



THE
PINNACLE
SOCIETY
EXCELLENCE IN RECRUITING

THE FUTURE OF PERFORMANCE

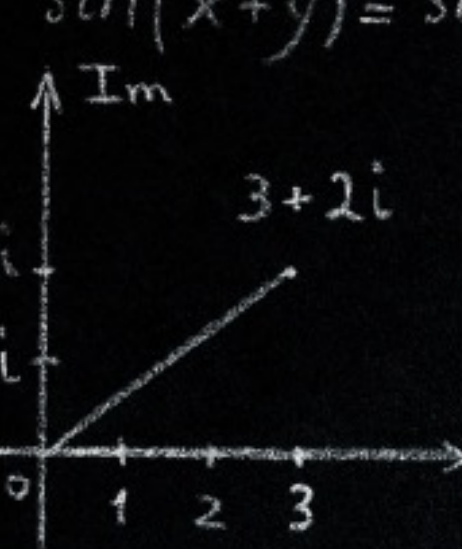
*Neuroscience Strategies for
Ultra-High Performance*

Presented by Jason Jones, Ph.D.





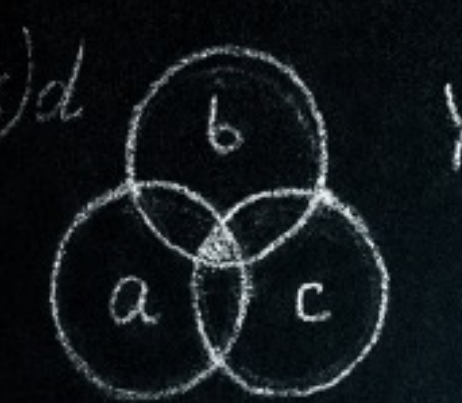
$\sin(x+y) = \sin x \cos y + \sin y \cos x$ $(\ln(x))' = \frac{1}{x}$ $\frac{a}{\sin A} = \frac{b}{\sin B}$ $\sin \alpha = 0,5$ $\int \frac{dx}{\sqrt{x^2 \pm a^2}} = \ln|x + \dots|$



$(1+x)^\alpha = 1 + \sum_{n=1}^{\infty} \binom{\alpha}{n} x^n$ $\binom{\alpha}{n} = C_n^\alpha = \frac{n!}{(n-\alpha)! \alpha!}$ $e^{i\pi} + 1 = 0$ $\pi =$

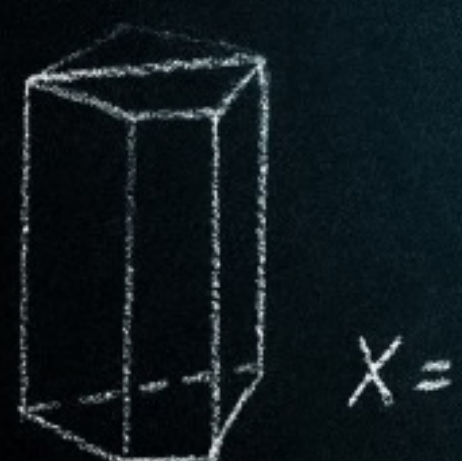
$+f(x_{n-1})\Delta x$ $x \in (-\infty; -2)$ $(e^x)' = e^x$ $\lim_{x \rightarrow 0} \frac{\sin x}{x} = 1$

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



$\sum_{n=0}^{\infty} \frac{1}{2^n} = 2$ $e^x = 1 + \sum_{n=1}^{\infty} \frac{x^n}{n!}$ \int

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



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

$a \cap b = \emptyset$

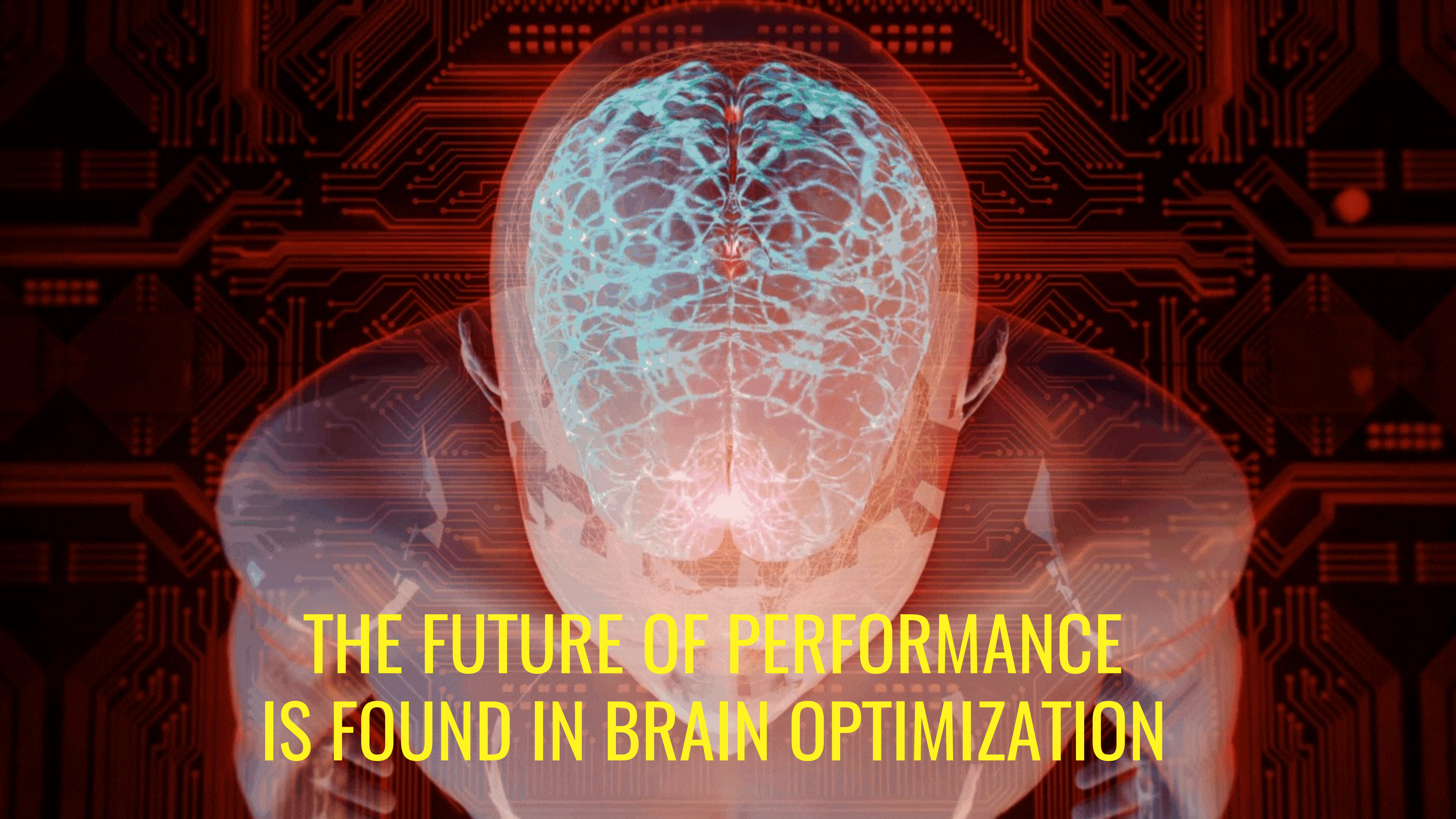
$\text{tg } \alpha = \frac{\sin \alpha}{\cos \alpha}$ $\sqrt[n]{x_1 x_2 \dots x_n} \leq \frac{x_1 + x_2 + \dots + x_n}{n}$



$y = x^2$ $\cos 2\alpha = 2 \cos \alpha$



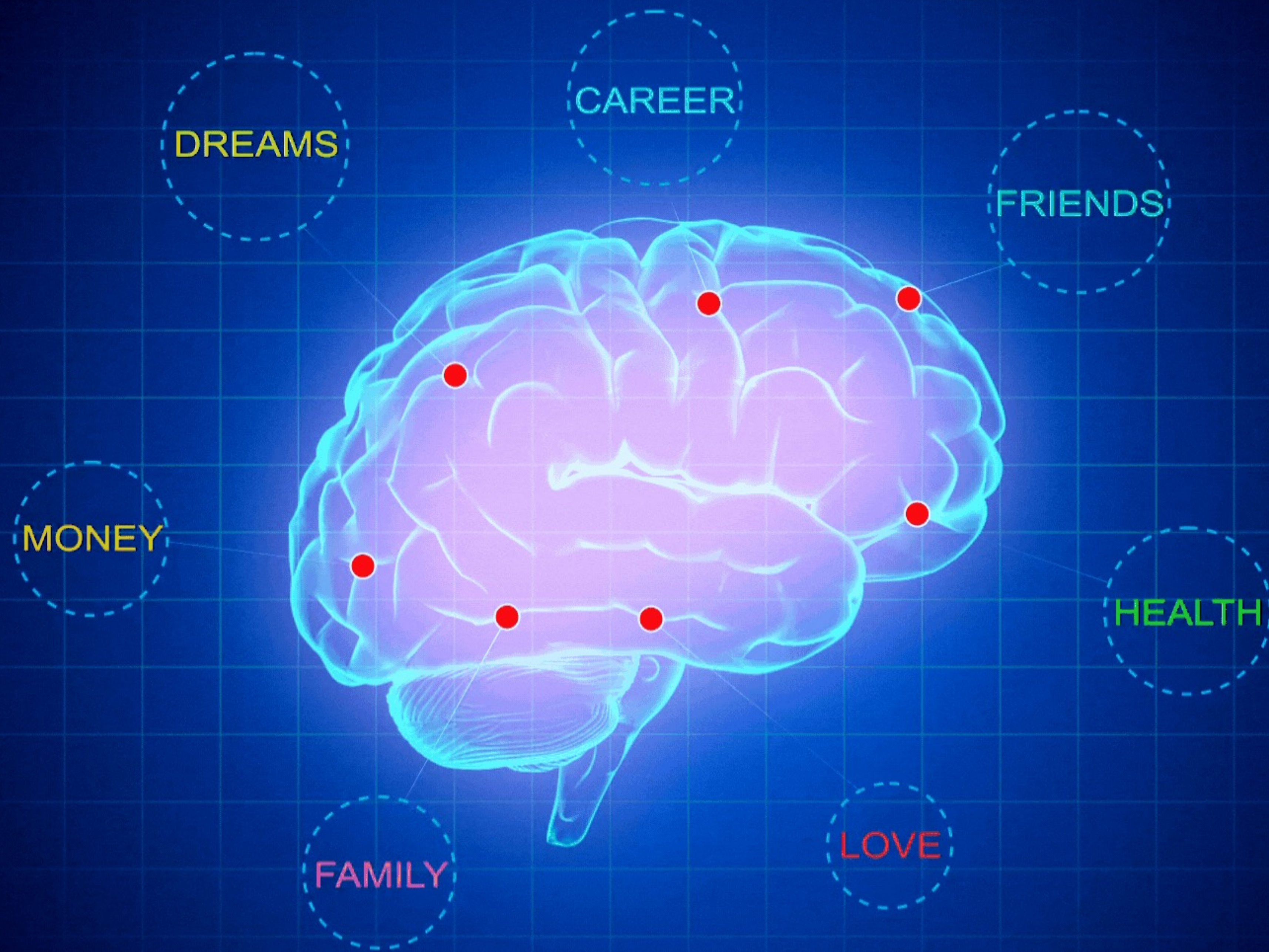
$\sum_{k=1}^n f^{(k)}(a)$



**THE FUTURE OF PERFORMANCE
IS FOUND IN BRAIN OPTIMIZATION**



LEADERSHIP
SPORTS
HEALTH
WORK
HAPPINESS
SALES
MARKETING



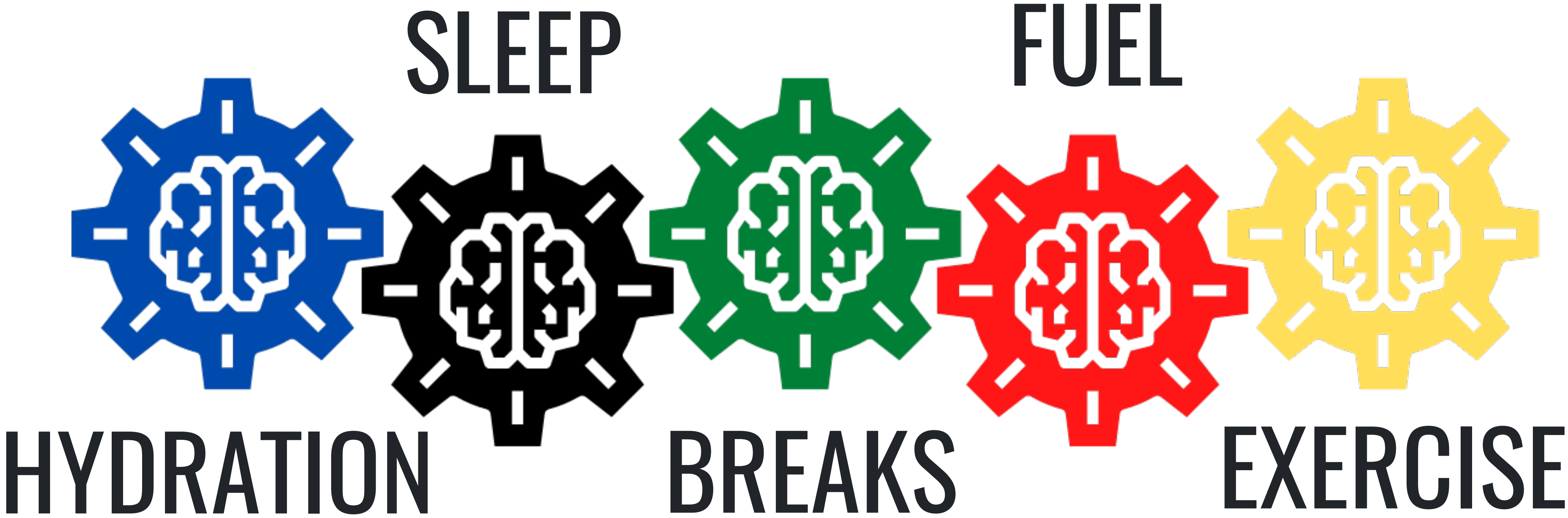




ULTRA-HIGH PERFORMANCE MINDSET



COGNITIVE FITNESS



ULTRA HIGH-PERFORMANCE STRATEGIES

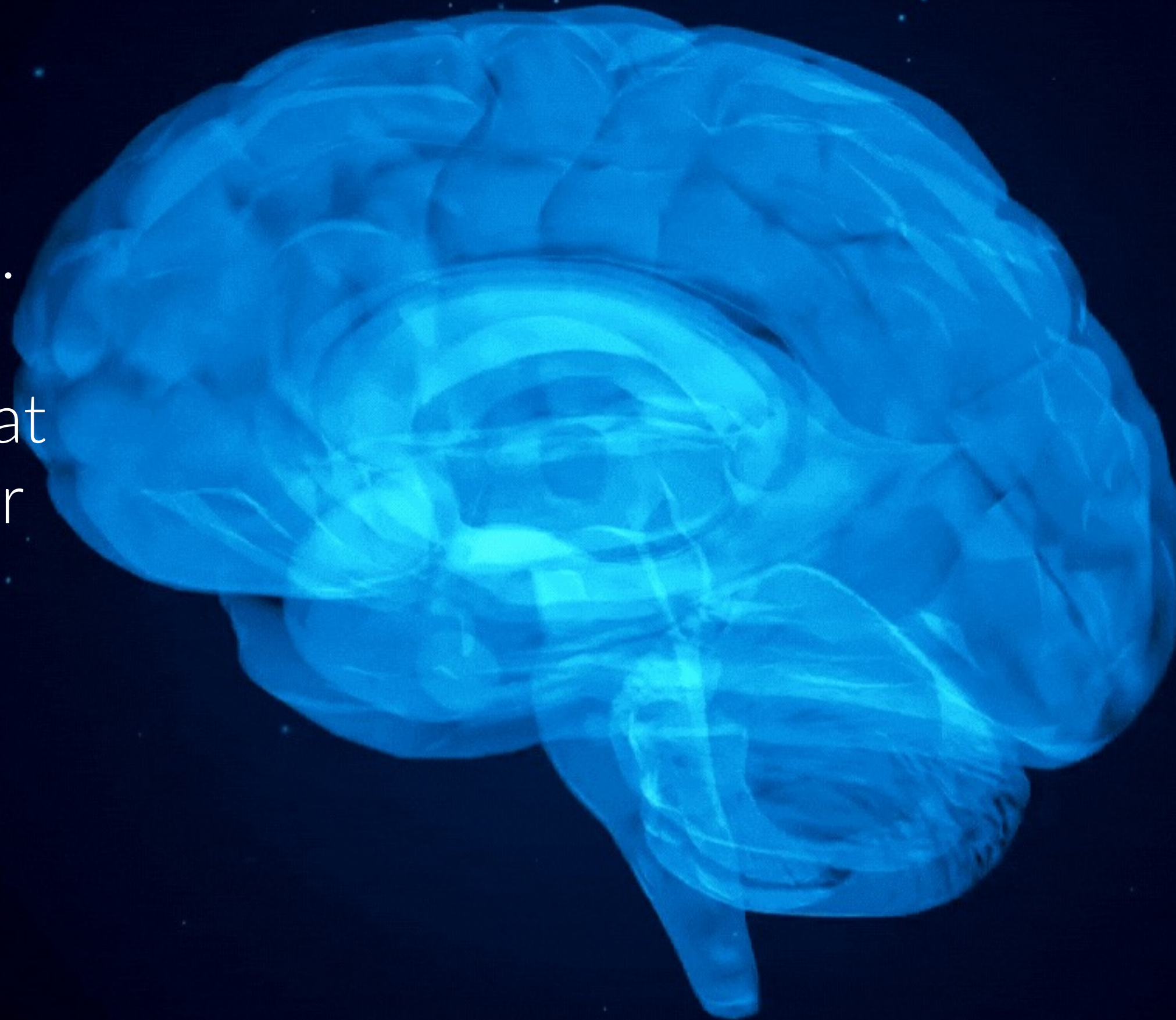


#1 COGNITIVE FITNESS

- ✓ 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



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

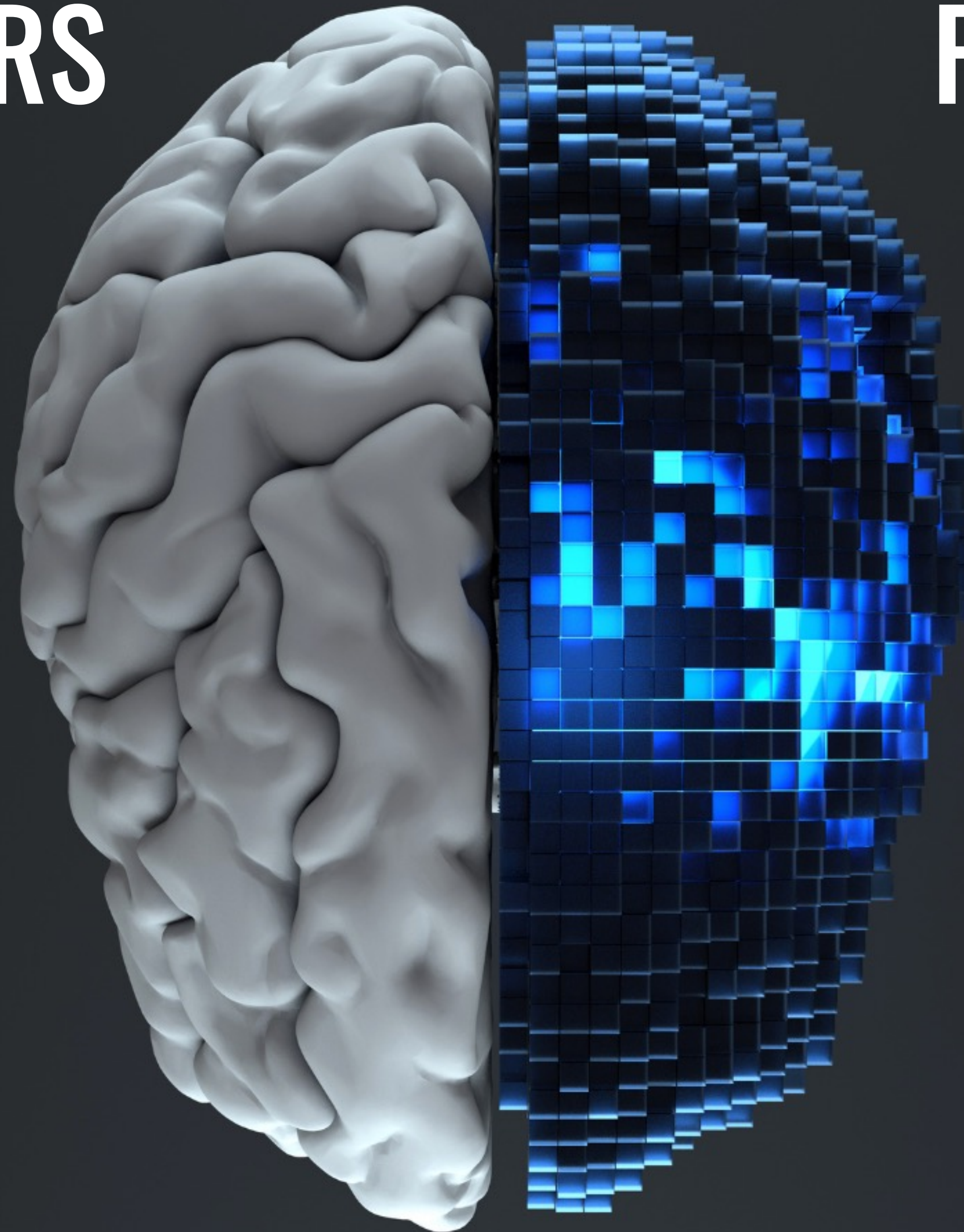
Distraction

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 COGNITIVE FITNESS

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



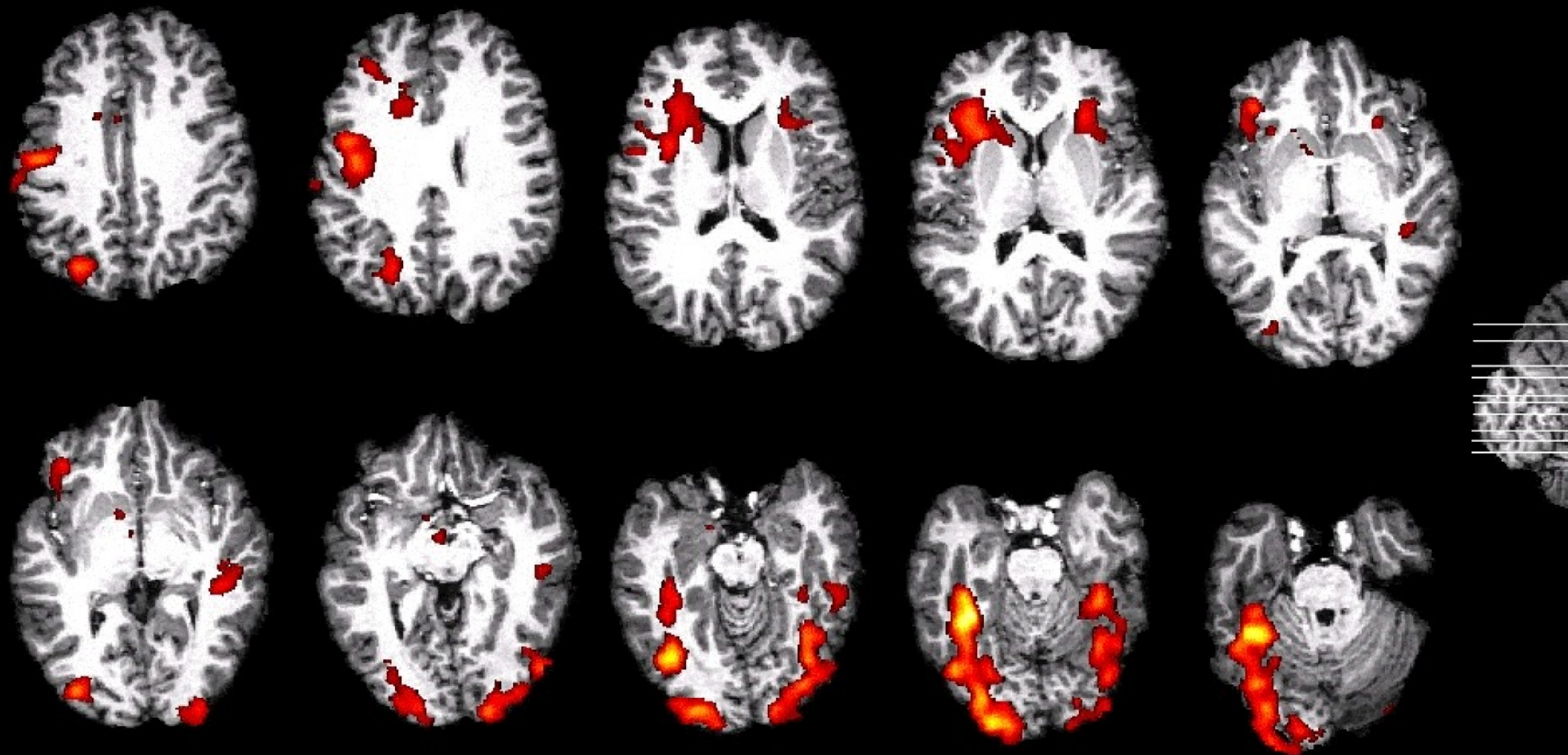
#2 GET INTO FLOW

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



LIGHT-UP YOUR BRAIN







fMRI BRAIN SCAN STUDY

Richards Boyatzis and Anthony Jack
Case Western Reserve University

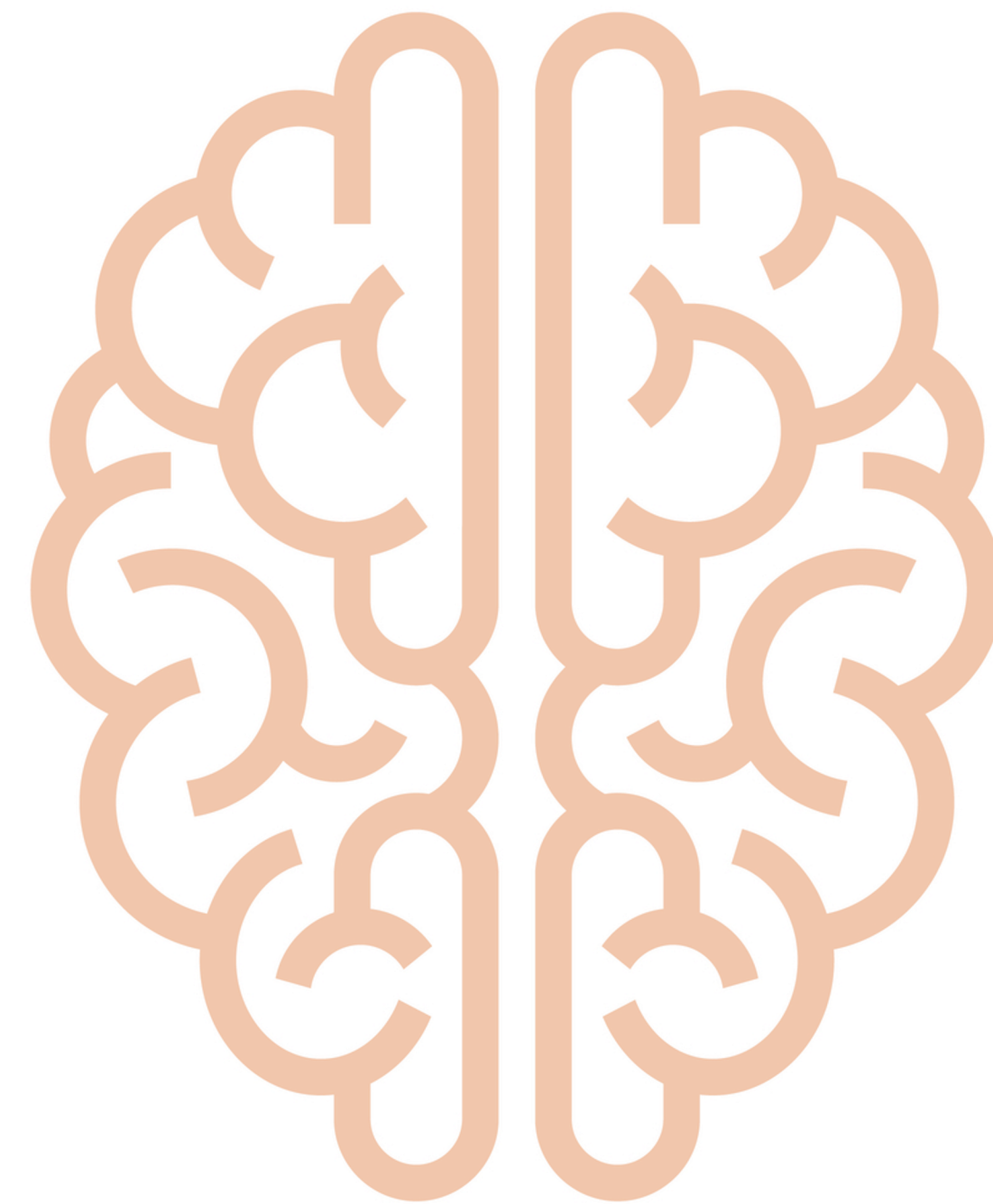
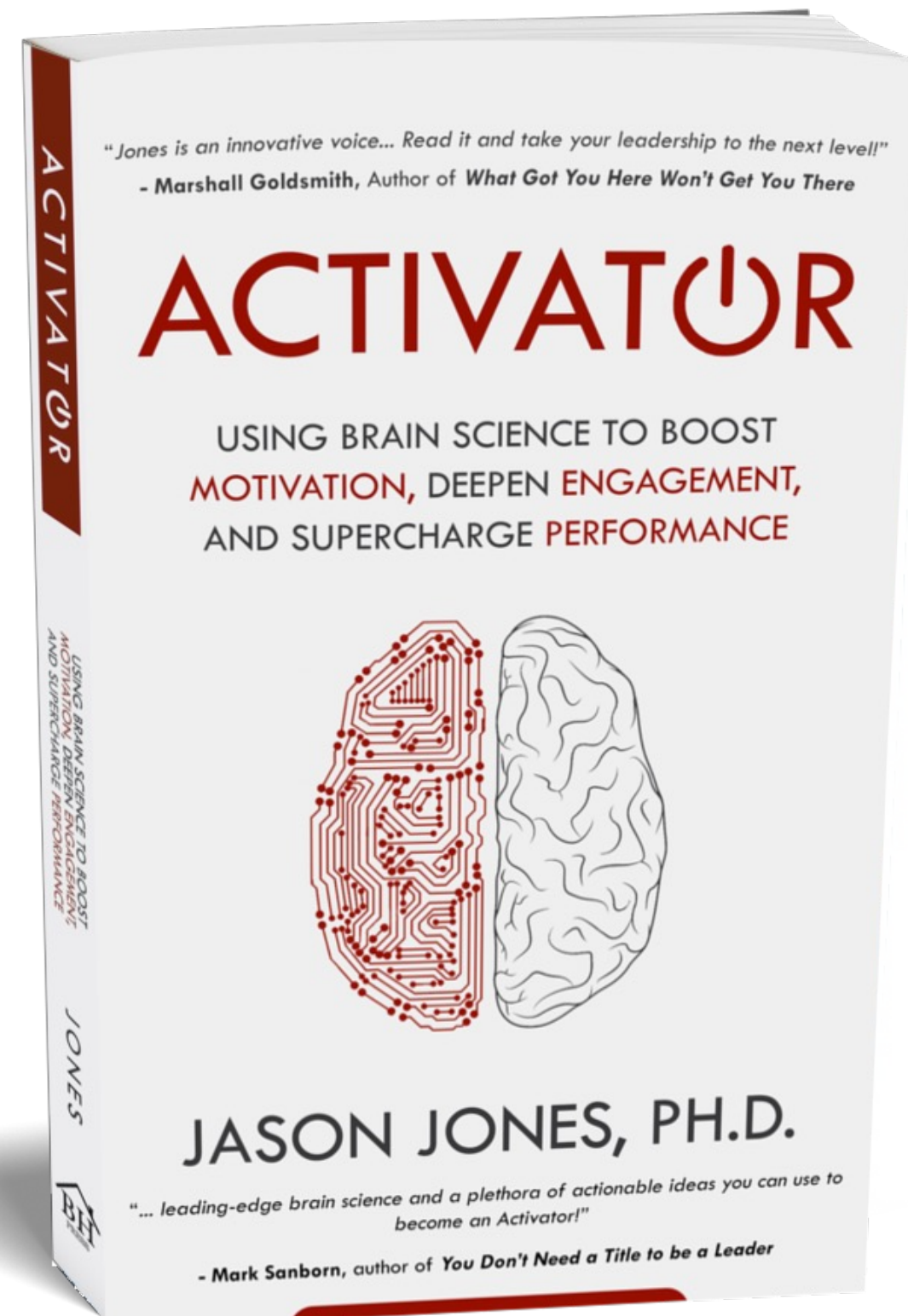
Positive Interactions

14 Regions Activated
0 Deactivated

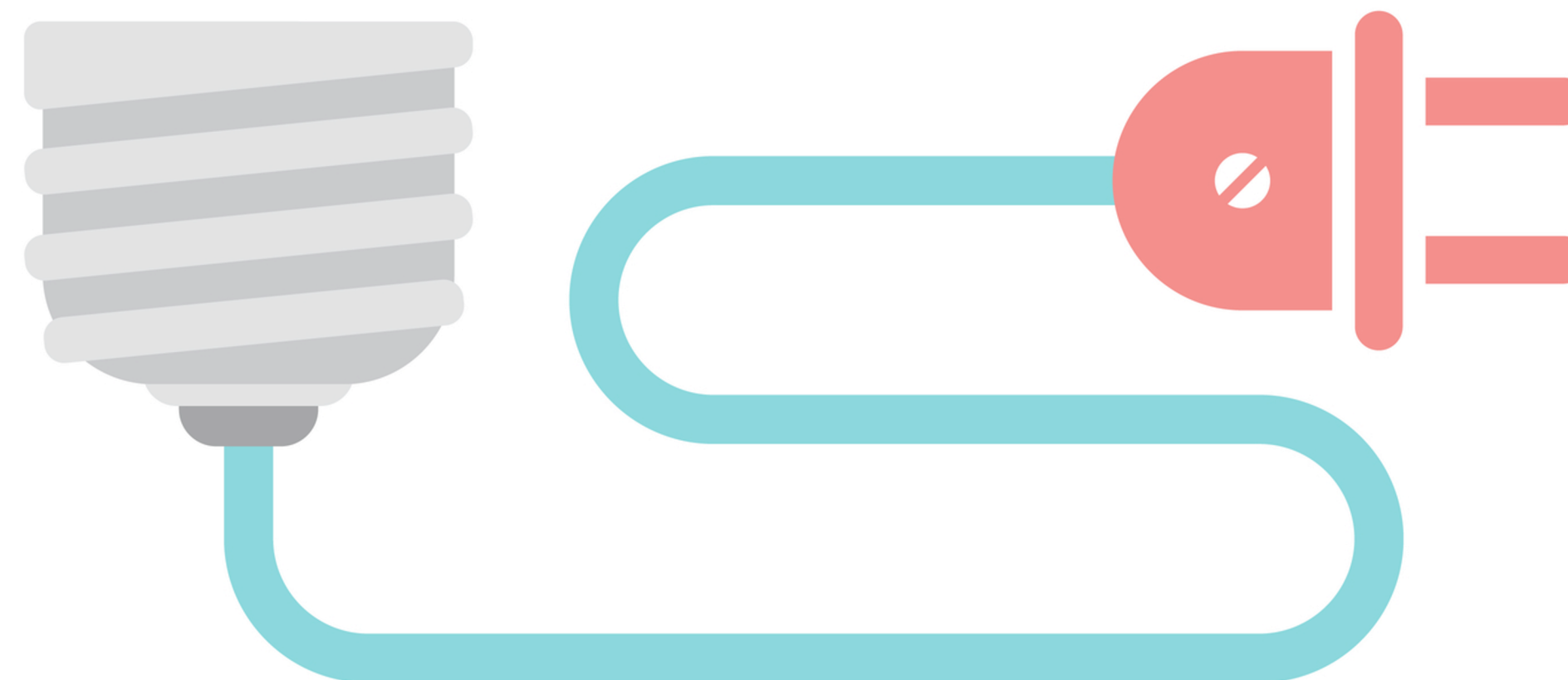
Negative Interactions

6 Regions Activated
11 Deactivated

THE NEW SCIENCE OF PERFORMANCE



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



THE 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.



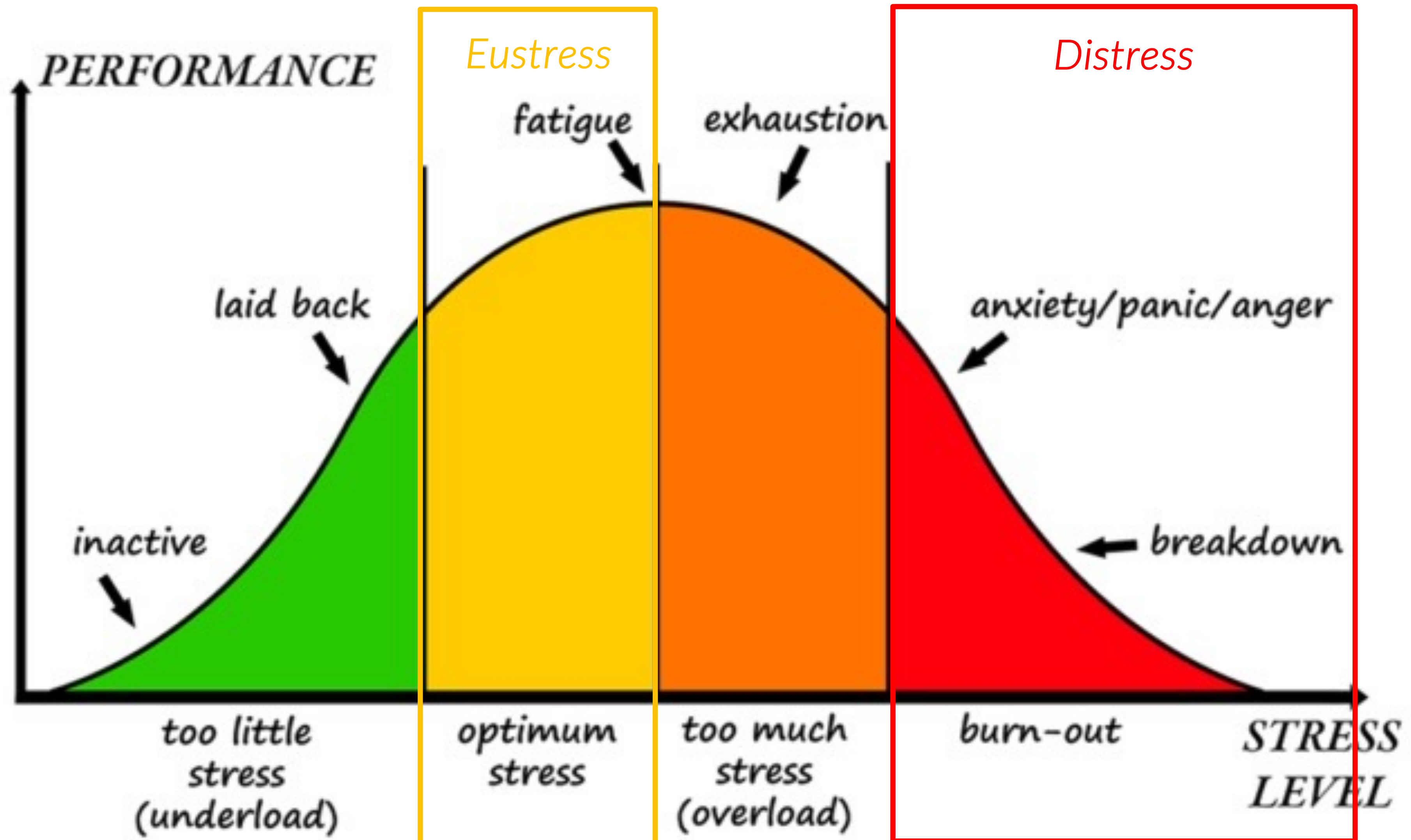
A person is shown from the side, climbing a dark, craggy rock face. They are wearing a dark harness and a yellow bag. The background is a vibrant sunset sky with shades of orange, red, and purple. The text is overlaid on the right side of the image.

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



THRIVE

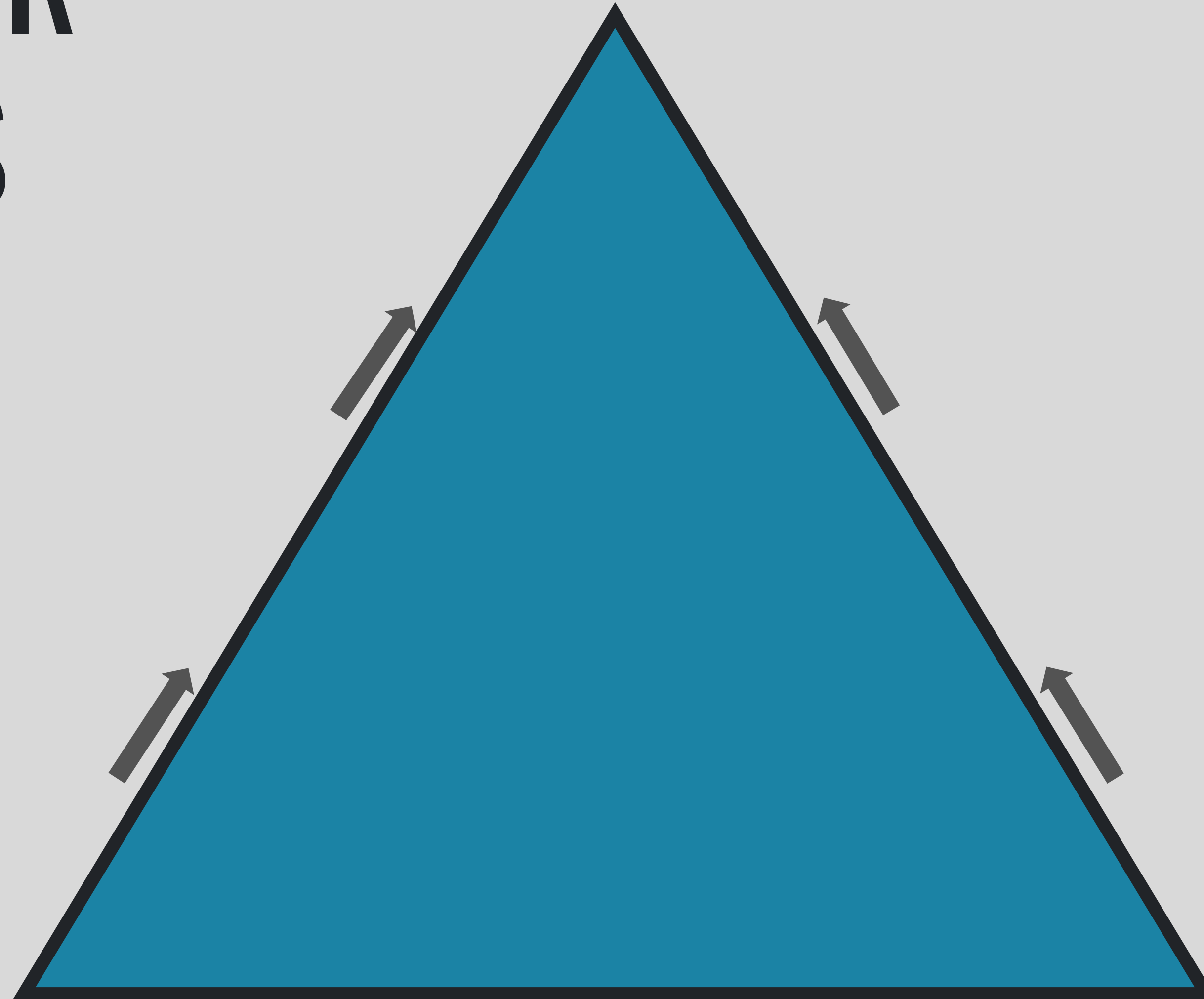


ALIGN FOR
SUCCESS

THRIVE

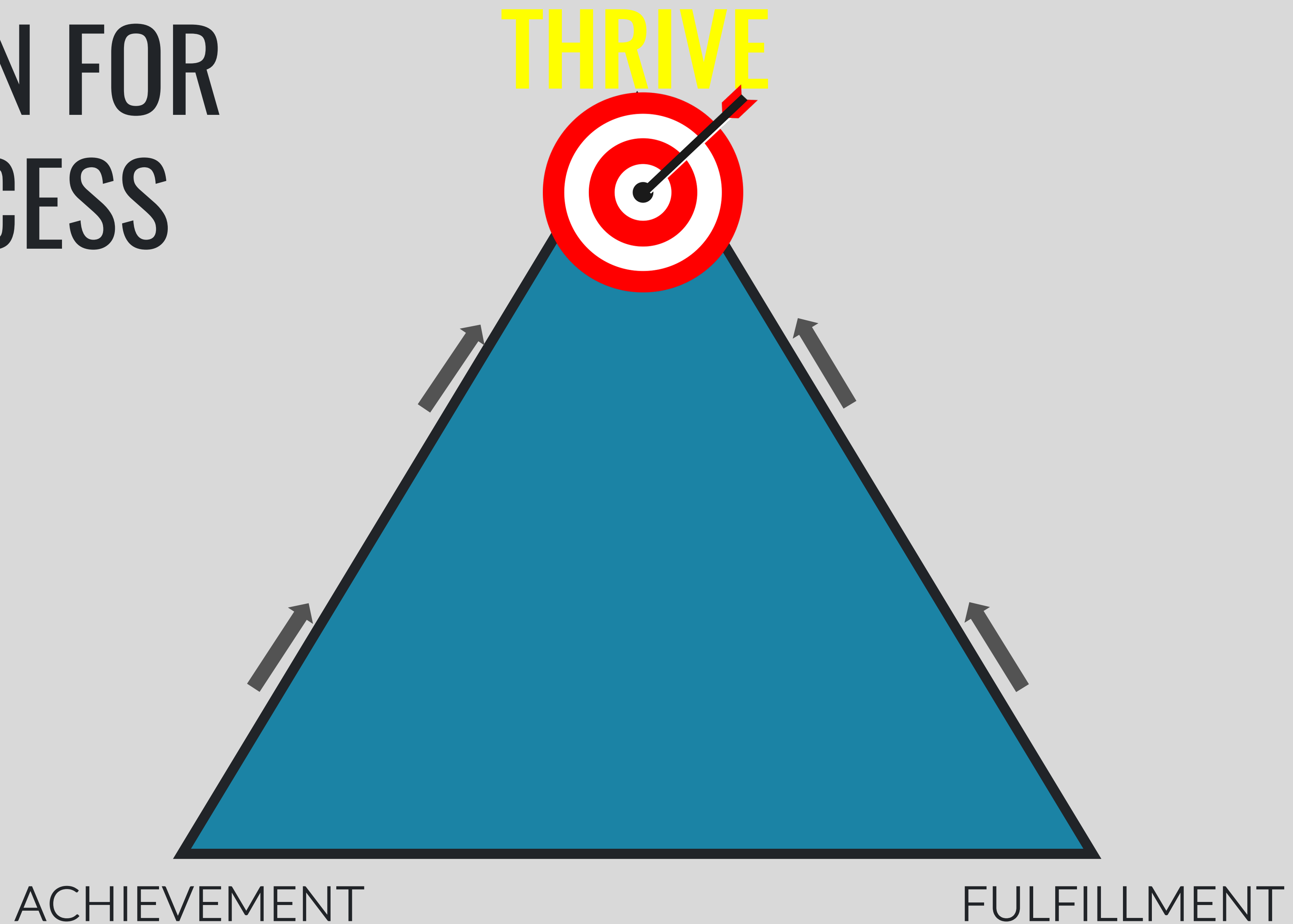
ACHIEVEMENT

FULFILLMENT





ALIGN FOR
SUCCESS



ULTRA HIGH-PERFORMANCE STRATEGIES



#1 COGNITIVE 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



THE NEUROSCIENCE OF SELLING

Who is in a sales role?

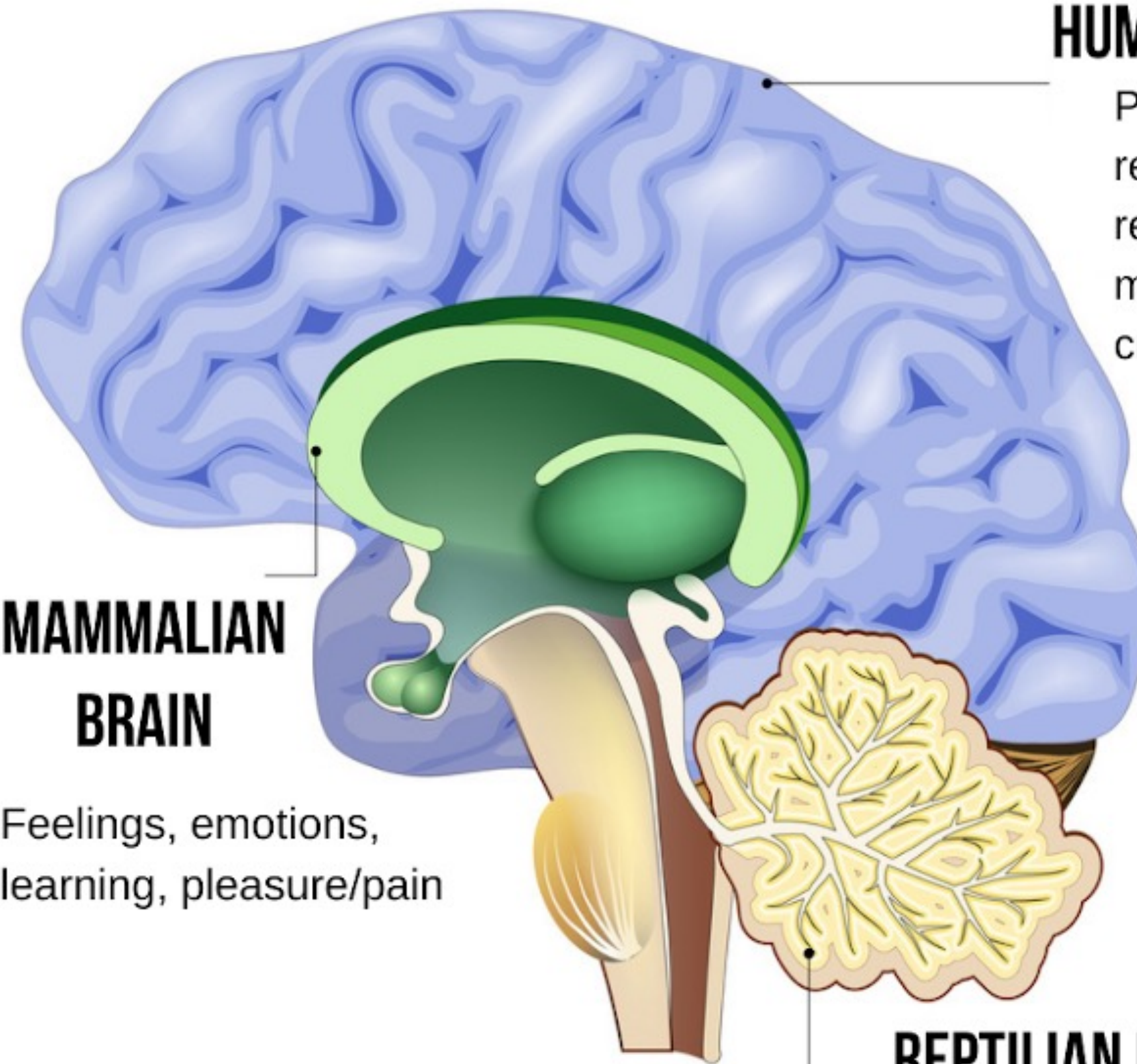


SELLING TO THE 3 BRAINS

CLARITY

**MAMMALIAN
BRAIN**

Feelings, emotions,
learning, pleasure/pain



HUMAN BRAIN

Problem-solving,
reasoning,
relationship
management,
creativity.

VALUE

SAFETY

REPTILIAN BRAIN

Organ function, heart beat
breathing, digestion.

SELLING

SAFETY

CLARITY

VALUE

SELLING

SAFETY

#1 RULE OF BRAIN-FRIENDLY SELLING...



WHAT DO PEOPLE FEAR?

**THE THREAT DEFAULT CREATES
NEGATIVE THINKING & AVOIDANCE**

**THE BIGGEST DETERENT TO
CLOSING DEALS...**

EGO



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)



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

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

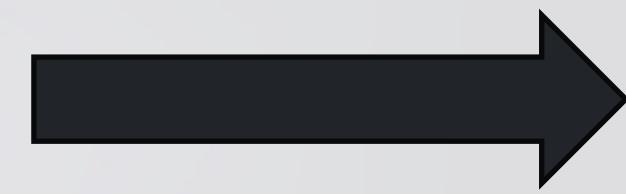
Cooperate	Awaken	Gracious	Accomplish
Collaborate	Invigorate	Courteous	Meaning
Teamwork	Launch	Disciplined	Fulfillment
Trust	Unleash	Courageous	Overcome
Idea	Ambition	Awesome	Prevail
Spark	Stamina	Triumphant	Enterprising
Insight	Vitality	Flexible	Attractive
Passion	Win	Adaptable	Vital
Achieve	Discover	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

STRATEGIC WORDING

ROOT OF NEGATIVE
EMOTION/APPREHENSION/FEAR

SOLUTION

Uncertain

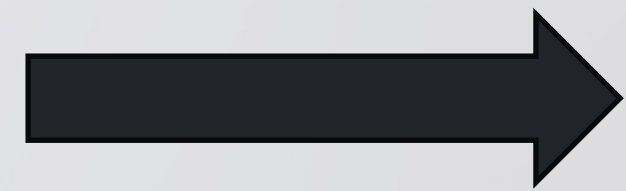


Clarity

Vision

Guide

Fear

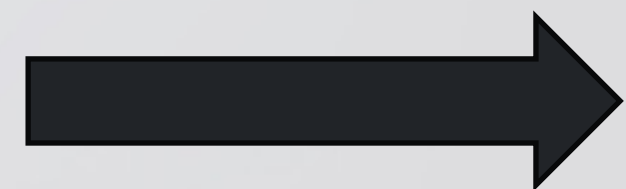


Brave

Empower

Victory

Stagnation



Flourish

Refresh


Freedom



What are some Activation Words you can implement?

POSITIVE, NOVEL, VISION ORIENTED



Three red darts with gold-colored barrels are shown hitting the bullseye of a target. The target has concentric rings with numbers 1 through 10. The background is a light blue gradient.

THE LANGUAGE OF HIGH PERFORMANCE

POSITIVITY

CONFIDENCE

PASSION

VIRTUAL SALES TIPS

Making Virtual Meetings Brain-Friendly

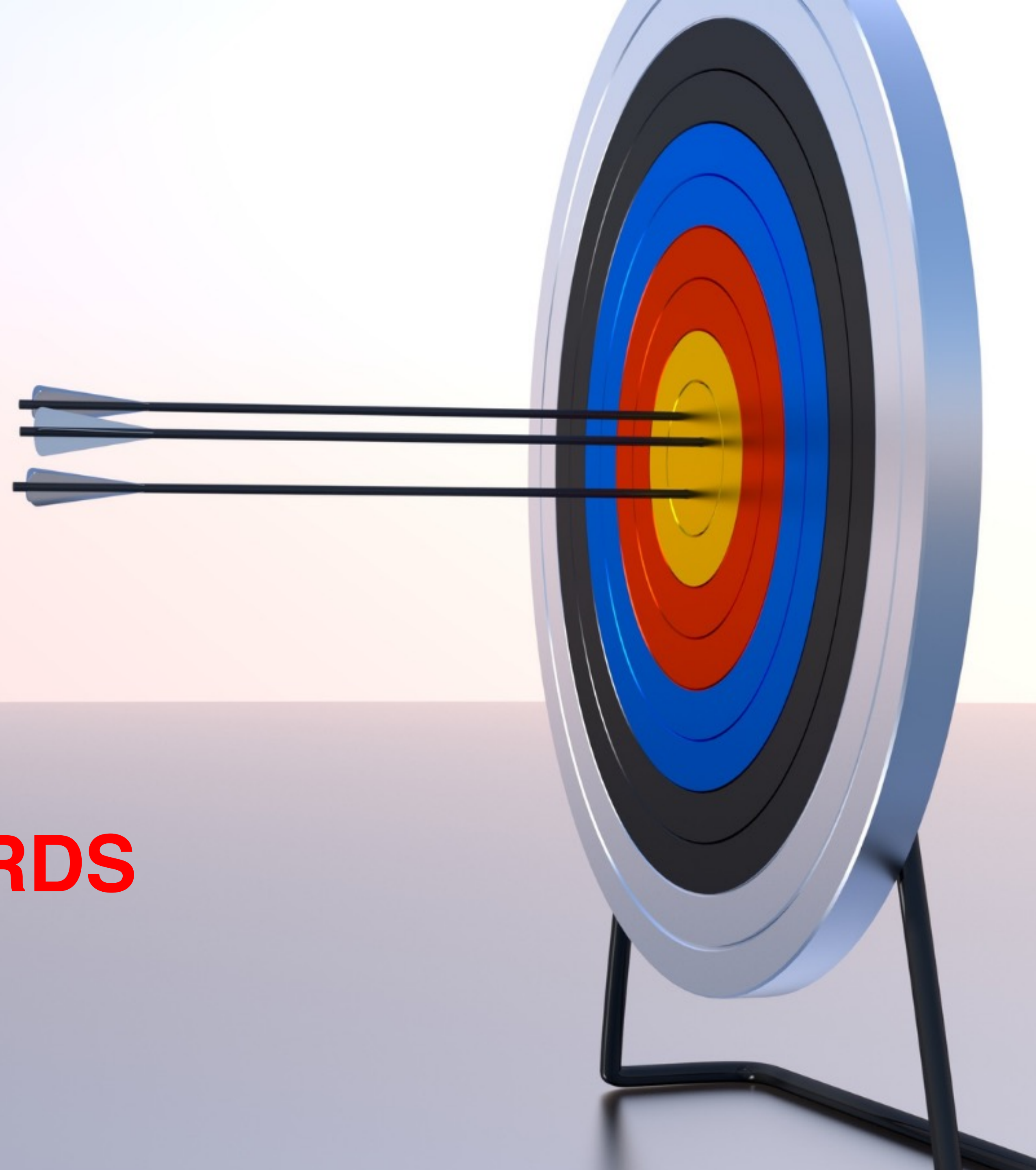
- ✓ HD Video Camera
- ✓ Lighting
- ✓ Eye Contact
- ✓ Smile
- ✓ Head positioning (top of screen)
- ✓ Viewpoint (look even or slightly down)
- ✓ Energy – stand or sit up high
- ✓ Distant to Start - move closer gradually throughout meeting
- ✓ Show upper torso and hands
- ✓ Close-up face to show expressions



SAFETY STRATEGIES

SET YOUR INTENTION

**USE ACTIVATION WORDS
STRATEGICALLY**



SELLING

SAFETY

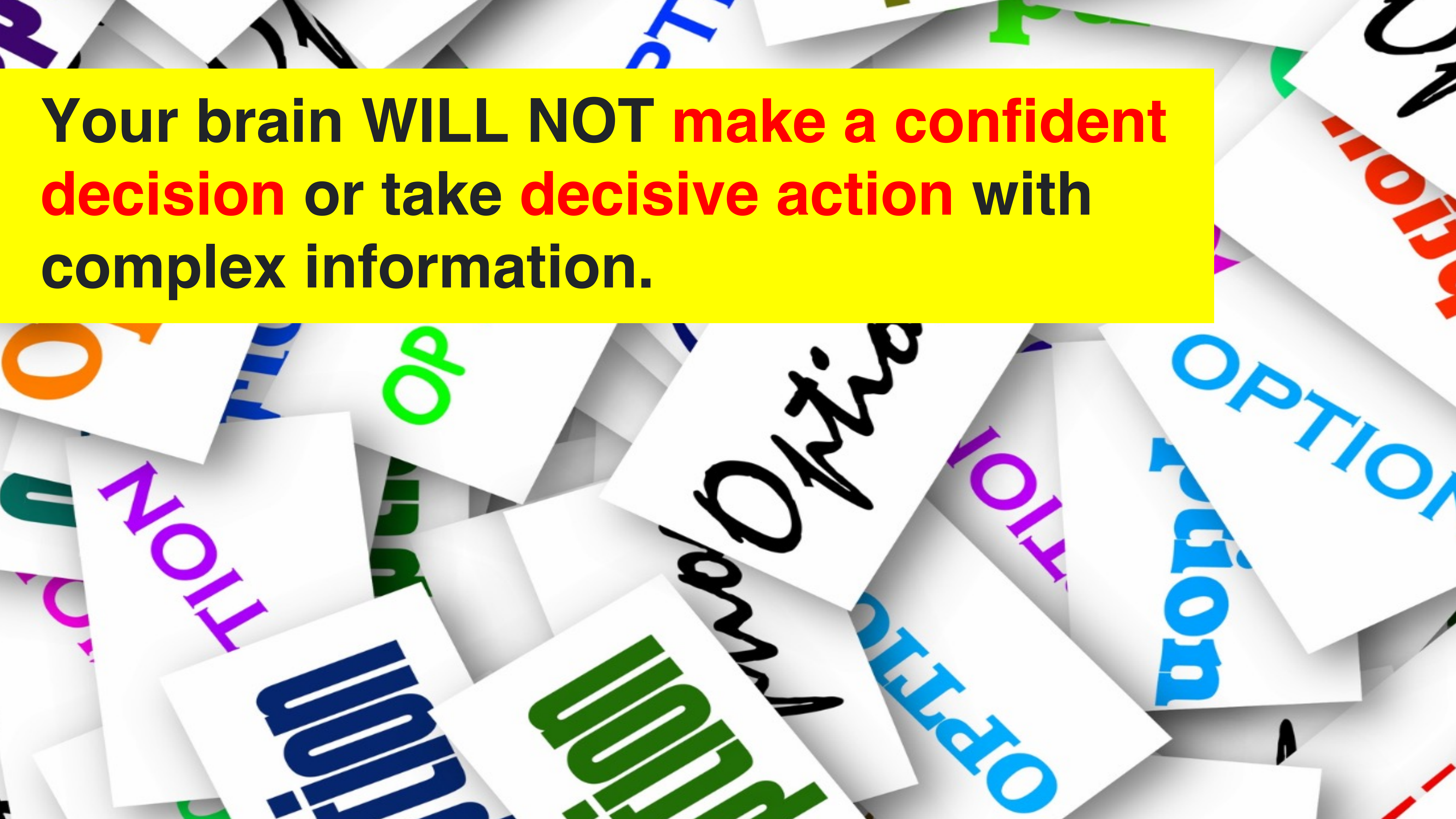
CLARITY

VALUE

SELLING

CLARITY





Your brain WILL NOT make a confident decision or take decisive action with complex information.

CLEAR, CONCISE, & SIMPLE





FILL THE GAP

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)



SELLING

SAFETY

CLARITY

VALUE

SELLING

VALUE

Three red darts with gold-colored barrels are shown hitting the bullseye of a target. The target has concentric rings with numbers 1 through 10. The background is a light blue gradient.

WHERE DOES VALUE DERIVE?

Defining & Visualizing
Success

What about money?

PEOPLE DEFAULT TO PRICE
IN THE ABSENCE OF VALUE.

VISUAL IMPACT



USE STORIES TO
ENGAGE THE BRAIN





STORIES LIFT OUR IMAGINATION AND OUR
SENSE OF POSSIBILITY

STORIES DEMONSTRATE
SAFETY, CLARITY, & VALUE

STORIES SHOW THE WAY



Autonomy of thought and action

T PRAC

ow emp e some of their own

ork goals

ow emp to their team goals

Rodney
ARVEST

nt

WILLING WANTING

Motivation Engagement

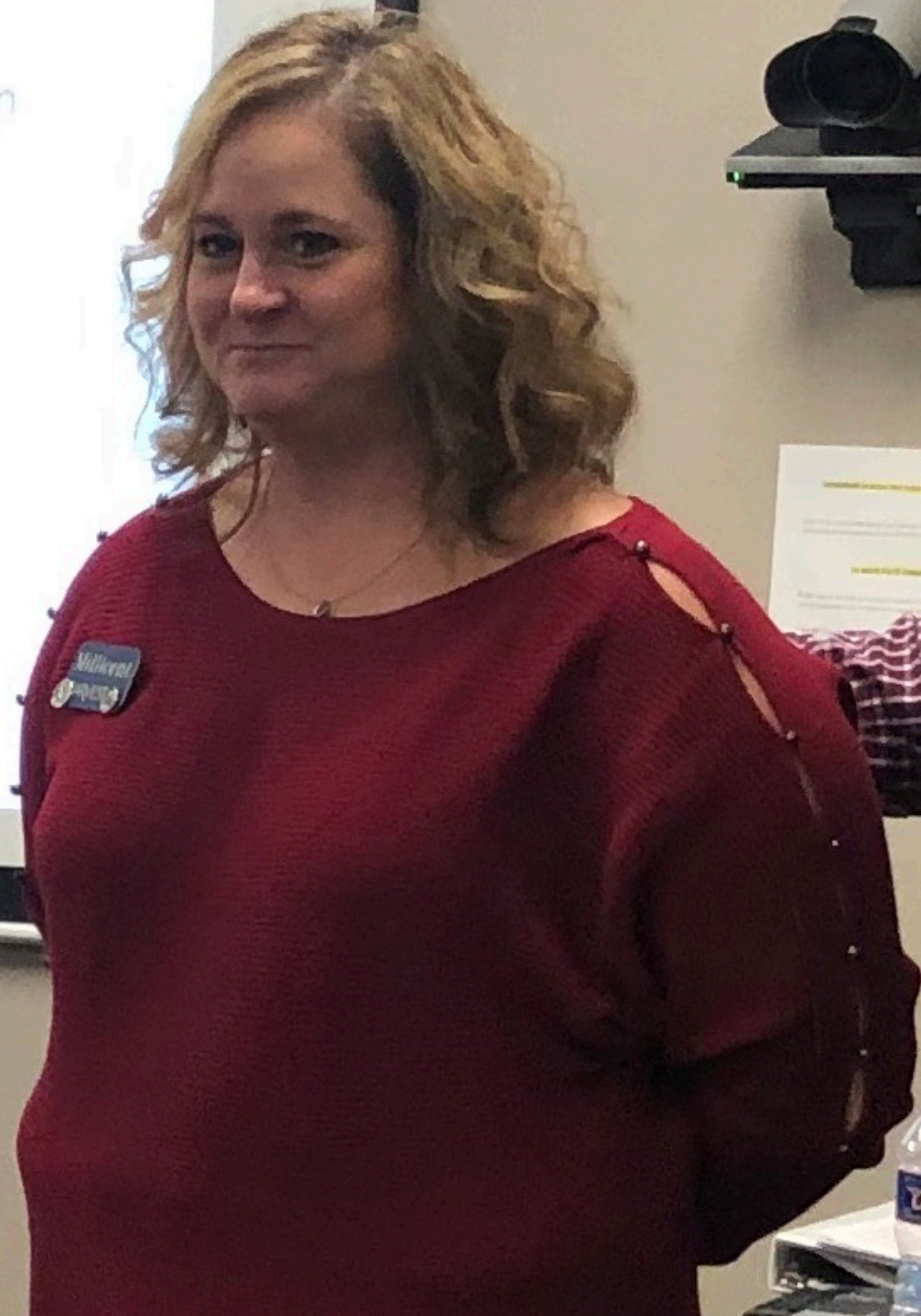
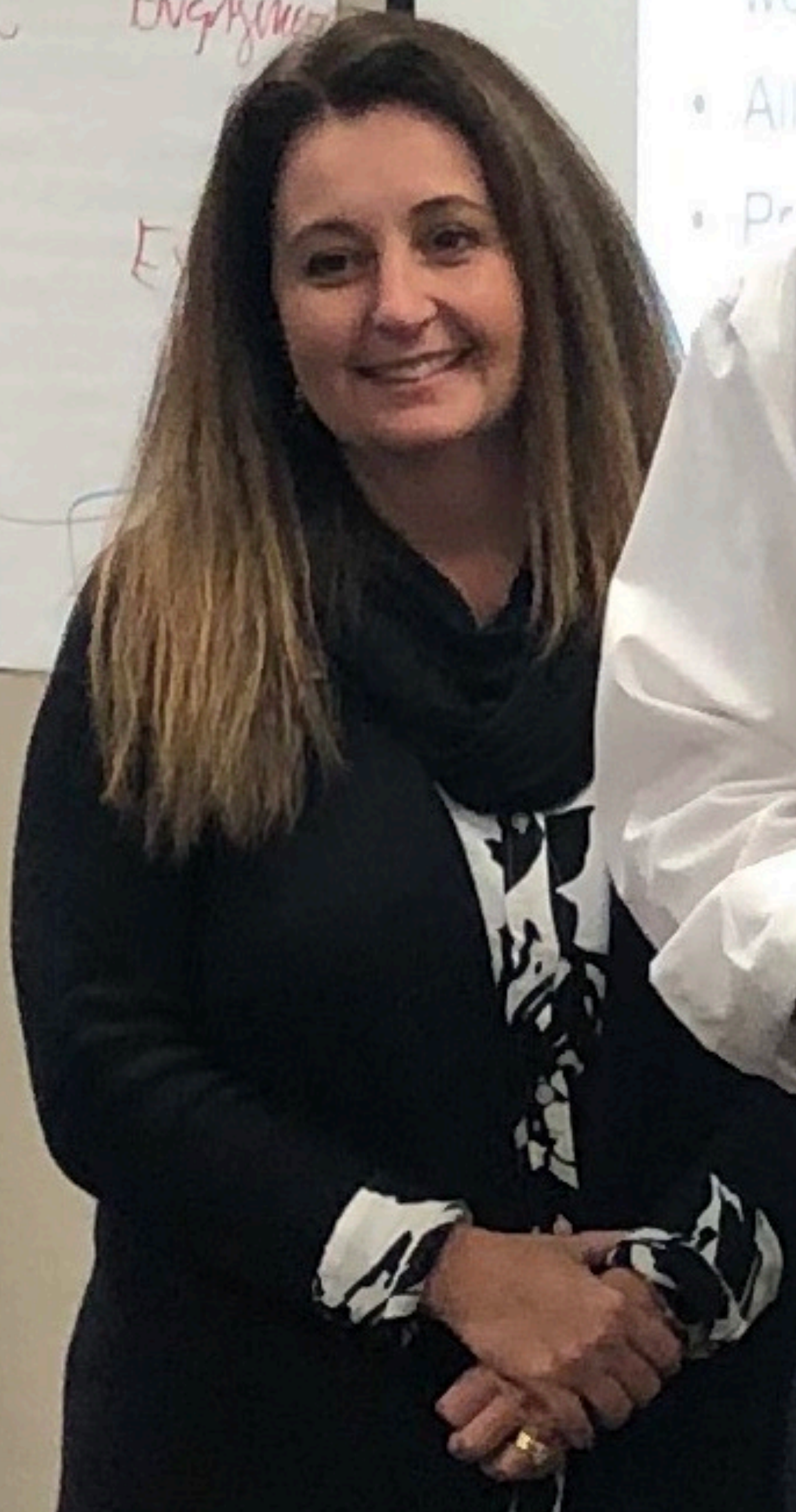
INT. EX.

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
- Provide



VALUE STRATEGIES

✓ **Mine the Value by
Defining Success**

✓ **Help them Visualize Success
with Stories**







PLAY A BIGGER GAME



A high-angle, wide shot of a surfer riding a massive, curling blue wave. The surfer is positioned in the lower-left quadrant, riding a yellow surfboard. The wave's face is a deep, vibrant blue, while the crest is a thick, white foam that cascades down the right side of the frame. The sky is a clear, pale blue. The overall composition emphasizes the scale and power of the wave compared to the lone surfer.

PLAY A BIGGER GAME
GET A BIGGER WIN

THANK YOU!



Let's Connect!!



DrJasonJones.com



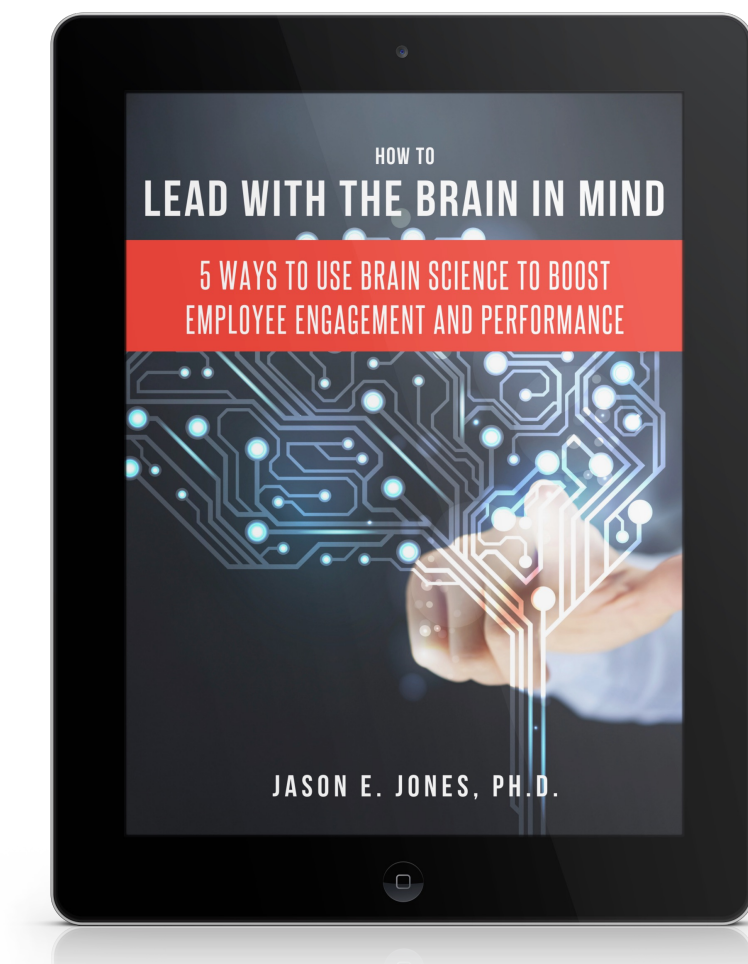
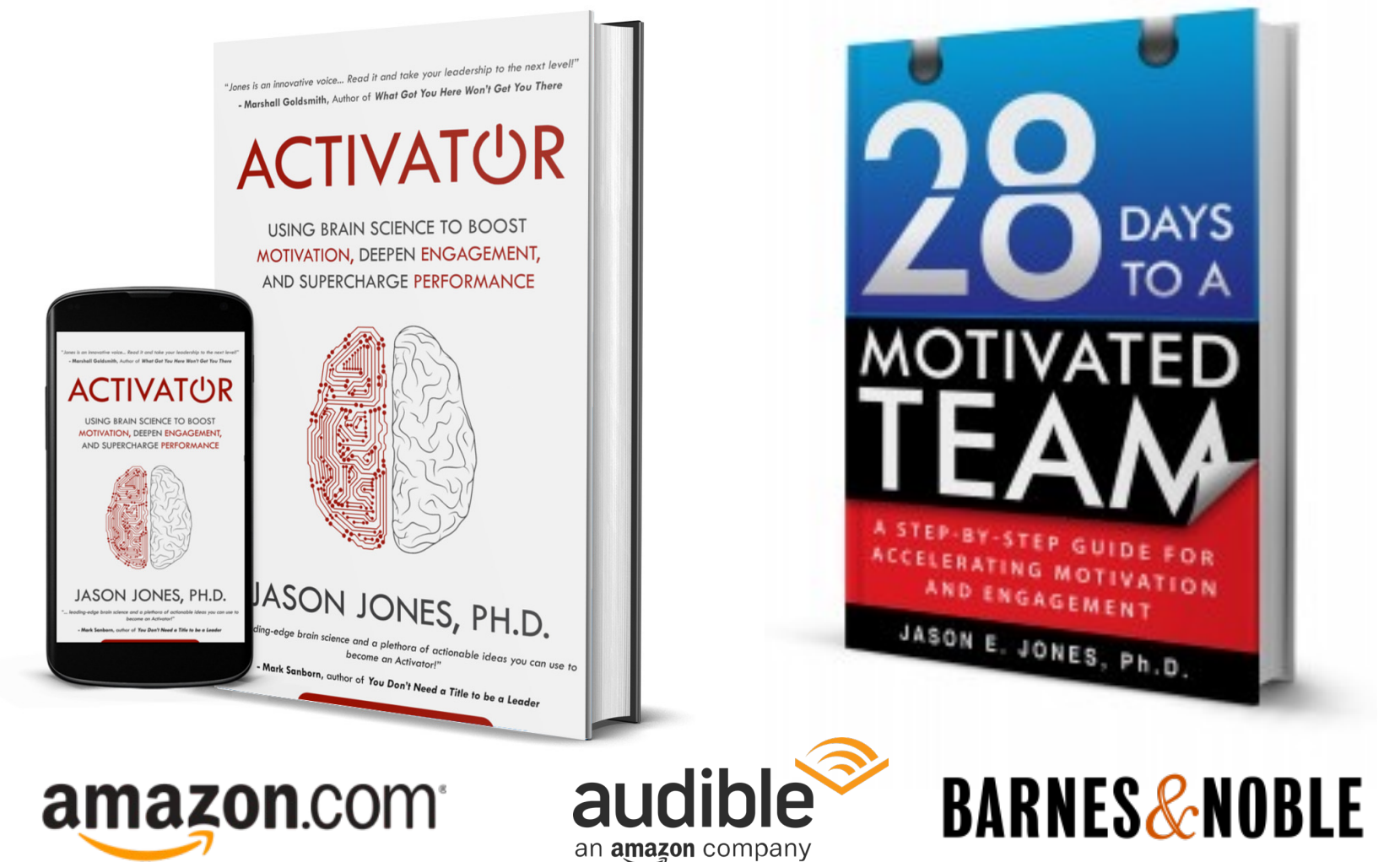
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