibilities are beautiful.

Red Bull – Red Bull gives you wings.

AT&T- Your World Delivered.

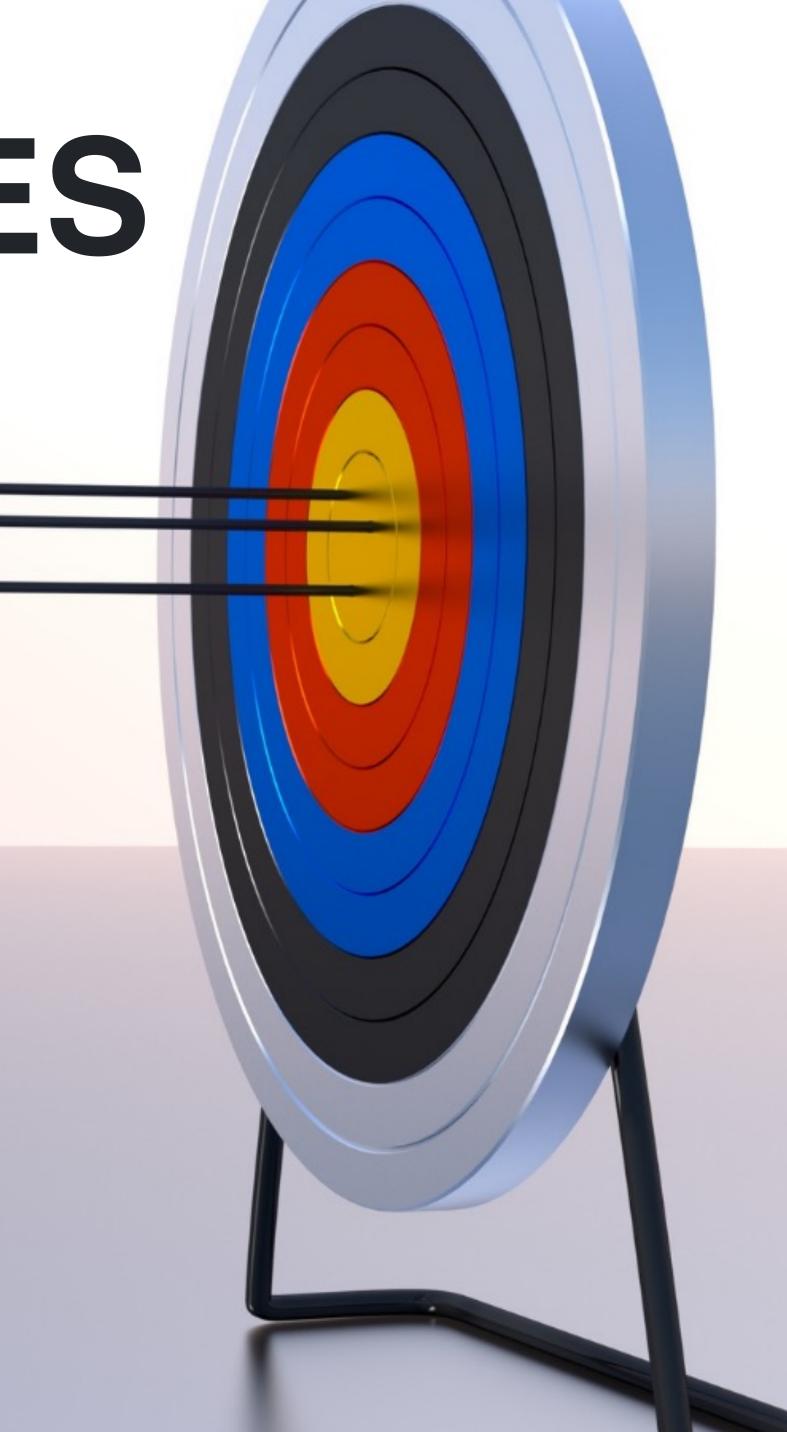
SAS – The Power to Know.

## CLARITY STRATEGIES

PRIME IT (words and phrases)

SHOW IT (Visuals)

✓ ASK FOR IT (Use Questions)



# SAFETY CLARITY VALUE

## 



#### What about money?

## PEOPLE DEFAULT TO PRICE IN THE ABSENCE OF VALUE.







#### STORIES DEMONSTRATE SAFETY, CLARITY, & VALUE

STORIES SHOW THE WAY

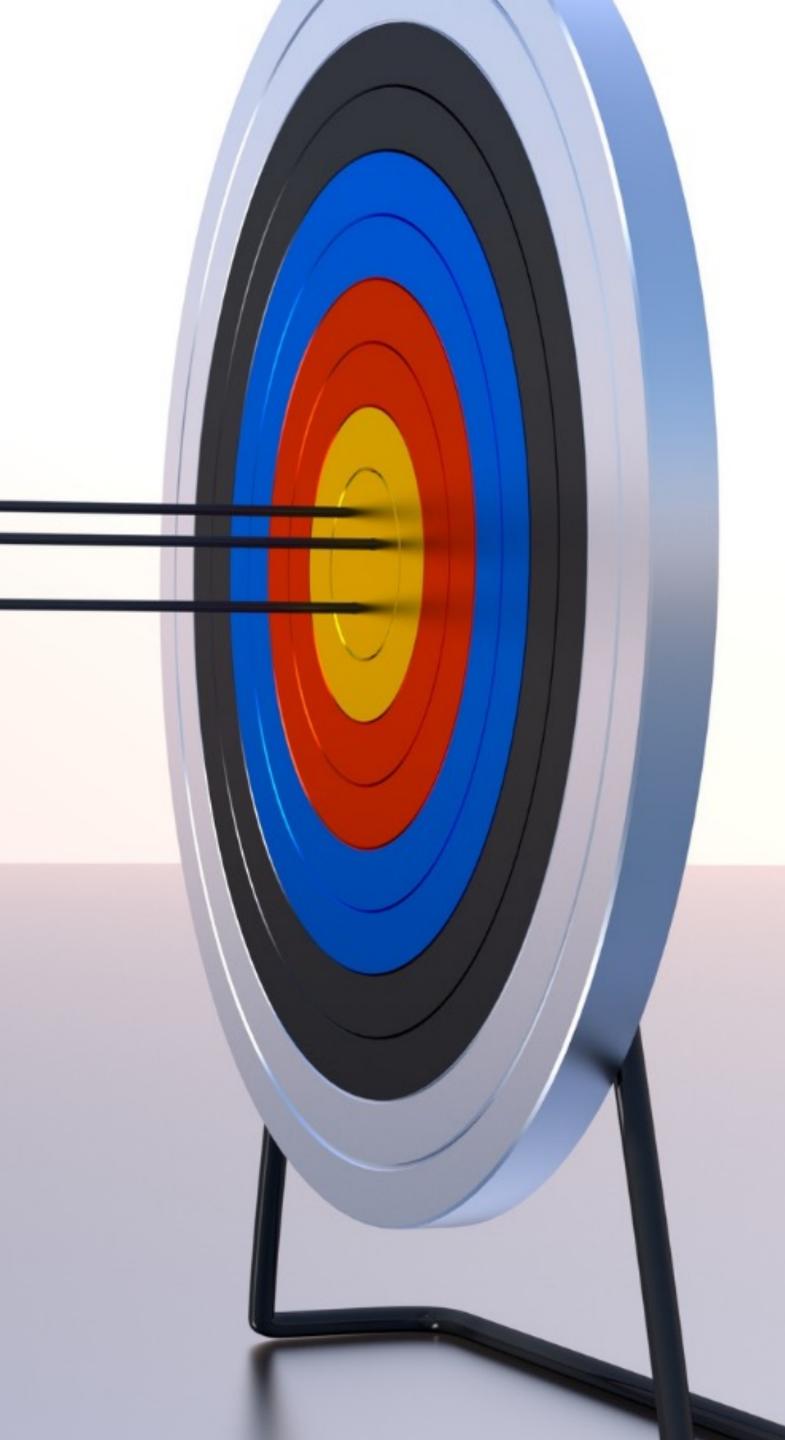




### VALUE STRATEGIES

✓ Mine the Value by Defining Success

✓ Help them Visualize Success with Stories











#### THANK YOU!

#### Let's Connect!!



DrJasonJones.com



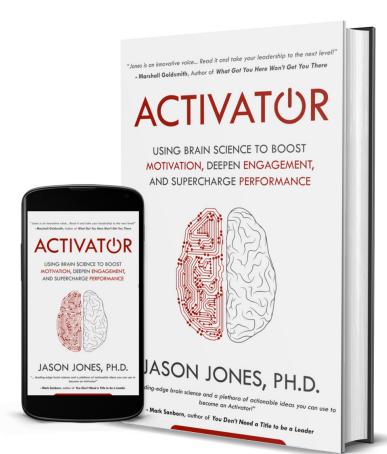
DrJ@DrJasonJones.com

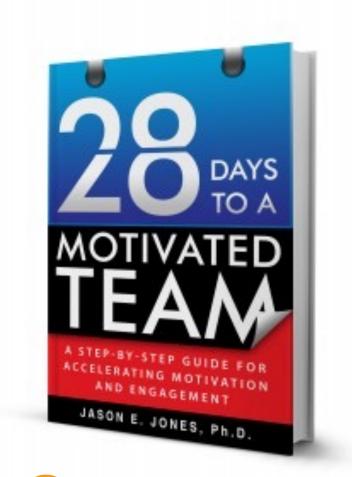


IG: DrJJones



LinkedIn.com/in/DrJasonJones1

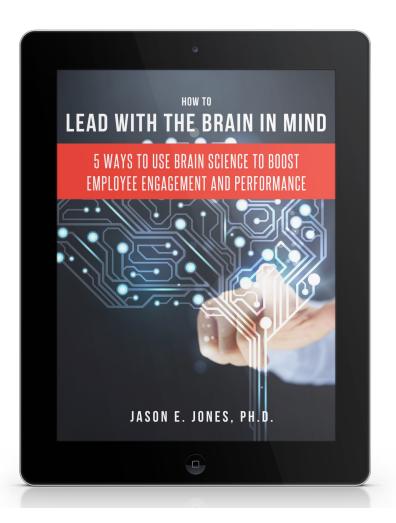












Free Download @ DrJasonJones.com