

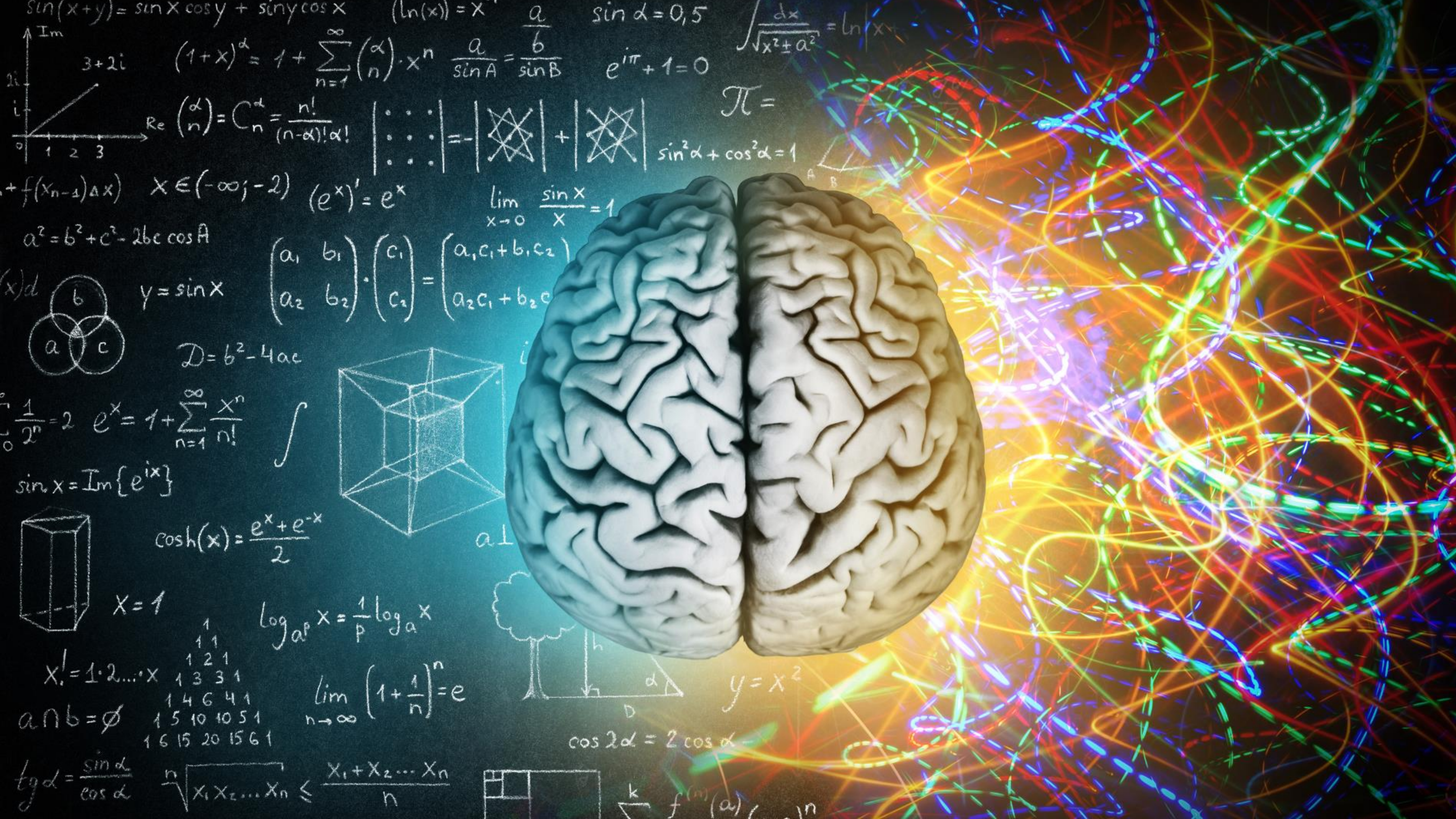


ACTIVATE YOUR PEOPLE

*Practical Leadership Strategies for
Elevating Performance*

Presented by Jason Jones, Ph.D.





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

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

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

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

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

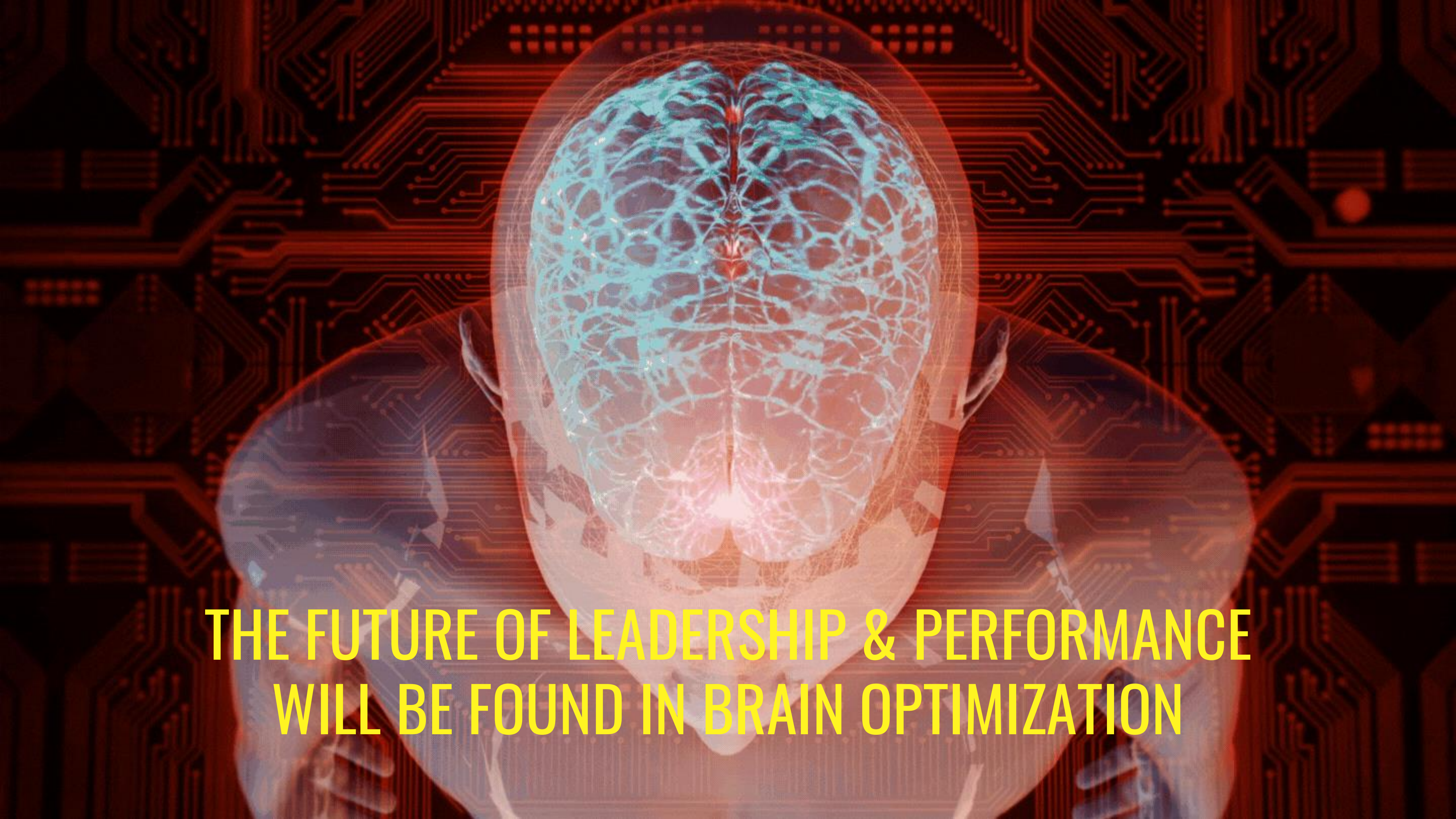
$\frac{1}{2^n} = 2$ $e^x = 1 + \sum_{n=1}^{\infty} \frac{x^n}{n!}$ $\int$

$\sin x = \text{Im}\{e^{ix}\}$ $\cosh(x) = \frac{e^x + e^{-x}}{2}$ $X=1$

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

$X! = 1 \cdot 2 \cdot \dots \cdot X$ $a \cap b = \emptyset$ $\lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n = e$

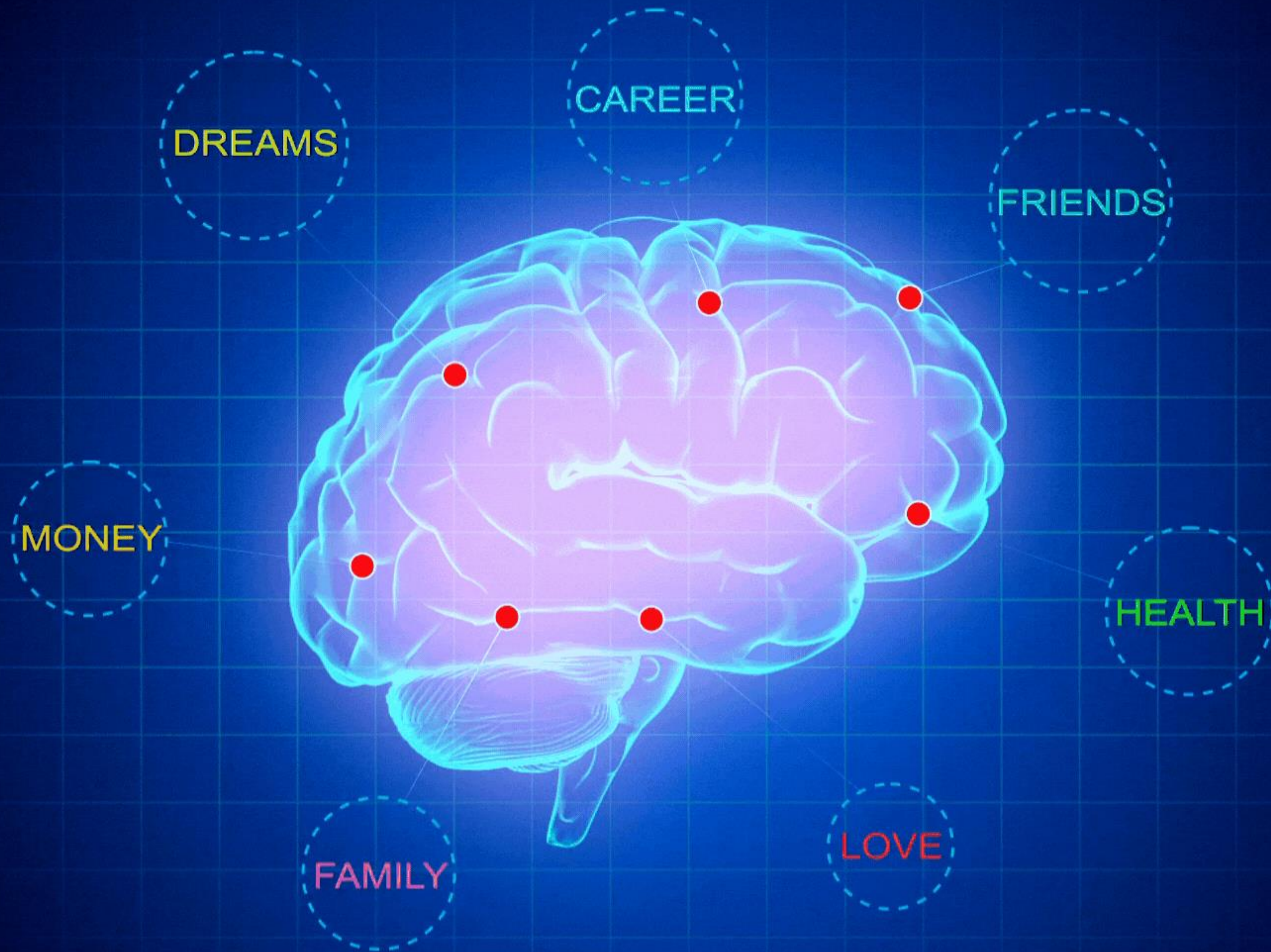
$\text{tg } \alpha = \frac{\sin \alpha}{\cos \alpha}$ $\sqrt[n]{x_1 x_2 \dots x_n} \leq \frac{x_1 + x_2 + \dots + x_n}{n}$ $\cos 2\alpha = 2 \cos^2 \alpha - 1$ $y = x^2$



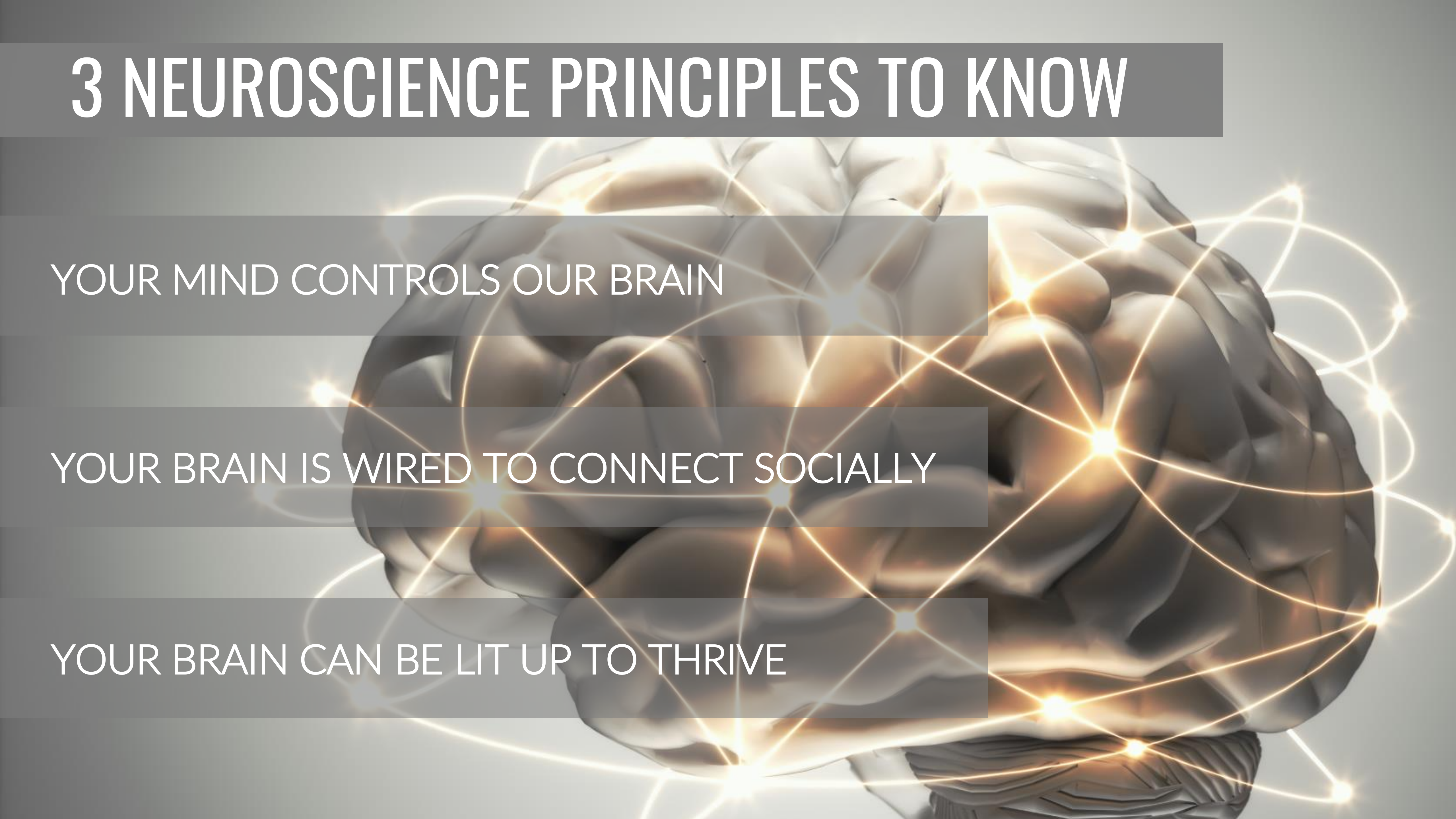
**THE FUTURE OF LEADERSHIP & PERFORMANCE
WILL BE FOUND IN BRAIN OPTIMIZATION**



**THERAPY
SPORTS
HEALTHCARE
SALES
MARKETING
INNOVATION
LEADERSHIP
PERFORMANCE**



3 NEUROSCIENCE PRINCIPLES TO KNOW



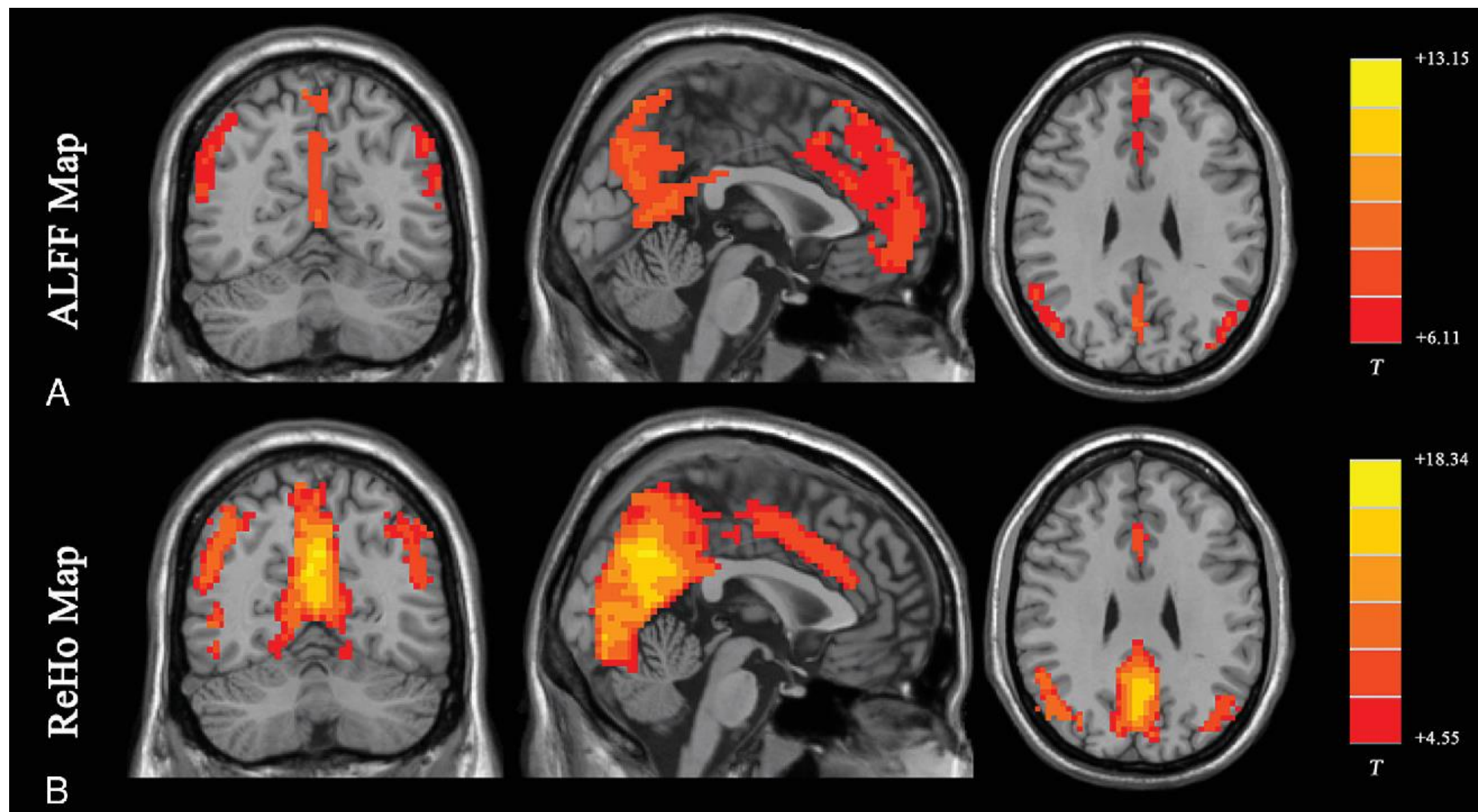
YOUR MIND CONTROLS OUR BRAIN

YOUR BRAIN IS WIRED TO CONNECT SOCIALLY

YOUR BRAIN CAN BE LIT UP TO THRIVE

fMRI BRAIN SCAN STUDY

Richards Boyatzis and Anthony Jack
Case Western Reserve University

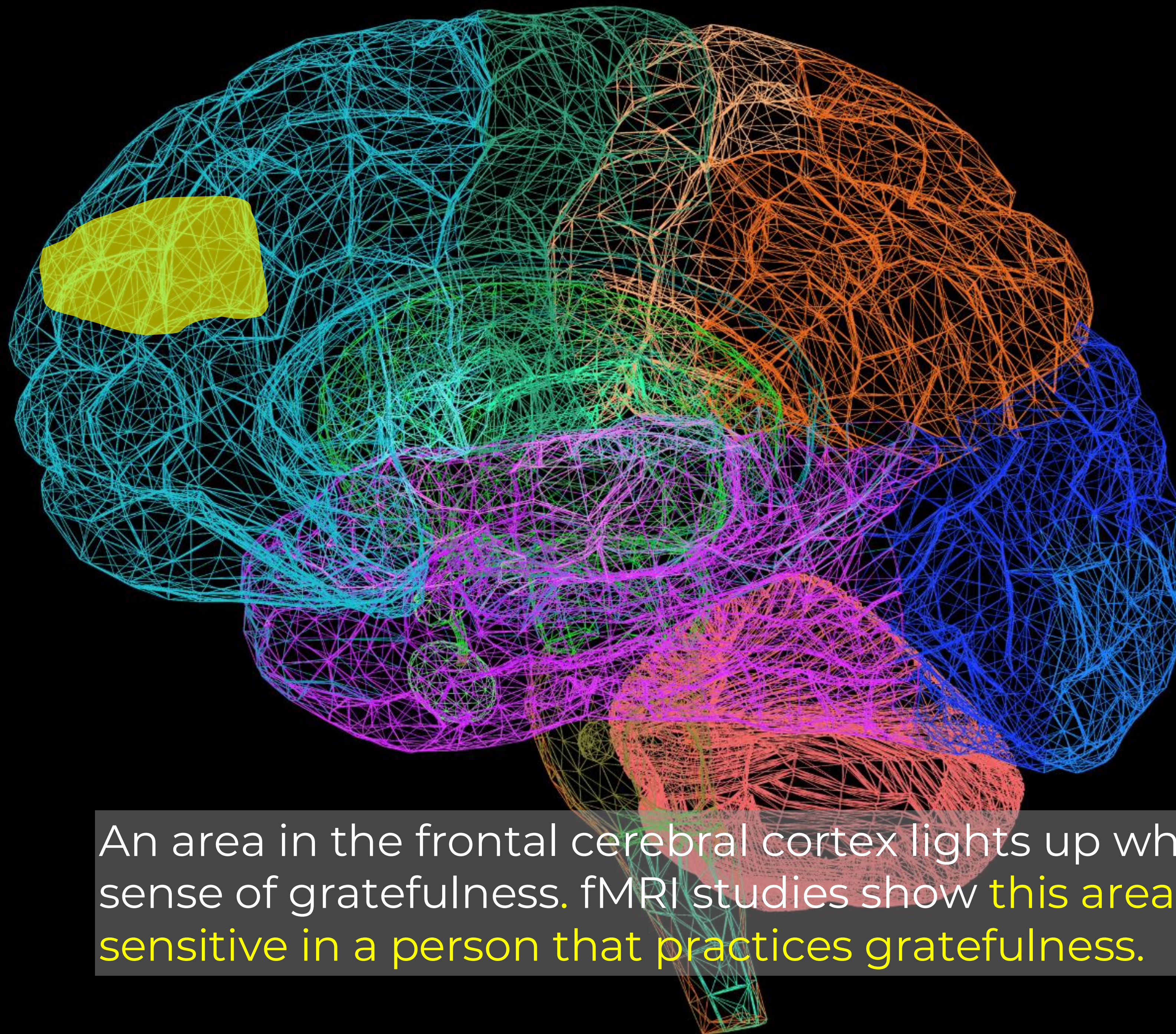


Positive Interactions

14 Regions Activated
0 Deactivated

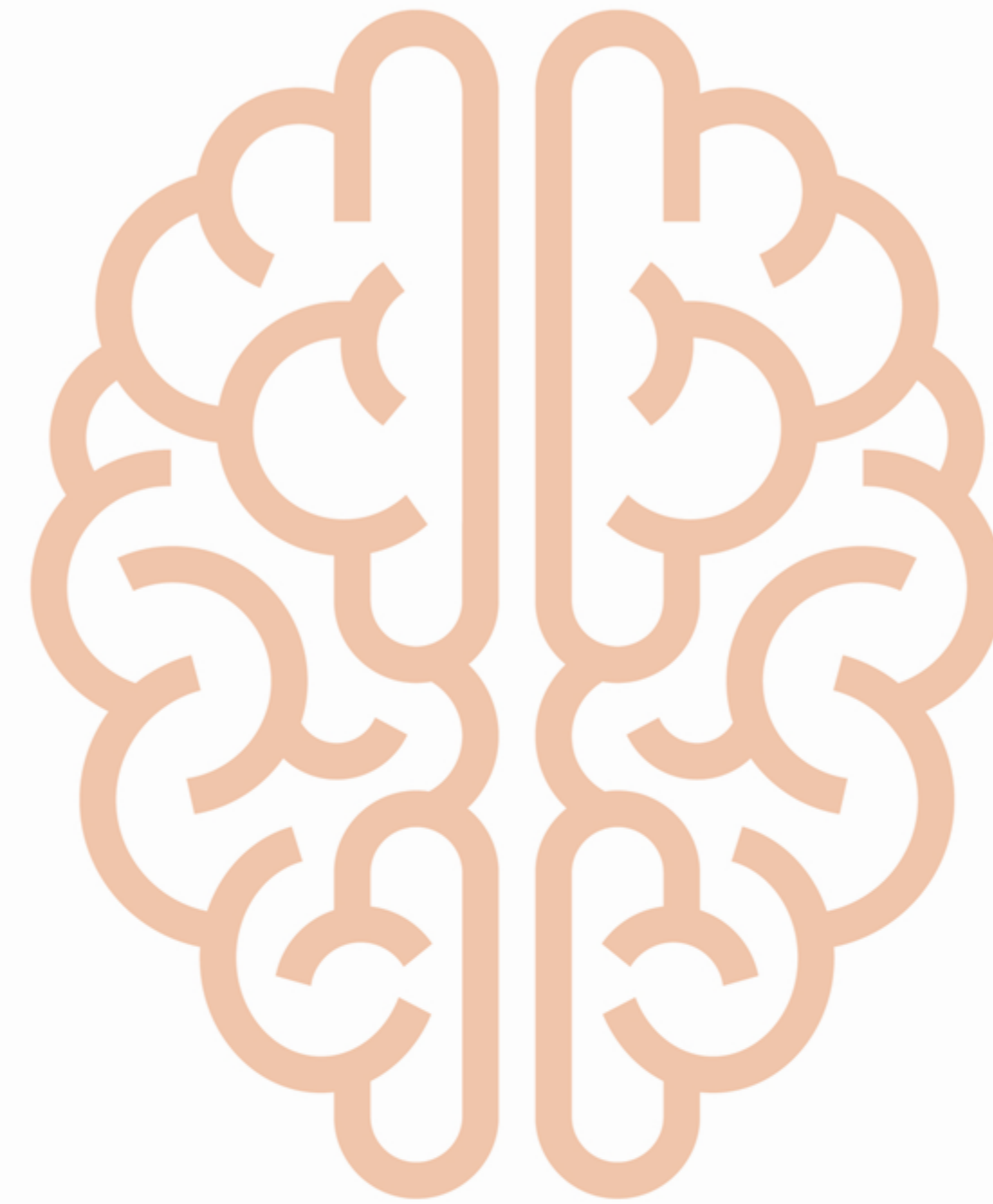
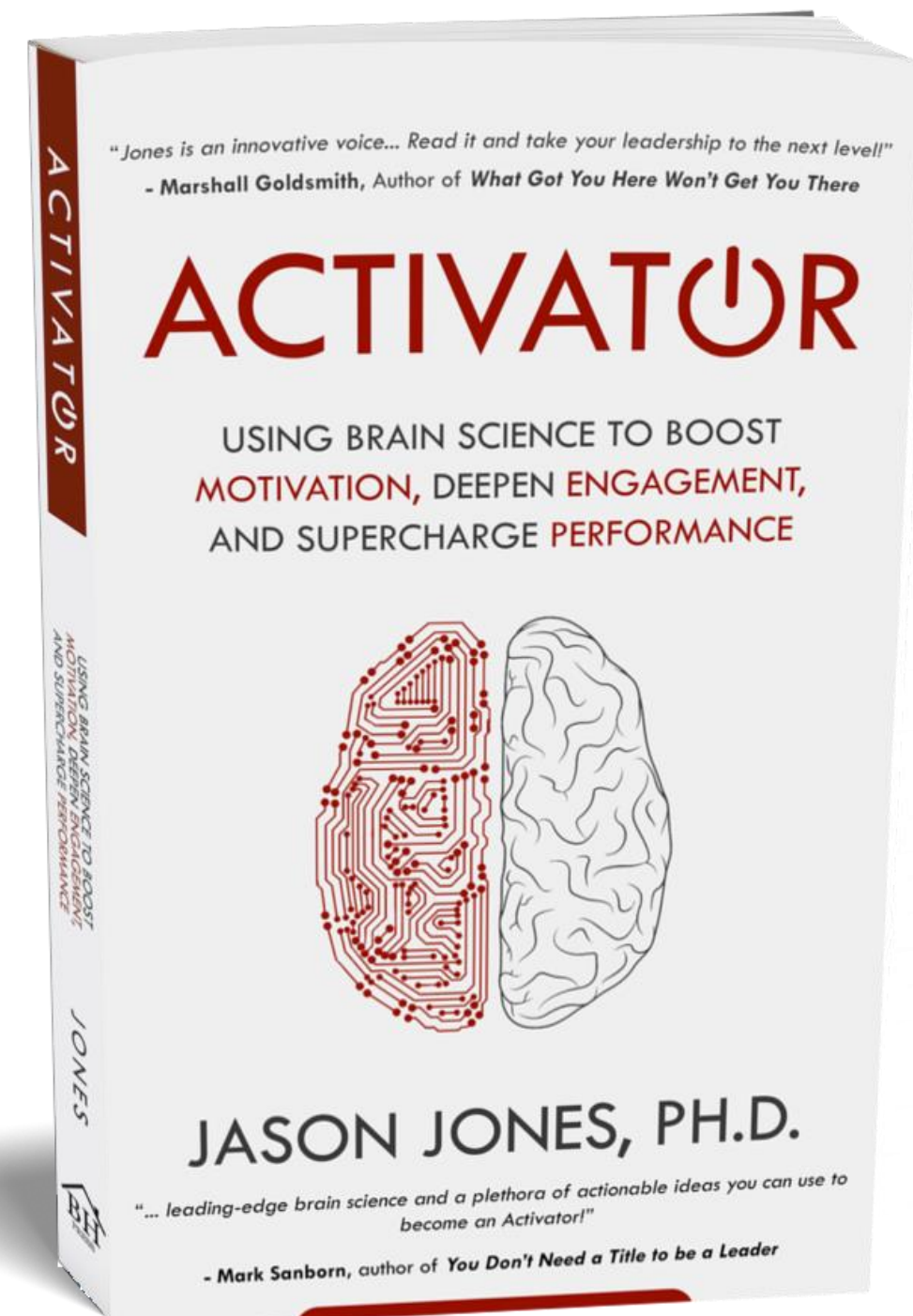
Negative Interactions

6 Regions Activated
11 Deactivated

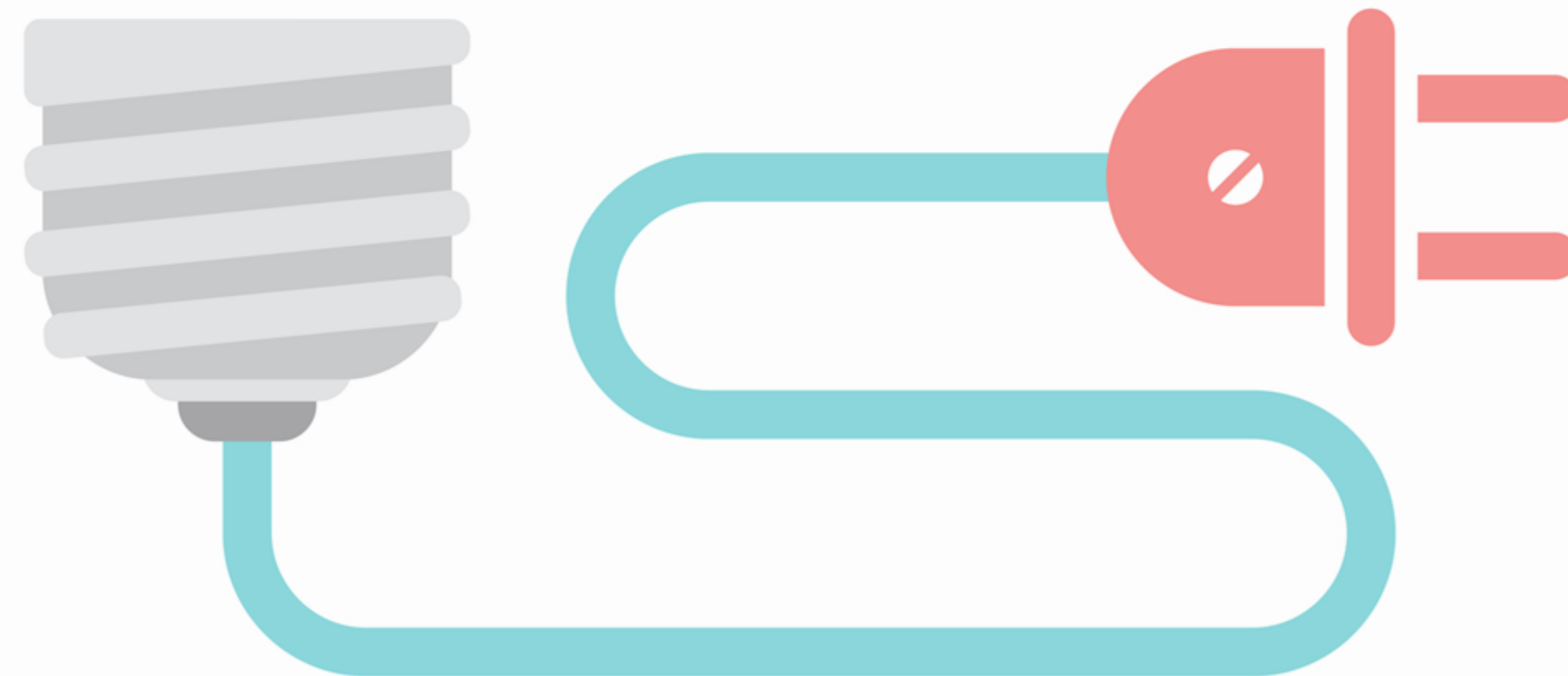


An area in the frontal cerebral cortex lights up when a you are feeling a sense of gratefulness. fMRI studies show **this area becomes more sensitive in a person that practices gratefulness.**

THE NEW SCIENCE OF PERFORMANCE



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



MORE THAN FEELING GOOD
DRIVING RESULTS EFFECTIVELY

THE BUSINESS CASE FOR EFFECTIVE LEADERSHIP

SAFETY AND OPERATIONAL EFFICIENCY

- ✓ Companies with high employee engagement report **23% higher profitability** and **18% higher productivity** (Gallup, 2020).
- ✓ In a study of oil and gas companies, engaged teams had **50% fewer safety incidents** compared to disengaged teams (Gallup, 2016).
- ✓ Shell's Leadership Development Program focused on engaging and developing frontline leaders, resulting in **significant cost savings, fewer safety violations, and increased operational efficiency** (Shell, 2018).
- ✓ Research in the oil and gas sector shows that **trust in leadership improves safety compliance by 30%** (International Association of Oil & Gas Producers, 2021).
- ✓ Chevron's Coaching & Mentorship Initiative - Implementing coaching programs for new engineers and mid-level managers resulted in **25% higher retention** and a **17% increase in leadership pipeline strength** (Chevron HR Report, 2019).



THE BUSINESS CASE FOR EFFECTIVE LEADERSHIP

SAFETY AND OPERATIONAL EFFICIENCY

- ✓ **BP Texas City Refinery Disaster (2005):** Investigations found that a lack of trust, poor leadership, and weak safety culture contributed to the explosion, costing \$1.5 billion in legal penalties and operational losses (CSB Report, 2007). BP has since invested heavily in leadership training and employee engagement, reducing safety incidents by over 50%.
- ✓ **ExxonMobil's Safety Culture Transformation:** After prioritizing leadership training and engagement, ExxonMobil reduced workplace injuries by 35% and saw a 15% boost in employee morale (ExxonMobil Sustainability Report, 2020).
- ✓ **Schlumberger** implemented leadership training programs leading to a 12% increase in operational efficiency and a 25% decrease in turnover (Schlumberger HR Insights, 2021).



The average cost of replacing an oil and gas employee is 50%-200% of their annual salary (Society of Petroleum Engineers, 2021).

THE 3 PRACTICES OF ACTIVATORS

CONNECTING

COACHING

CULTURING

CONNECTING

Cultivating trust through relationships

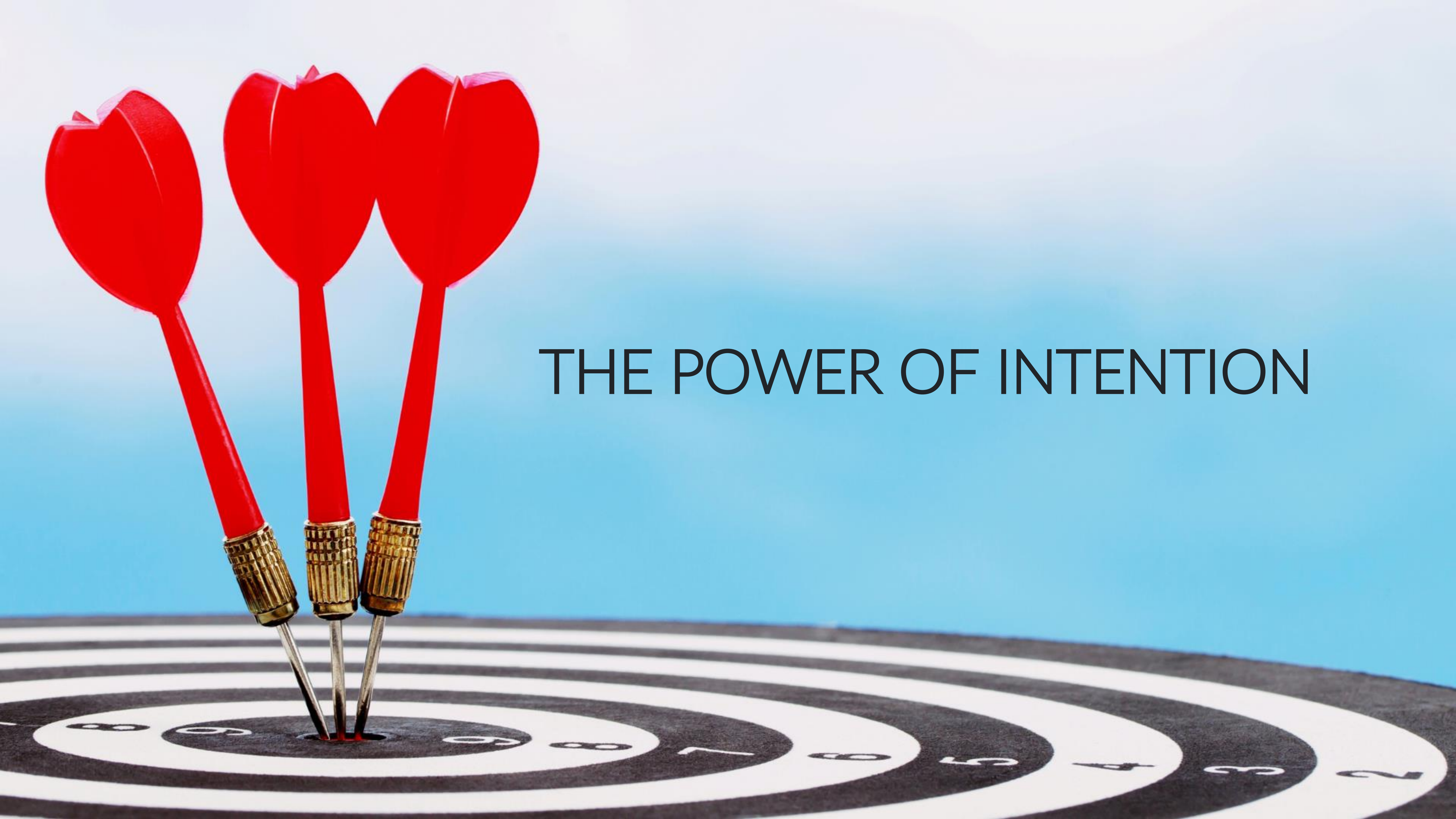


**THE BIGGEST DETERENT TO
EFFECTIVE LEADERSHIP**

EGO



THE SOCIAL BRAIN



THE POWER OF INTENTION



CARE *(Safety & Support)*

CHARACTER *(Similar Values)*

COMMUNICATION *(Clarity & Consistency)*

QUESTION:

Can one simple sound from your mouth that lasts only a fraction of a second lead a person to feel devalued and dismissed?



PRIME SAFETY, TRUST,
AND PERFORMANCE

ACTIVATION WORDS

Cooperation

Collaborate

Excited

Launch

Endurance

Strength

Courage

Brave

Hero

Discover

Flexible

Enterprising

Dynamic

Impact

Insight

Progress

Achievement

Wordsmith for Positive Emotion, Novelty, Uniqueness.

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



Security

Trust

Reliability

Freedom

Diversify

Wealth

Leverage

Hedge

Stability

Growth

Foresight

Sophistication

Prosperity

Protection

Confidence

Entrust

Guide

Opportunity

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 WORDS FOR SAFETY

Safeguarding

Preemption

Defend

Vigilance

Containment

Foreshielding

Mitigate

Failsafe

Buffer

Keystone

Bedrock

Hardening

Adaptive

Countermeasure

Cautiousness

Attentiveness

Shockproof

Pillar

Anchor

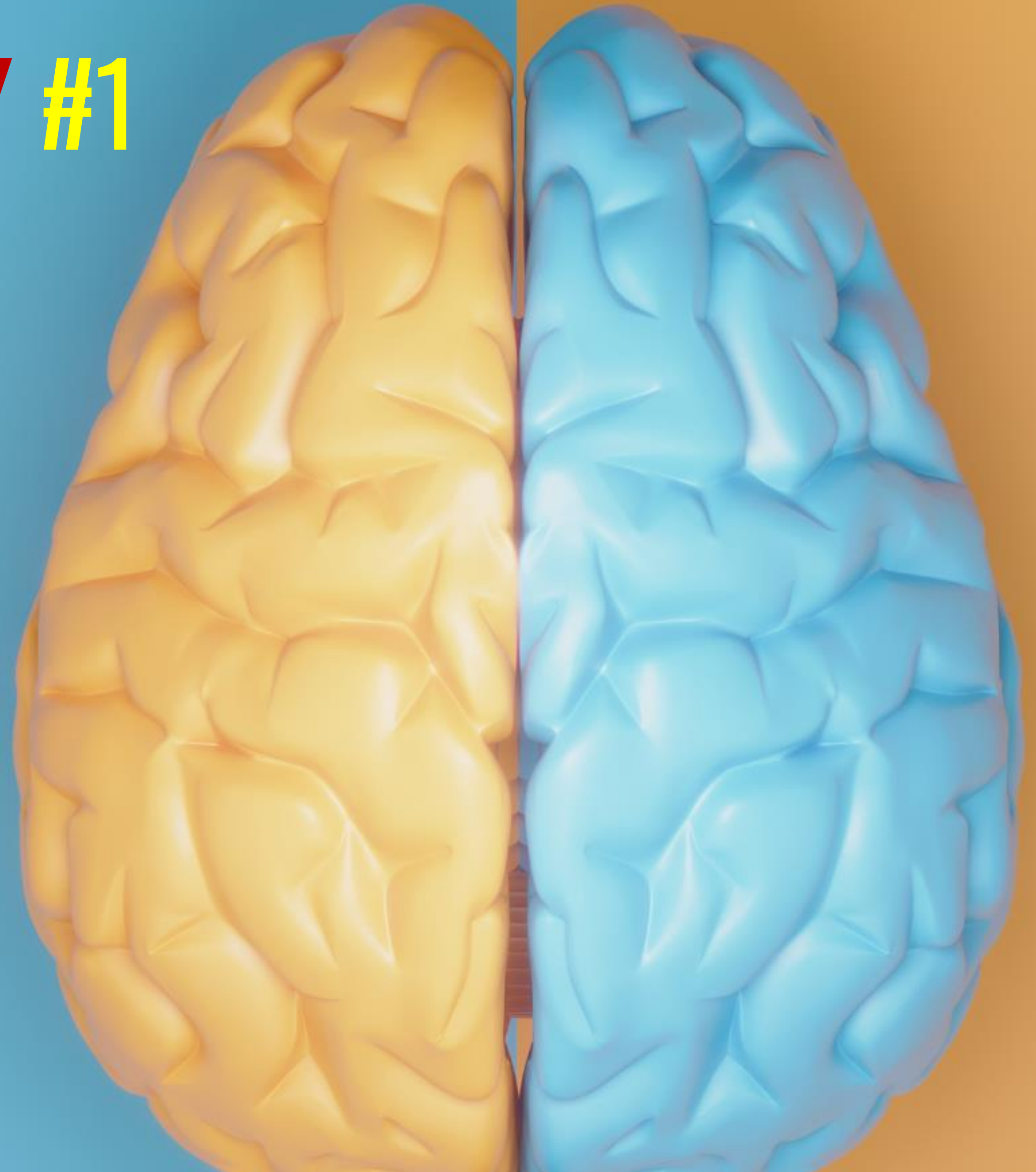
Stronghold



ACTIVATION STRATEGY #1

Set Your **Intention**

(daily and before important interactions)



ACTIVATION STRATEGY #2

Infuse **Activation Words** into
your communication.





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.

A photograph of three construction workers in a building under construction. They are wearing hard hats (yellow, white, and blue) and high-visibility safety vests (orange, yellow-green, and green). They are gathered around a laptop, looking at the screen with interest. The background shows concrete pillars and a window with blue-tinted glass.

Coaching is a method of leadership and collaboration focused on performance and results.

THERE ARE TWO TYPES OF COACHES

THREAT^{OR}THRIVE

THREAT COACHES

vs.

THRIVE COACHES

Guilt and Obligation

Greater activation in areas of the brain responsible for *threat and stress response*, feelings of *self-consciousness*.

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)



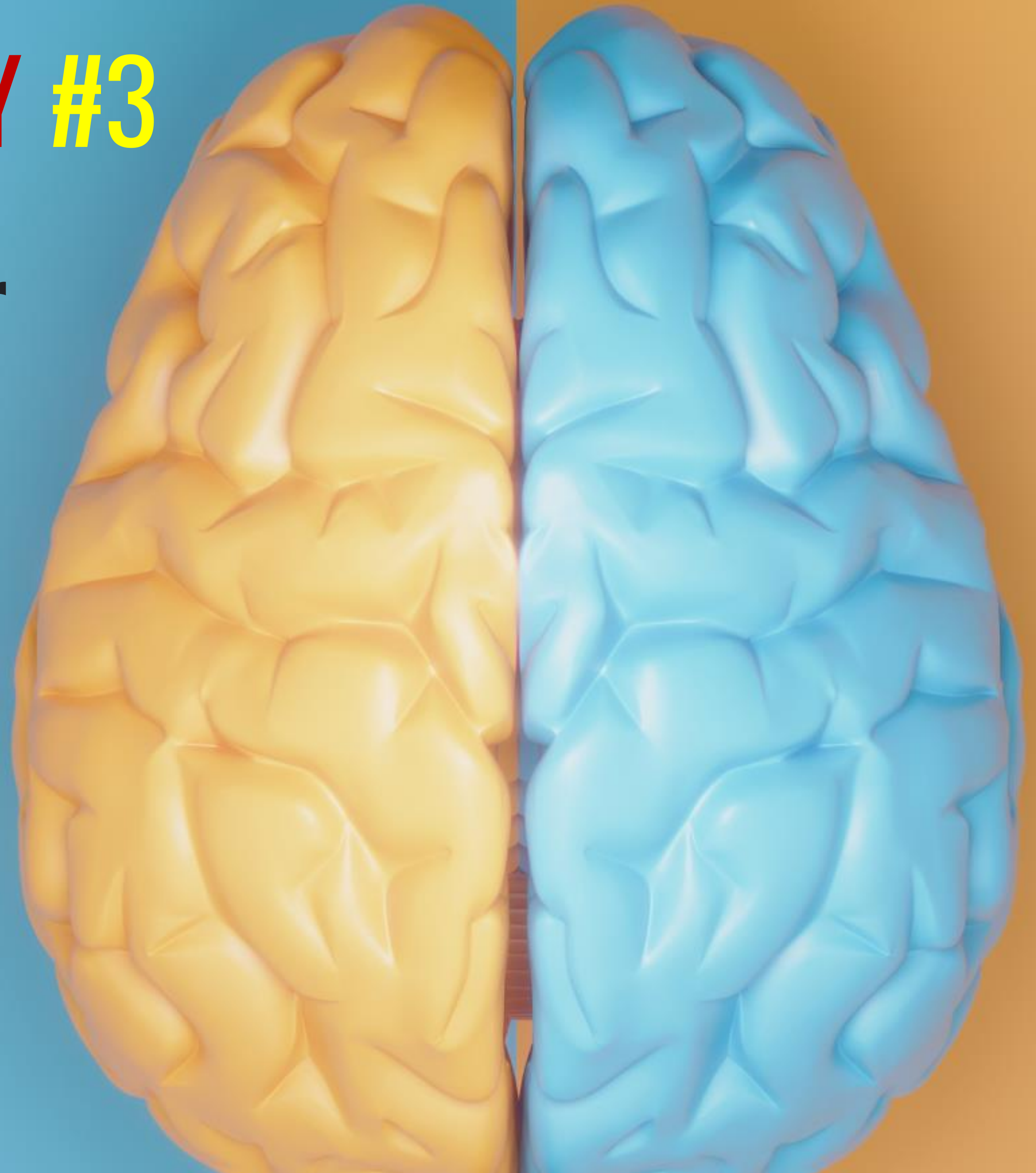


DO PEOPLE WANT TO GIVE THEIR
BEST FOR YOU?

ACTIVATION STRATEGY #3

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

Highlight the How!



CHARACTER TRAITS

Integrity

Determination

Discipline

Adaptability

Positivity

Thoroughness

Punctuality

Alertness

Cautiousness

Trustworthy

Orderliness

Courage

Cooperation

Diligence

Resilience

Forgiveness

Humility

Respectful

Tolerance

Patience

Work Ethic

Wisdom



ACTIVATION STRATEGY #4

Keep the edge by
providing both 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 team will be able to reach
will be determined by...

1. The **highest** level you call the people to.
2. the **lowest** level of behavior you are willing to accept.

The most successful teams and organizations are made up of people who understand that our greatest strength is not our individual performance, it's our collective efforts.



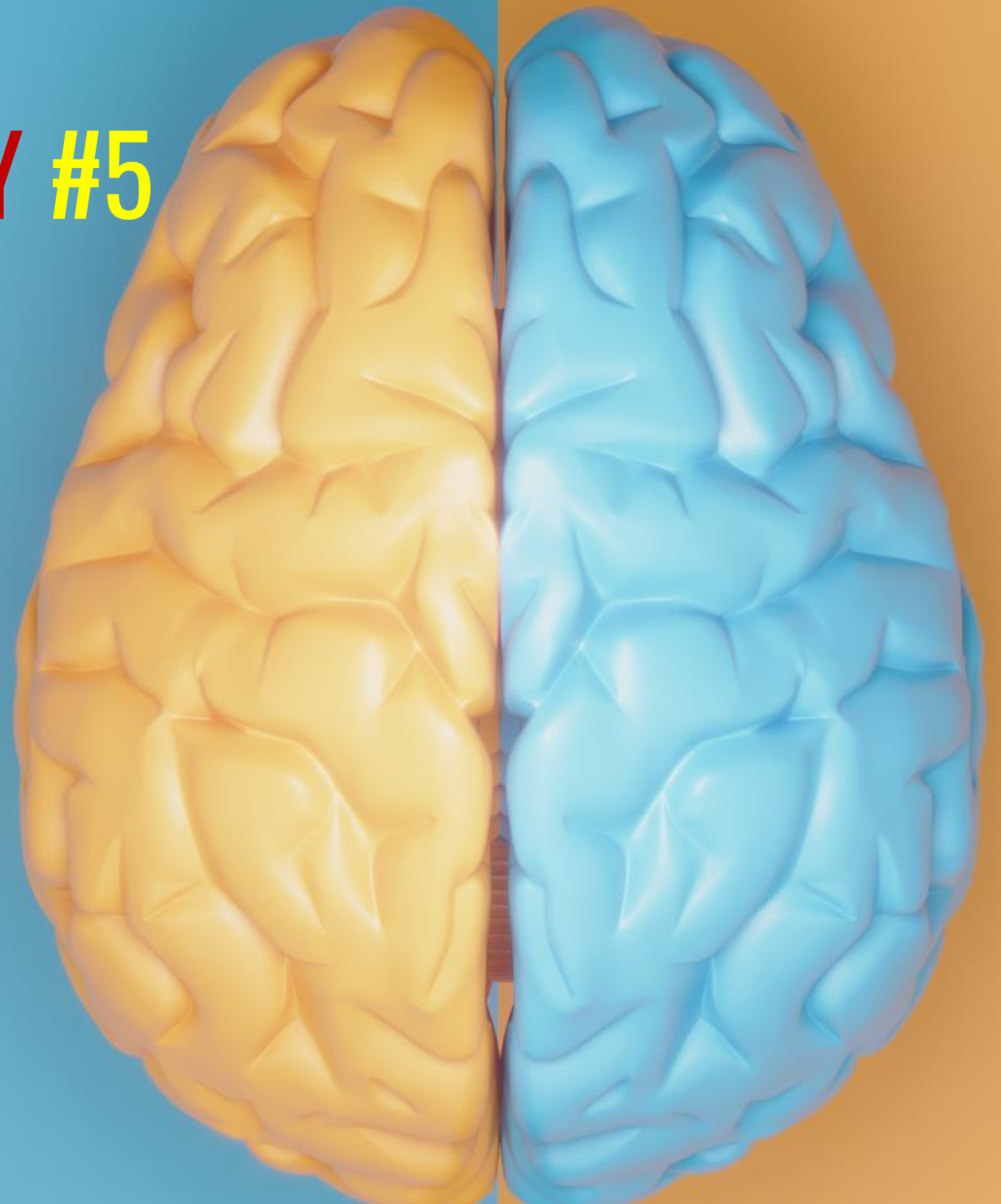


Project Aristotle

“The whole is greater than the sum of its parts.”

ACTIVATION STRATEGY #5

Build an **All-Pro** Team





Amateur

Professional

PROs

Team/Organizational Goals
Win/Win Mindset
Responsibility Oriented
Solutions Focused
Openness & Abundance
Leverage Difference
Deep Sense of Team & Work Pride

AMATEURS

Individual Goals
Win/Lose Mindset
Blames Others
Personal Comfort
Fear Differences
Know It All
Self-Focused

ACTIVATION STRATEGY #6

Tell the **Stories.**





USE STORIES TO
ENGAGE THE BRAIN



Give feedback to Jason

Scan this QR code



Or go to

<https://talk.ac/jasonjones>

and enter this code when prompted

ACTIVATOR

 Transocean

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ACTIVATION WORDS FOR SAFETY

- | | |
|---------------------------|----------------------|
| ¹ Safeguarding | ² Bedrock |
| Preemption | Hardening |
| Defend | Adaptive |
| Vigilance | Countermeasure |
| Containment | Cautiousness |
| <u>Foreshielding</u> | Attentiveness |
| Mitigate | Shockproof |
| Failsafe | Pillar |
| Buffer | Anchor |
| Keystone | Stronghold |



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New York Times Business Bestseller

Management
Techniques
from the
Best Damn
Ship in
the Navy



SPECIAL 10TH
ANNIVERSARY
EDITION—
REVISED AND
UPDATED

IT'S YOUR SHIP

CAPTAIN D. MICHAEL ABRASHOFF

former commander, USS Benfold

ACTIVATOR PRACTICES

CONNECTING

COACHING

CULTURING

Q & A

THANK YOU!



Let's Connect!!



DrJasonJones.com



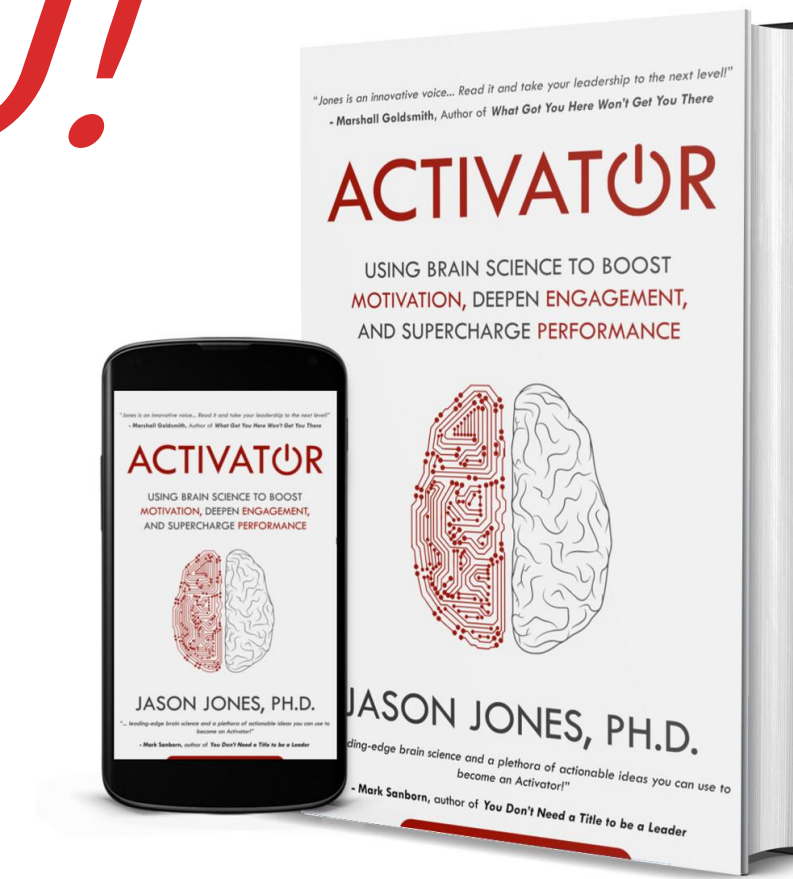
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IG: DrJJones



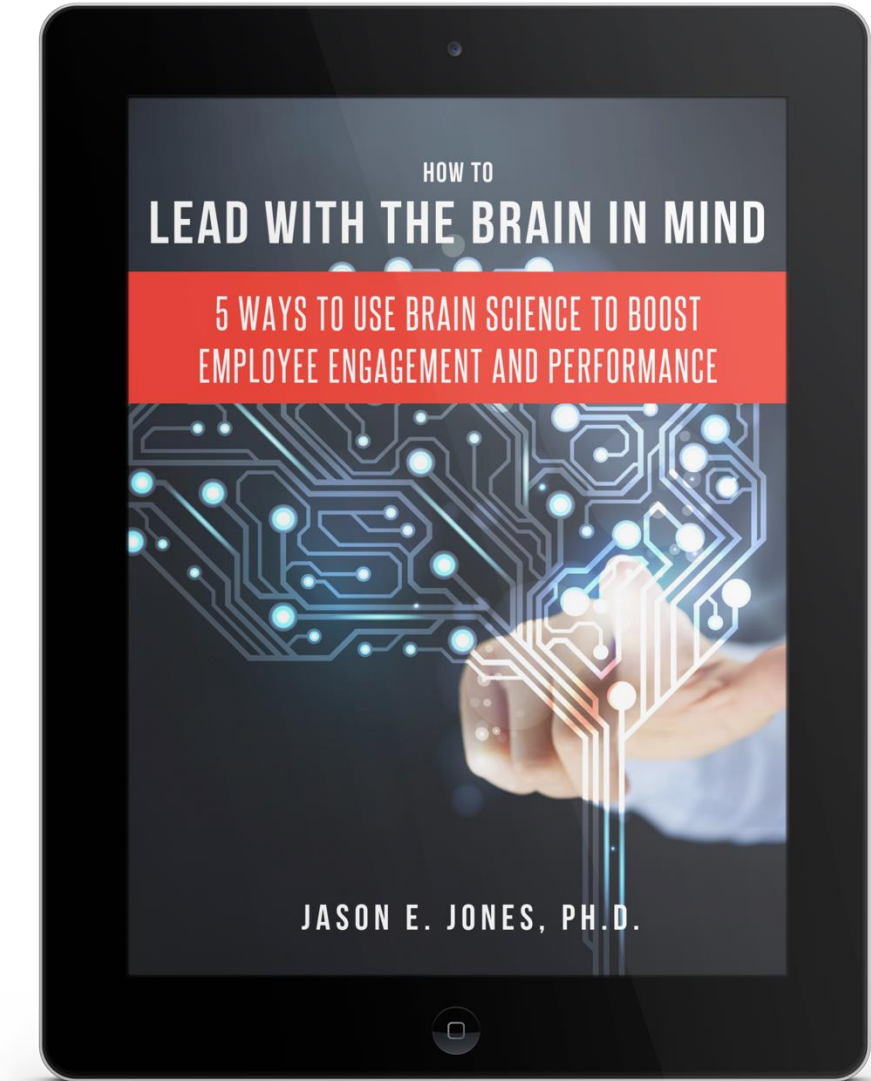
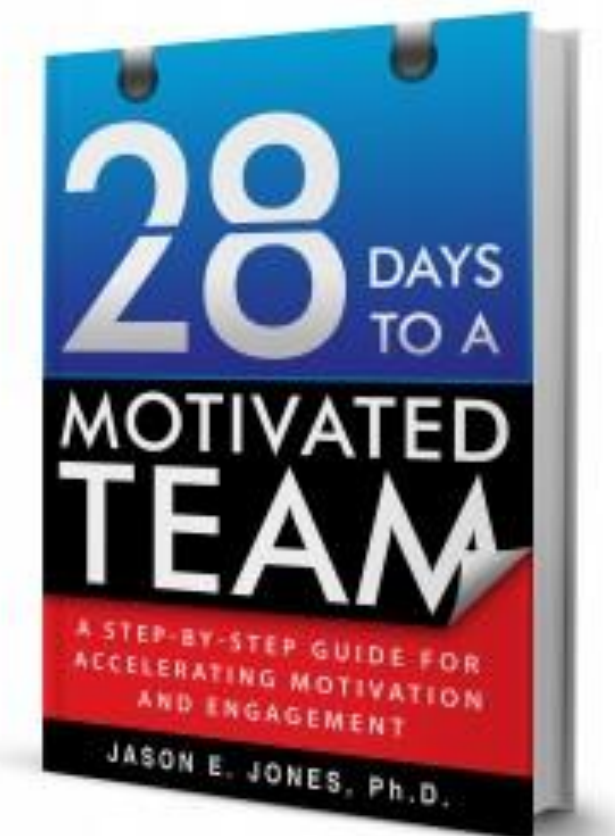
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