

***BencoDental™***

# ***ACTIVATOR***

***Unleashing the Brainpower and  
Potential of the People You Lead***

***Presented by Jason Jones, Ph.D.***



$\sin(x+y) = \sin x \cos y + \sin y \cos x$   $(\ln(x))' = \frac{1}{x}$   $\frac{a}{\sin A} = \frac{a}{\sin B}$   $\sin d = 0,5$   $\int \frac{dx}{\sqrt{x^2 \pm a^2}} = \ln|x|$   
 $3+2i$   $(1+x)^\alpha = 1 + \sum_{n=1}^{\infty} \binom{\alpha}{n} \cdot x^n$   $e^{i\pi} + 1 = 0$   $\pi =$   
 $\text{Re} \binom{\alpha}{n} = C_n^{\alpha} = \frac{n!}{(n-\alpha)! \alpha!}$   $\begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} = - \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix} + \begin{vmatrix} \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \\ \cdot & \cdot & \cdot \end{vmatrix}$   $\sin^2 \alpha + \cos^2 \alpha = 1$

$+f(x_{n-1})\Delta x$   $x \in (-\infty; -2)$   $(e^x)' = e^x$   $\lim_{x \rightarrow 0} \frac{\sin x}{x} = 1$   
 $a^2 = b^2 + c^2 - 2bc \cos A$   $y = \sin x$   $\begin{pmatrix} a_1 & b_1 \\ a_2 & b_2 \end{pmatrix} \cdot \begin{pmatrix} c_1 \\ c_2 \end{pmatrix} = \begin{pmatrix} a_1 c_1 + b_1 c_2 \\ a_2 c_1 + b_2 c_2 \end{pmatrix}$

$D = b^2 - 4ac$   
 $\frac{1}{2^n} = 2$   $e^x = 1 + \sum_{n=1}^{\infty} \frac{x^n}{n!}$   
 $\sin x = \text{Im}\{e^{ix}\}$

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

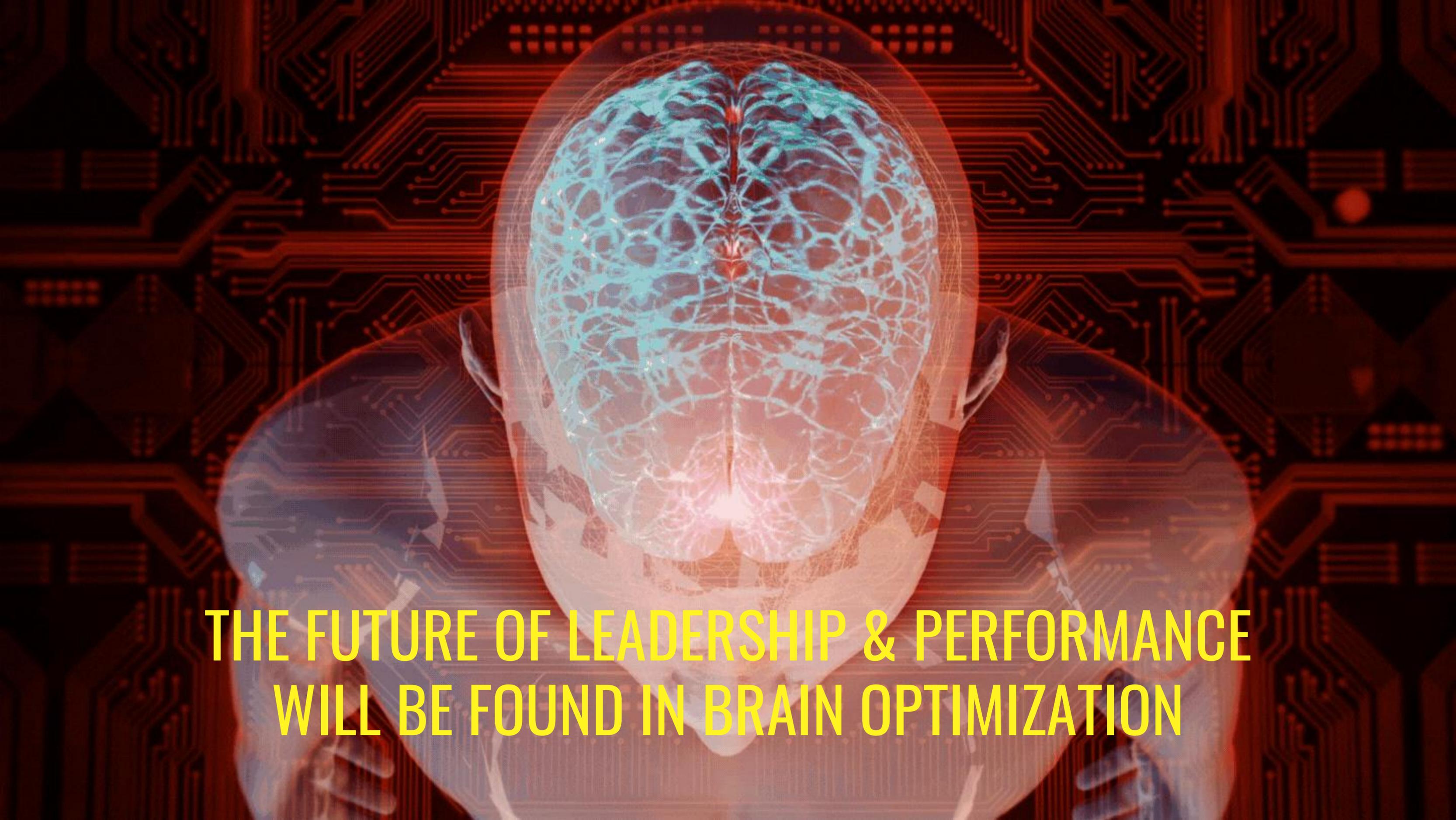
$\text{tg } d = \frac{\sin d}{\cos d}$   $\sqrt[n]{x_1 x_2 \dots x_n} \leq \frac{x_1 + x_2 + \dots + x_n}{n}$



$\frac{k}{n} f^{(n)}(a)$

$y = x^2$

$\cos 2\alpha = 2 \cos \alpha$

A futuristic illustration of a human head from a top-down perspective. The brain is highlighted in a vibrant blue, showing intricate neural pathways. The head is set against a dark background with a complex, glowing red circuit board pattern. The overall aesthetic is high-tech and digital.

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



**PSYCHOTHERAPY**

**SPORTS**

**HEALTHCARE**

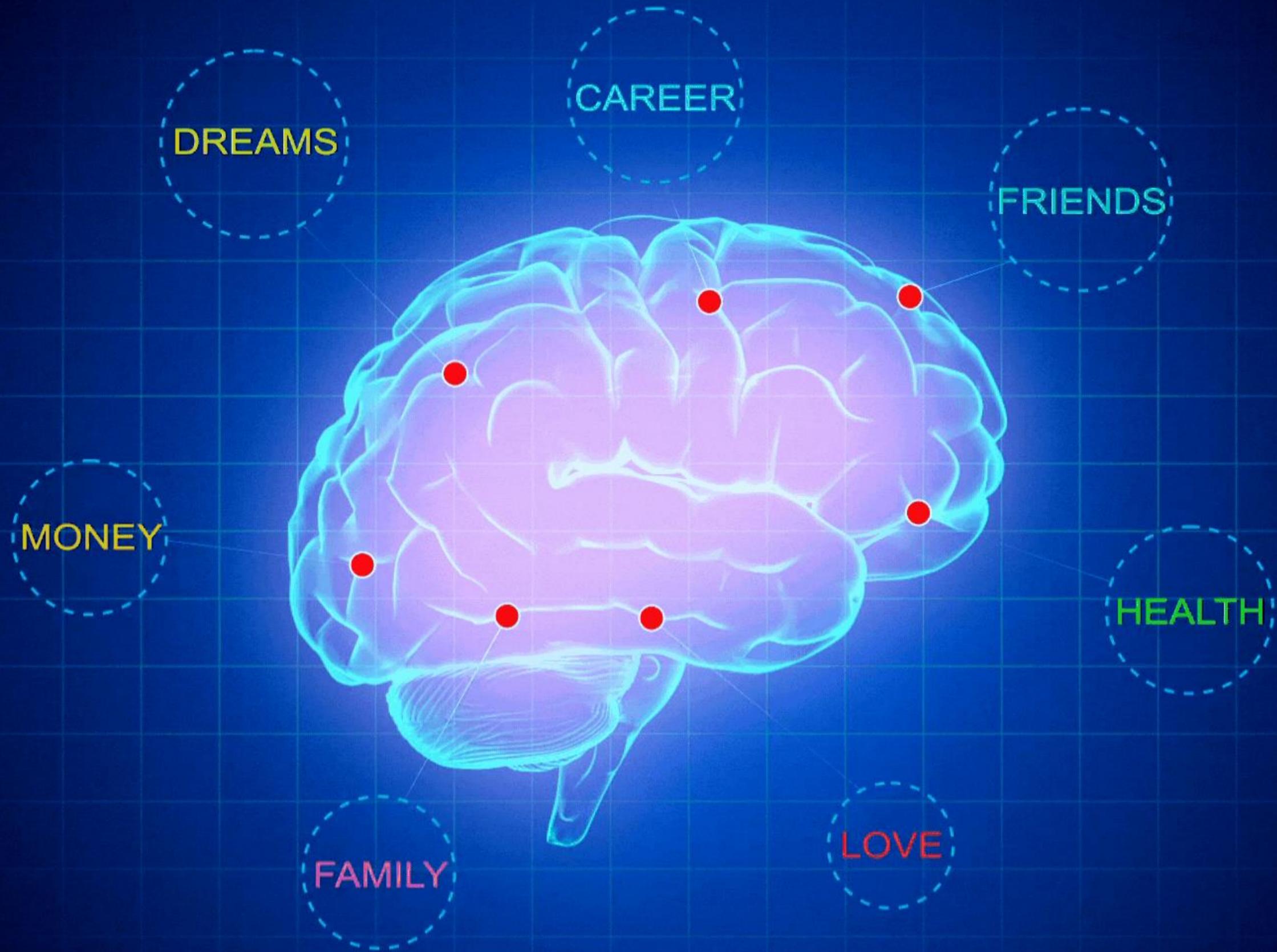
**SALES**

**MARKETING**

**INNOVATION**

**LEADERSHIP**

**PERFORMANCE**



# HOW WELL DO YOU KNOW YOUR BRAIN?

How much energy does your brain use?

A) 2%

B) 10%

C) 20%

D) 50%

# HOW WELL DO YOU KNOW YOUR BRAIN?

Which is TRUE about your brain capacity?

- A) Humans use only 10% of their brain.
- B) The brain can rewire itself throughout life.
- C) Memory is like a video recorder—perfect and exact.
- D) The number of brain cells is fixed by age 5.

# HOW WELL DO YOU KNOW YOUR BRAIN?

Which habit has been shown by neuroscience to most powerfully boost brain performance?

- A) Multitasking
- B) Sleep
- C) Skipping meals
- D) Checking notifications frequently

# TODAY'S AGENDA

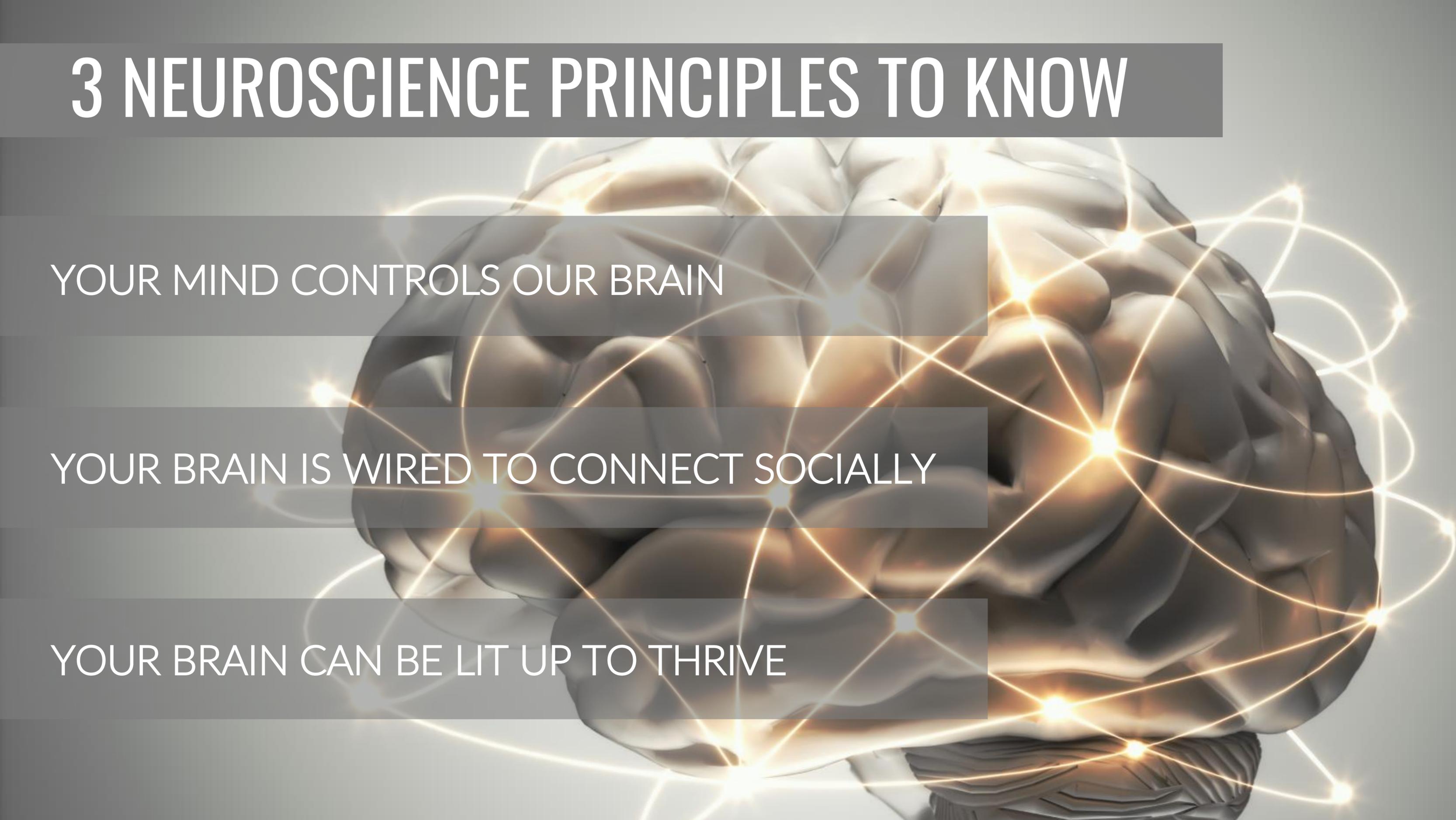


3 Daily Leadership Practices



6 Strategies to Implement Immediately

# 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

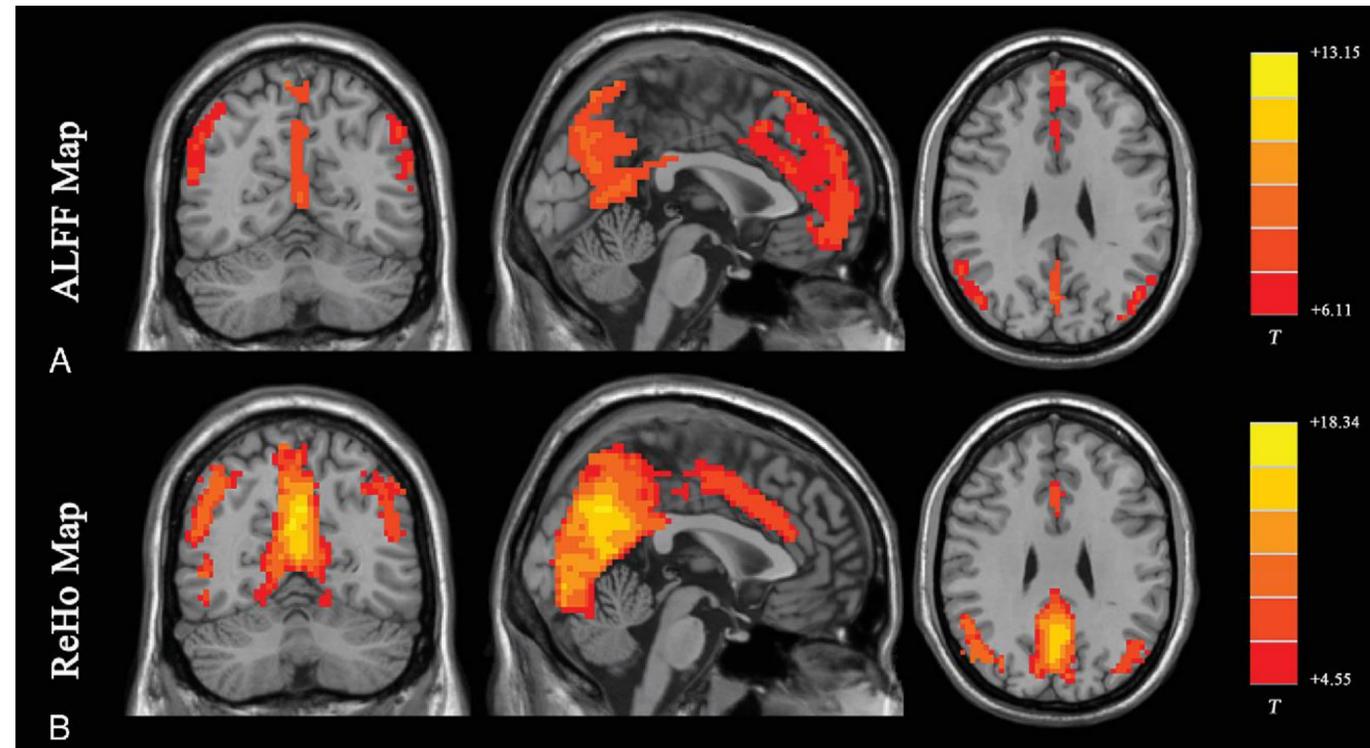
# fMRI BRAIN SCAN STUDY

Richards Boyatzis  
Case Western Reserve University

Positive Interactions  
**14 Regions Activated**  
**0 Deactivated**

Negative Interactions  
**6 Regions Activated**  
**11 Deactivated**

Richard E. Boyatzis, Angela M. Passarelli, Katherine Koenig, Mark Lowe, Blessy Mathew, James K. Stoller, Michae Phillip.  
Examination of Neural Substrates Activated in Memories of experiences with Resonant and Dissonant leaders. *The Leadership Quarterly* 23 (2012) 259–272

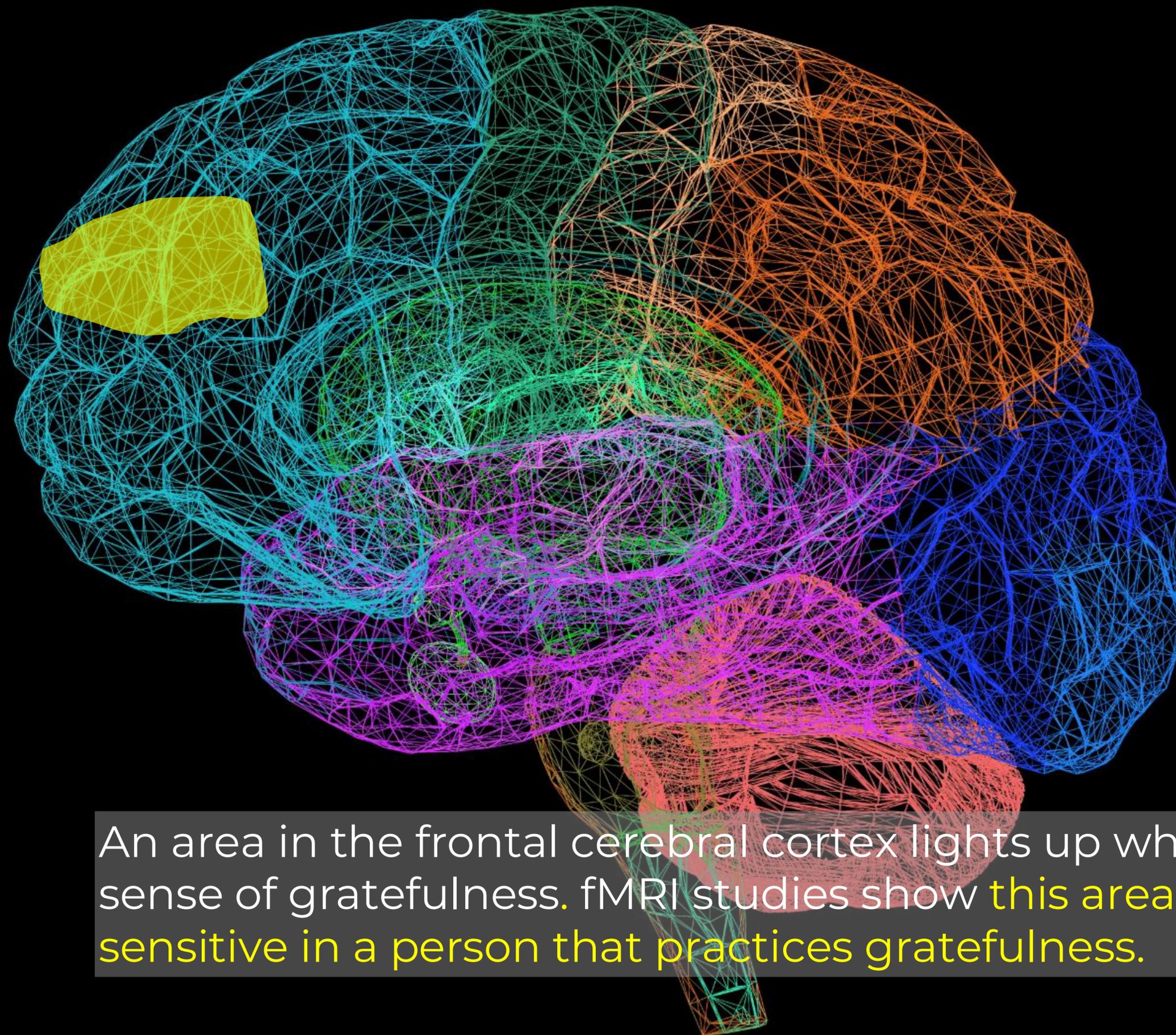


R.E.Boyatzis et al. *The Leadership Quarterly* 23 (2012) 259-272

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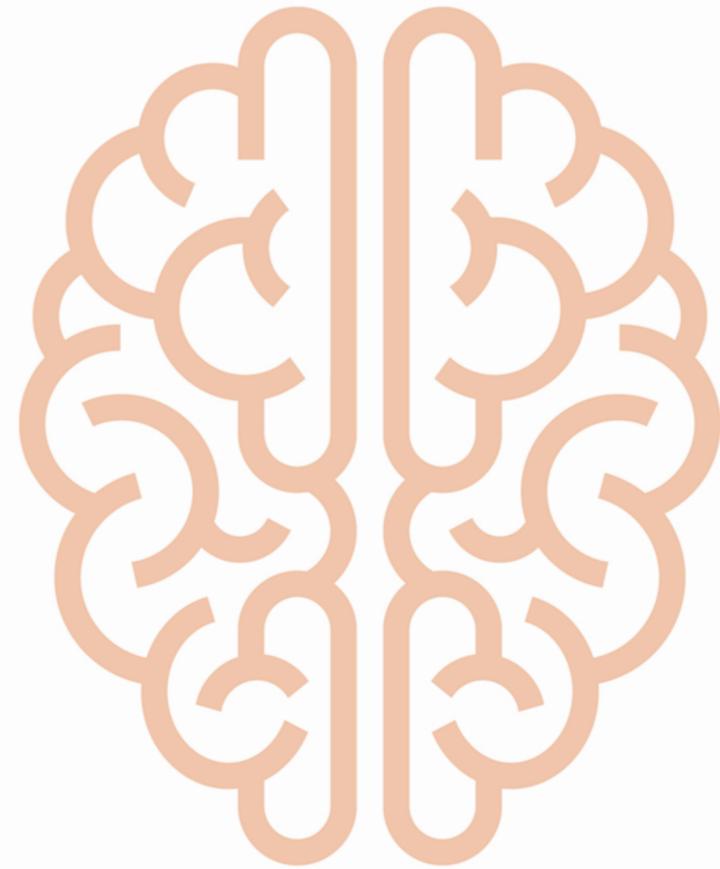
Table 2  
Significant changes in brain region activation in response to memories of dissonant and resonant leaders (n = 8)

Brain area	Talairach coordinates	Brodmann's area	Effect observed
<i>Dissonant leaders</i>			
Right inferior frontal gyrus	28, 27, -8	47	Negatively activated
Right inferior frontal gyrus	40, -1, 18	43	Activated
Left inferior frontal gyrus	-56, 8, 21	44	Activated
Left posterior cingulate cortex	-3, -30, 43	31	Negatively activated
Right medial frontal gyrus	3, 52, -4	10	Negatively activated
Right posterior region of the inferior frontal gyrus	40, -20, 23	40	Activated
Left posterior region of the inferior frontal gyrus	-52, -29, 40	40	Activated
Right inferior frontal gyrus/insula	46, 2, 13		Activated
Left inferior frontal gyrus/insula	-42, 15, 5		Activated
Right anterior cingulate cortex	7, 37, -1	32	Negatively activated
Right thalamus	14, -16, 12		Activated
<i>Resonant leaders</i>			
Right inferior frontal gyrus	53, 11, 20	44	Activated
Left dorsal region of the anterior cingulate cortex	-8, 5, 40	24	Activated
Left dorsal region of the anterior cingulate cortex	-4, 10, 38	24	Activated
Right insula	47, 20, 1		Activated
Left insula	-47, 23, 2		Activated
Left insula	-39, -3, 15		Activated
Left middle frontal gyrus	-52, 16, 1	44	Activated
Right putamen	22, 8, 1		Activated
Right inferior parietal lobe	39, -40, 48	40	Activated
Right thalamus	10, -13, 12		Activated
Left thalamus	-10, -16, 6		Activated
<i>Resonant-dissonant differences</i>			
Left middle temporal gyrus	-57, -54, 4	21	Activated in resonant
Left insula	-33, -18, 12		Activated in resonant
Left superior temporal gyrus	-38, 15, -21	38	Activated in resonant
Left posterior cingulate cortex	-9, -54, 28	31	Negatively activated in dissonant
Right anterior cingulate cortex	12, 44, 6	32	Negatively activated in dissonant
Right anterior cingulate cortex	9, 33, 0	33	Negatively activated in dissonant
Left anterior cingulate cortex	-2, 47, 10	32	Negatively activated in dissonant
Right hippocampus	25, -20, -11		Negatively activated in dissonant
Right medial frontal gyrus	4, 52, -6	10	Negatively activated in dissonant

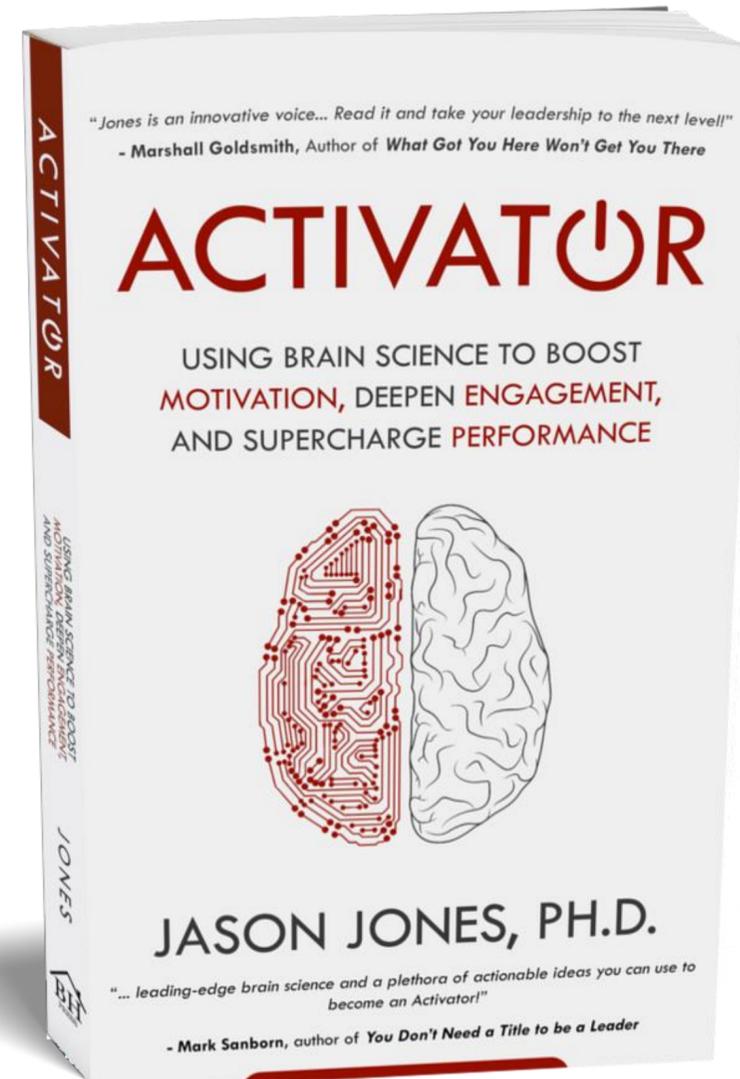
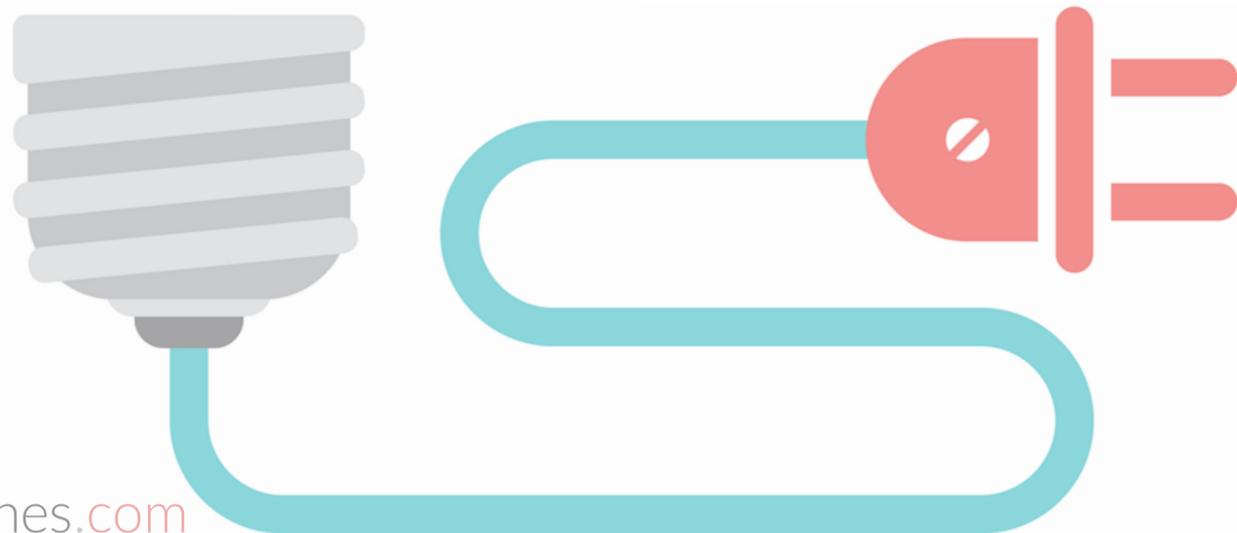


An area in the frontal cerebral cortex lights up when a you are feeling a sense of gratefulness. fMRI studies show **this area becomes more sensitive in a person that practices gratefulness.**

# THE NEW SCIENCE OF PERFORMANCE



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



ACTIVATOR 76 BRAIN ACTIVATION TACTICS	
<b>CONNECTING</b> <ul style="list-style-type: none"><li>● Create Safety with Simple Behaviors</li><li>● Use Power Words</li><li>● Use Power Phrases</li><li>● Extend Trust</li><li>● Show Vulnerability</li><li>● Demonstrate Transparency</li><li>● Be Available</li><li>● Banish Bias</li><li>● Encourage Self-Expression</li><li>● Show Empathy</li></ul>	<ul style="list-style-type: none"><li>● Show Empathy</li><li>● Explore Values and Desires</li><li>● Allow Job Crafting</li><li>● Opportunities Assessment</li><li>● Connect and Introduce</li><li>● Check-in Meetings</li><li>● Get to Know You (GTKY) Meetings</li><li>● Identify and Praise Progress</li><li>● Communicate with Active-Constructive Responses</li><li>● Gift a Resource</li></ul>
<b>COACHING</b> <ul style="list-style-type: none"><li>● Listen Deeply</li><li>● Create a Threat Response Plan</li><li>● Lead with Questions</li><li>● Make Feedback Safe</li><li>● Challenge to Accelerate</li><li>● Institute On-Ramping</li><li>● Inform of Accountability Measures</li><li>● Engage in Scenario Planning</li><li>● Utilize Visualization</li><li>● Lead Strategic Coaching Conversations</li><li>● Feed Forward</li><li>● Highlight Strengths</li></ul>	<ul style="list-style-type: none"><li>● Point to Progress</li><li>● Acknowledge Stagnation</li><li>● Reframe Failures</li><li>● Invite Ideas</li><li>● Ask for Commitment</li><li>● Resource People</li><li>● Show Appreciation</li><li>● Conduct Experimentation</li><li>● Appoint a Leader</li><li>● Build Intelligence and Confidence</li><li>● Encourage Well-Being</li><li>● Emphasize Extrinsic Rewards</li><li>● Teach Brain Optimization</li></ul>
<b>CULTURING</b> <ul style="list-style-type: none"><li>● Model &amp; Encourage Psychologically Safe Behaviors</li><li>● Mitigate Threats</li><li>● Enable Job Crafting</li><li>● Provide Flexibility</li><li>● Encourage Good Health and Well-Being</li><li>● Be a Super-Connector</li><li>● Harness Defining Moments</li><li>● Demonstrate Fairness</li><li>● Master Meetings</li><li>● Hold Challenge Sessions</li><li>● Set the Language Standard</li><li>● Use a Team Mantra</li><li>● Facilitate Cooperation Over Competition</li><li>● Ask for Help</li><li>● Tell Stories</li></ul>	<ul style="list-style-type: none"><li>● Make Vacations a Big Deal</li><li>● End Traditional Performance Evaluations</li><li>● Don't Force Rank Employees</li><li>● Leverage Fun and Humor</li><li>● Gamify Work</li><li>● Facilitate Limbic Regulation</li><li>● Take a Field Trip</li><li>● Stand-Up Meetings</li><li>● Prime the Brain</li><li>● Mindfulness Meetings</li><li>● Help People Study Their Brain</li><li>● Get to the "Why?"</li><li>● Create Standard Operating Procedures</li><li>● Appoint Experts</li><li>● Empower Passion Projects</li></ul>

# THE 3 PRACTICES OF ACTIVATORS

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CONNECTING

COACHING

CULTURING

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# CONNECTING

*Cultivating trust through relationships*

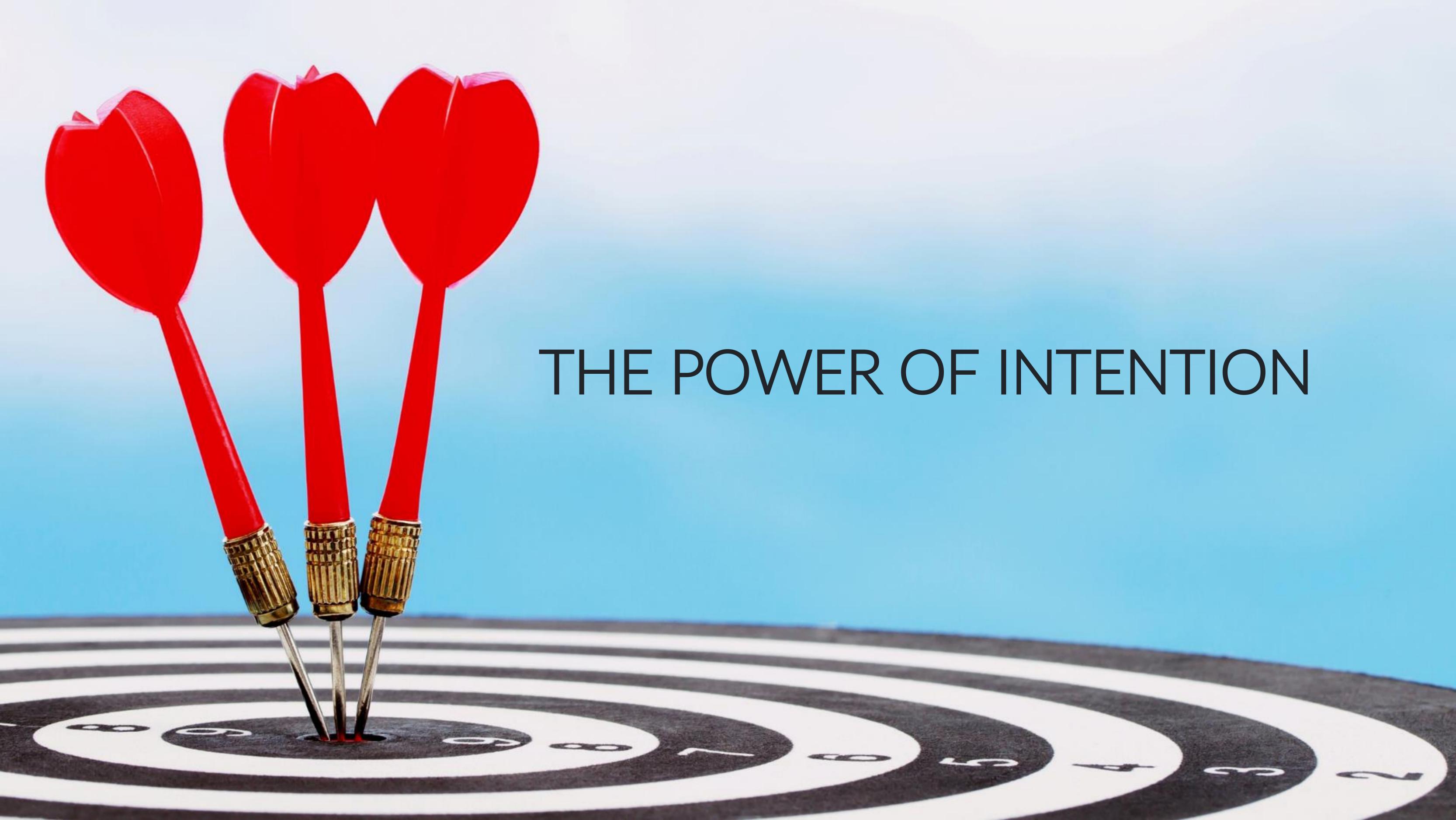


# THE BIGGEST DETERENT TO EFFECTIVE LEADERSHIP

# EGO



# THE SOCIAL BRAIN



# THE POWER OF INTENTION



**CARE** *(Safety & Support)*

**CHARACTER** *(Similar Values)*

**COMMUNICATION** *(Clarity & Consistency)*

Words have power!



**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.*

# 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

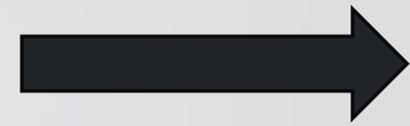
Cooperate	Awaken	Gracious	Accomplish
Collaborate	Invigorate	Courteous	Meaning
Teamwork	Launch	Disciplined	Fulfillment
Trust	Unleash	Courageous	Overcome
Idea	Ambition	Awesome	Prevail
Spark	Stamina	Triumphant	Enterprising
Insight	Vitality	Flexible	Attractive
Passion	Win	Adaptable	Vital
Achieve	Discover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

ROOT OF NEGATIVE  
EMOTION/APPREHENSION

SOLUTION

**Uncertainty**



**Clarity**

**Vision**

**Guide**

**Fear**

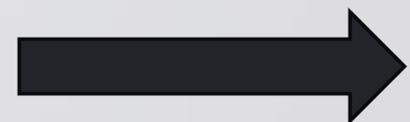


**Brave**

**Empower**

**Victory**

**Stagnation**



**Flourish**

**Refresh**

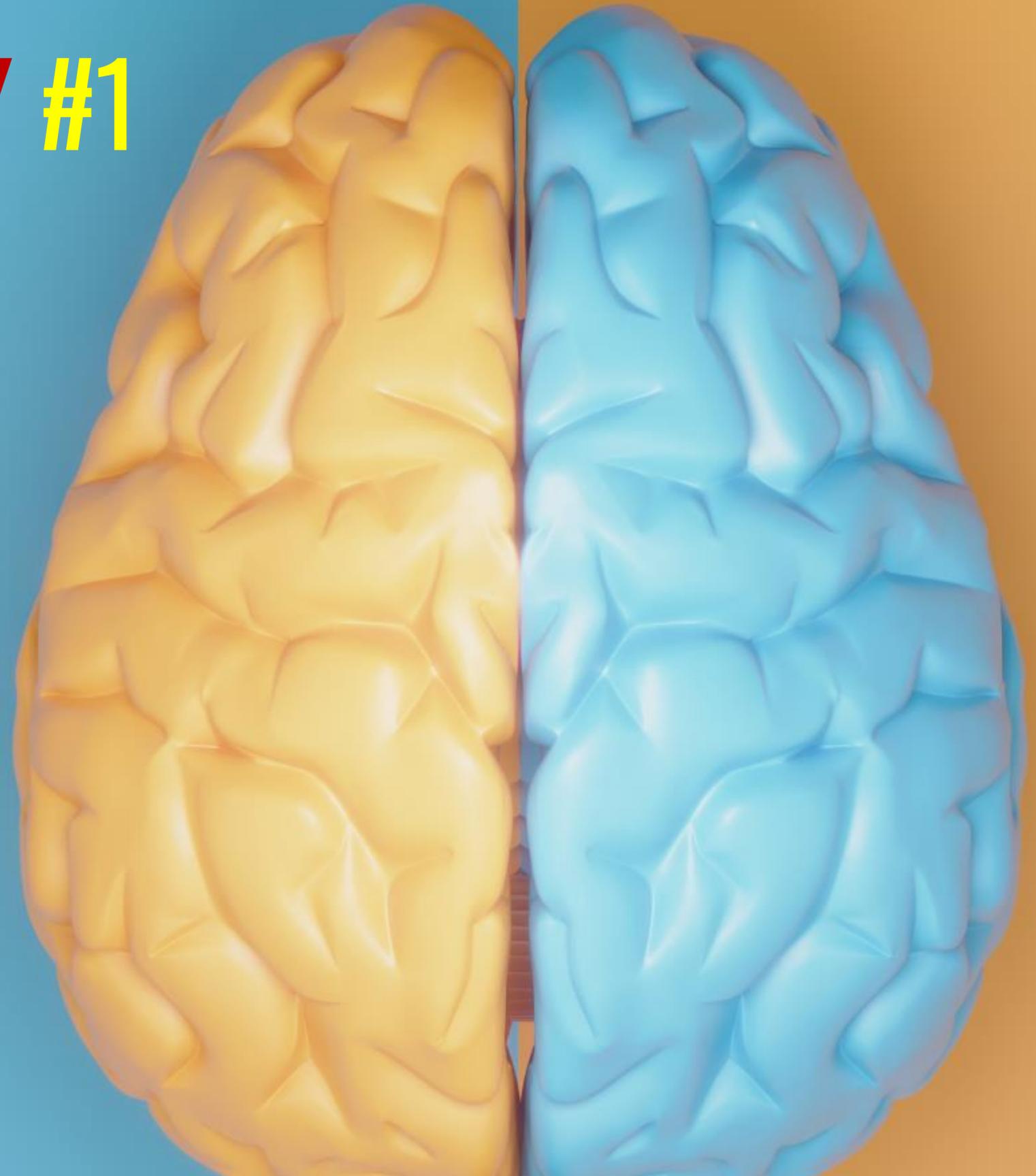
**Freedom**



# ACTIVATION STRATEGY #1

## Set Your **Intention**

(daily and before important interactions)



# ACTIVATION STRATEGY #2

Infuse **Activation Words** into  
your communication.



A man with a beard and a woman are sitting at a table in a bright, modern office. The man is smiling and looking at the woman, who is also smiling and looking back at him. They appear to be in a collaborative meeting. The background shows a large window with a view of a city and a modern lamp hanging over the table.

# 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<sup>OR</sup>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)

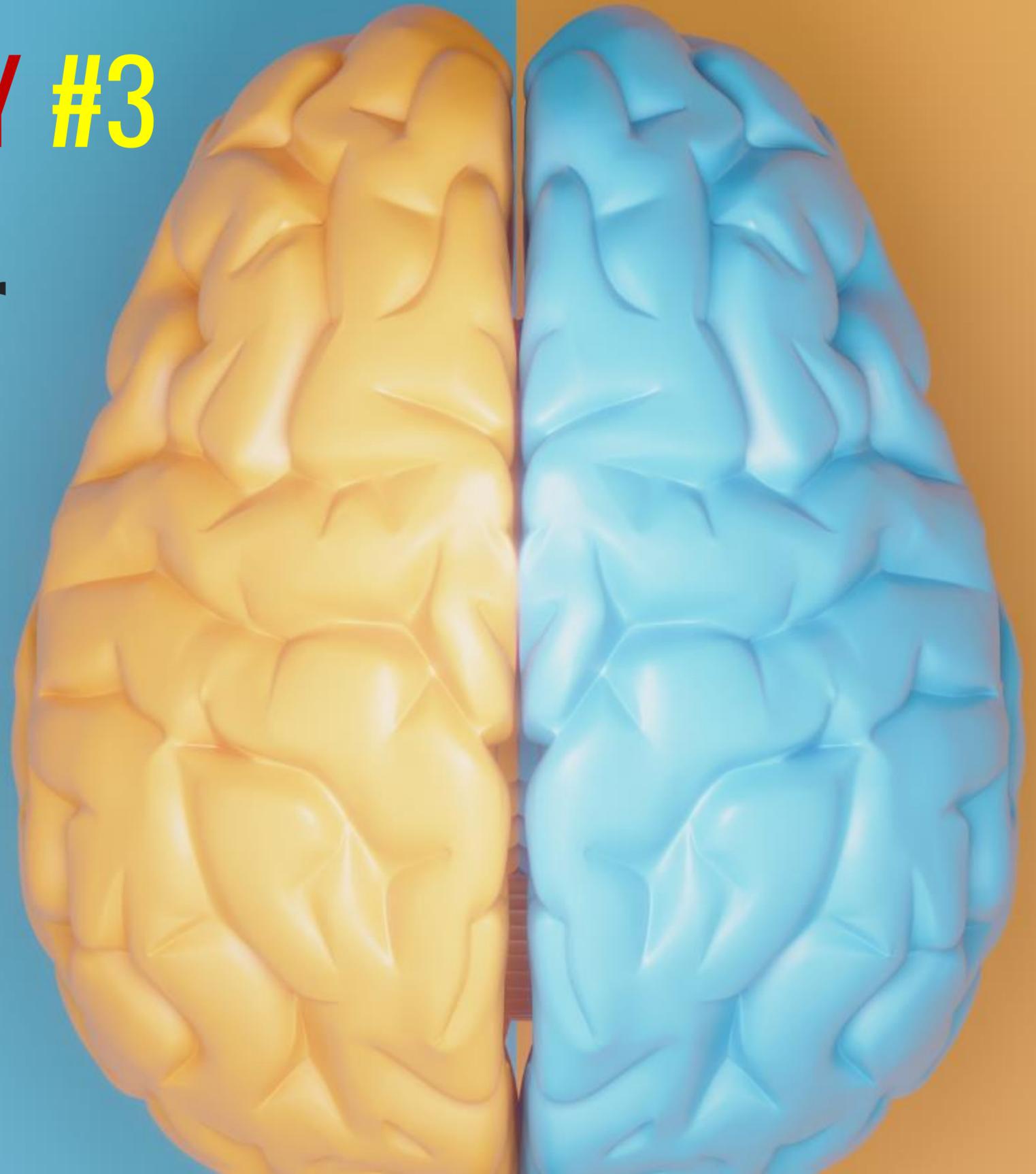
A group of football players in black and orange uniforms are huddled together, holding a football in the center. The players are wearing helmets and have their arms around each other. The background is a clear blue sky. The text "DO PEOPLE WANT TO GIVE THEIR BEST FOR YOU?" is overlaid on the image in white, bold, uppercase letters.

**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!*



# BREAKOUT DISCUSSIONS

I am satisfied with how frequently my department (region) recognizes associates' individual performance and work contributions.

## Discussion Questions:

- 1. Think about one of your team members: What unique strength or quality do they bring that deserves recognition?*
- 2. How could you express that in a way that feels authentic?*



# CHARACTER TRAITS



Integrity

Determination

Discipline

Adaptability

Positivity

Detail Oriented

Punctual

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.

Partnership  
Integrity  
Excellence  
Innovation  
Community

**WILL & SKILL**

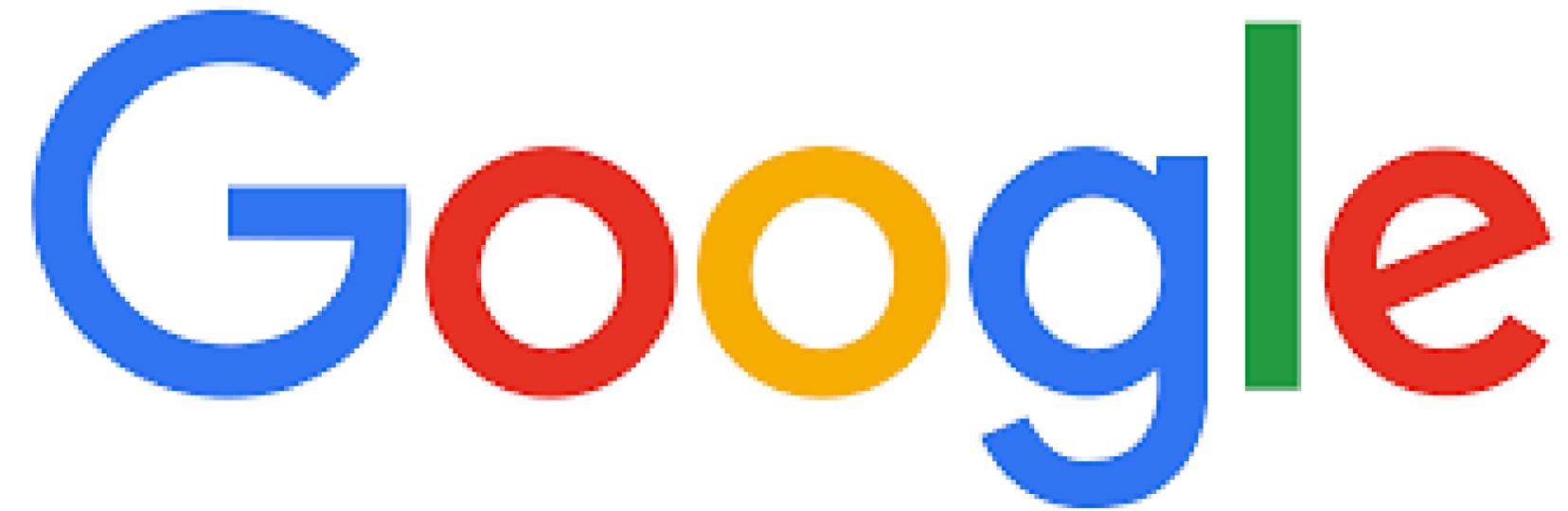
# CULTURE SHAPING

What is the strongest predictors of employee engagement and retention at work?

- A) Salary and bonuses
- B) Having a best friend or trusted colleague at work
- C) Office design and perks
- D) Company mission statement

Teams with LOW levels of collaboration and trust typically experience which of the following?

- A) Higher turnover rates
- B) More internal conflict
- C) Below average productivity and innovation
- D) Faster burnout
- E) All of the Above



## Project Aristotle

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

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



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.

**TOTAL PERFORMANCE**

**Individual Contribution**

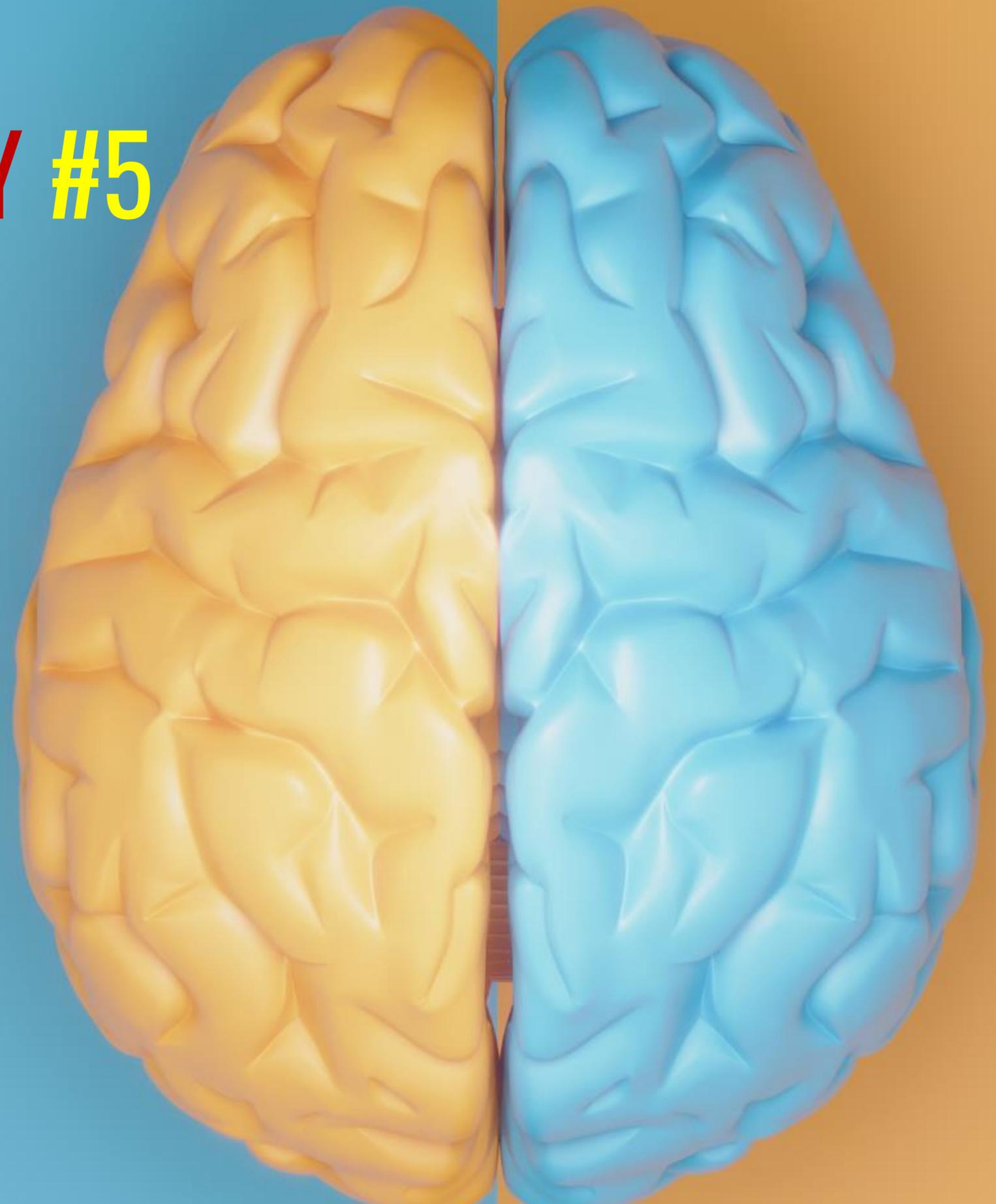
**+**

**Team Contribution**



# ACTIVATION STRATEGY #5

Build an **All-Pro** Team





Amateur

Professional

**PROs**

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

**Better Together**

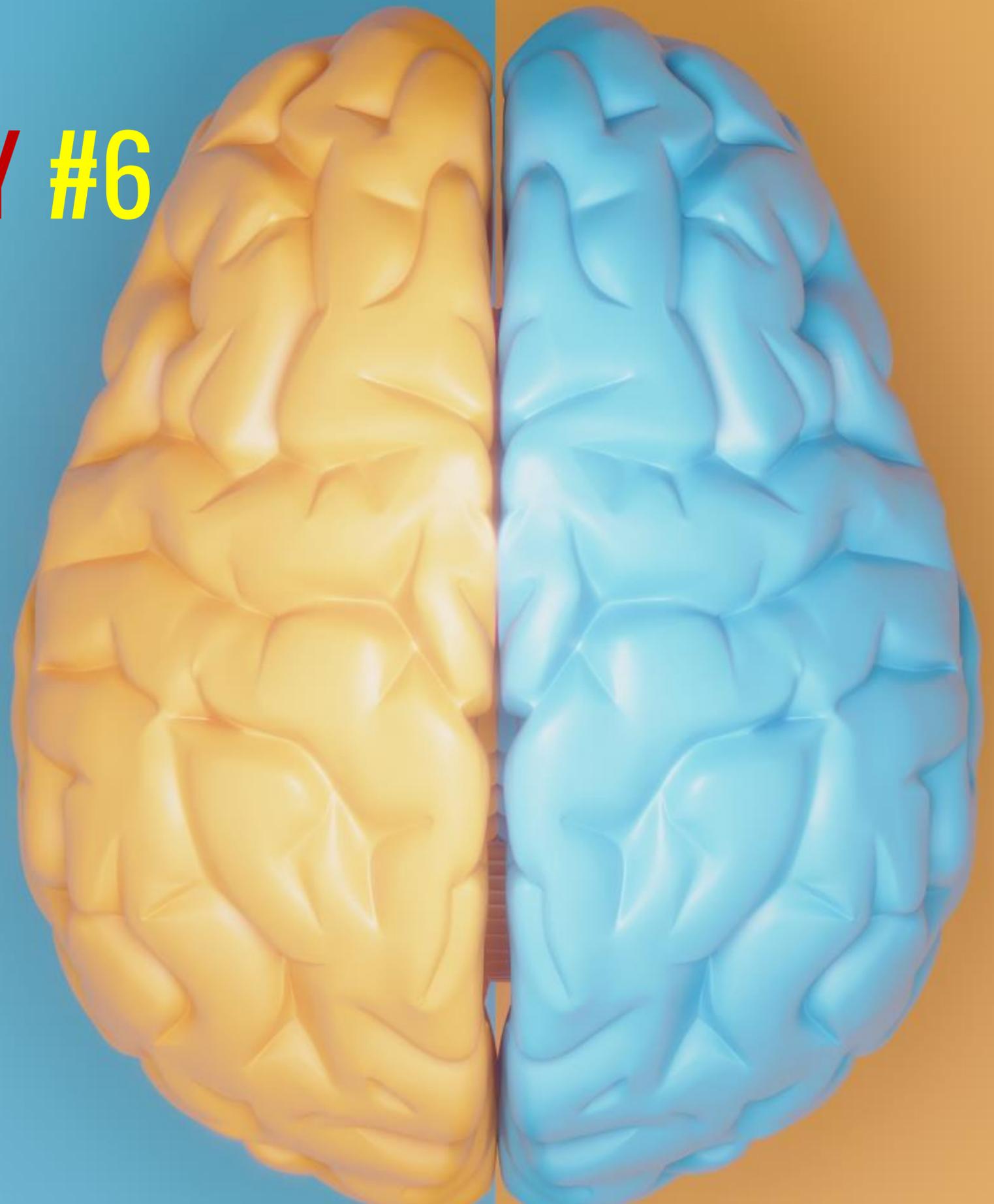
**AMATEURS**

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

**Entitlement**

# ACTIVATION STRATEGY #6

Tell the **Stories.**



USE STORIES TO  
ENGAGE THE BRAIN





STORIES LIFT OUR IMAGINATION AND OUR  
SENSE OF POSSIBILITY

*autonomy of thought and action*

T PRAC

ow emp e some of their own

rk goals

ow empic to their team goals

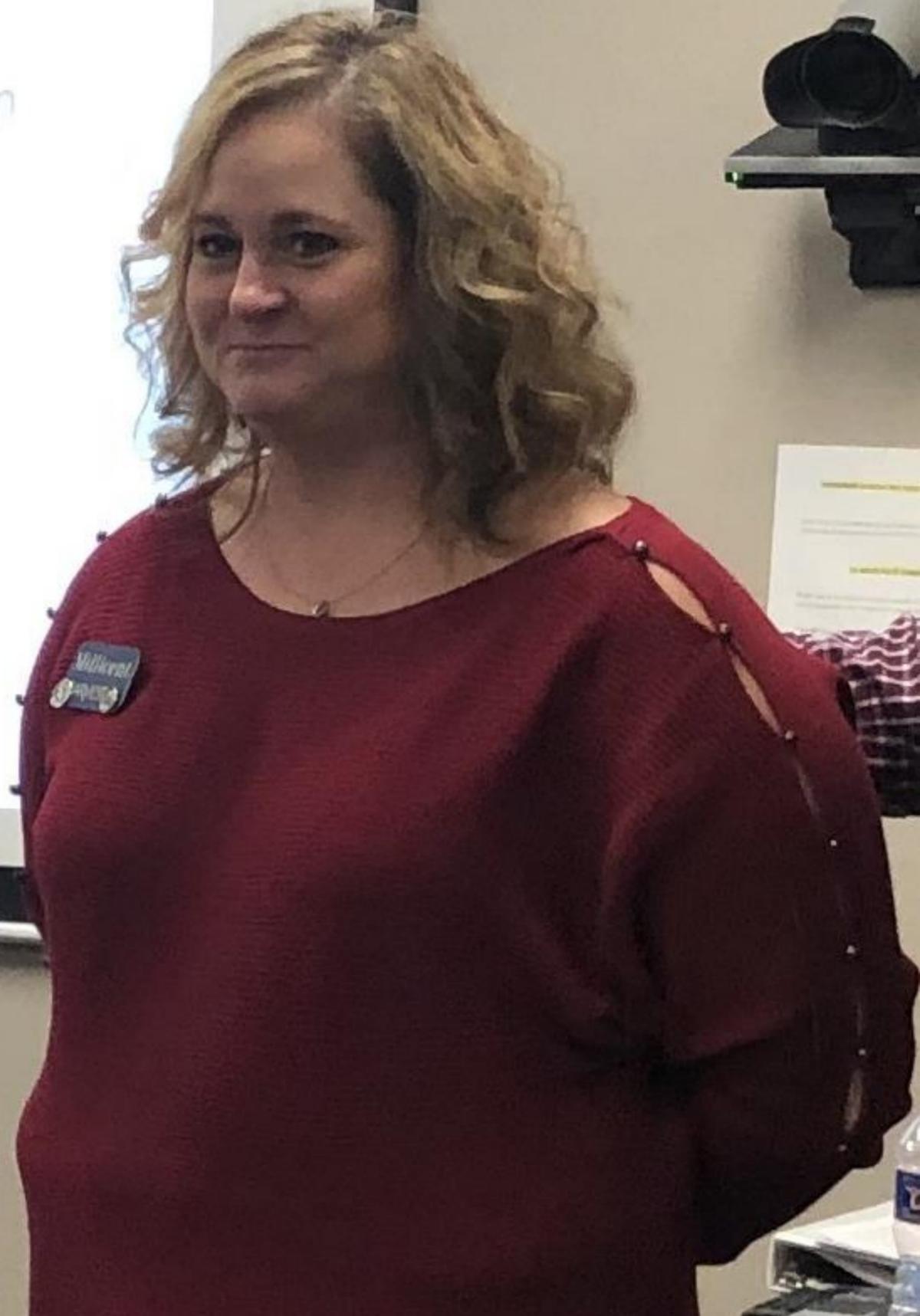
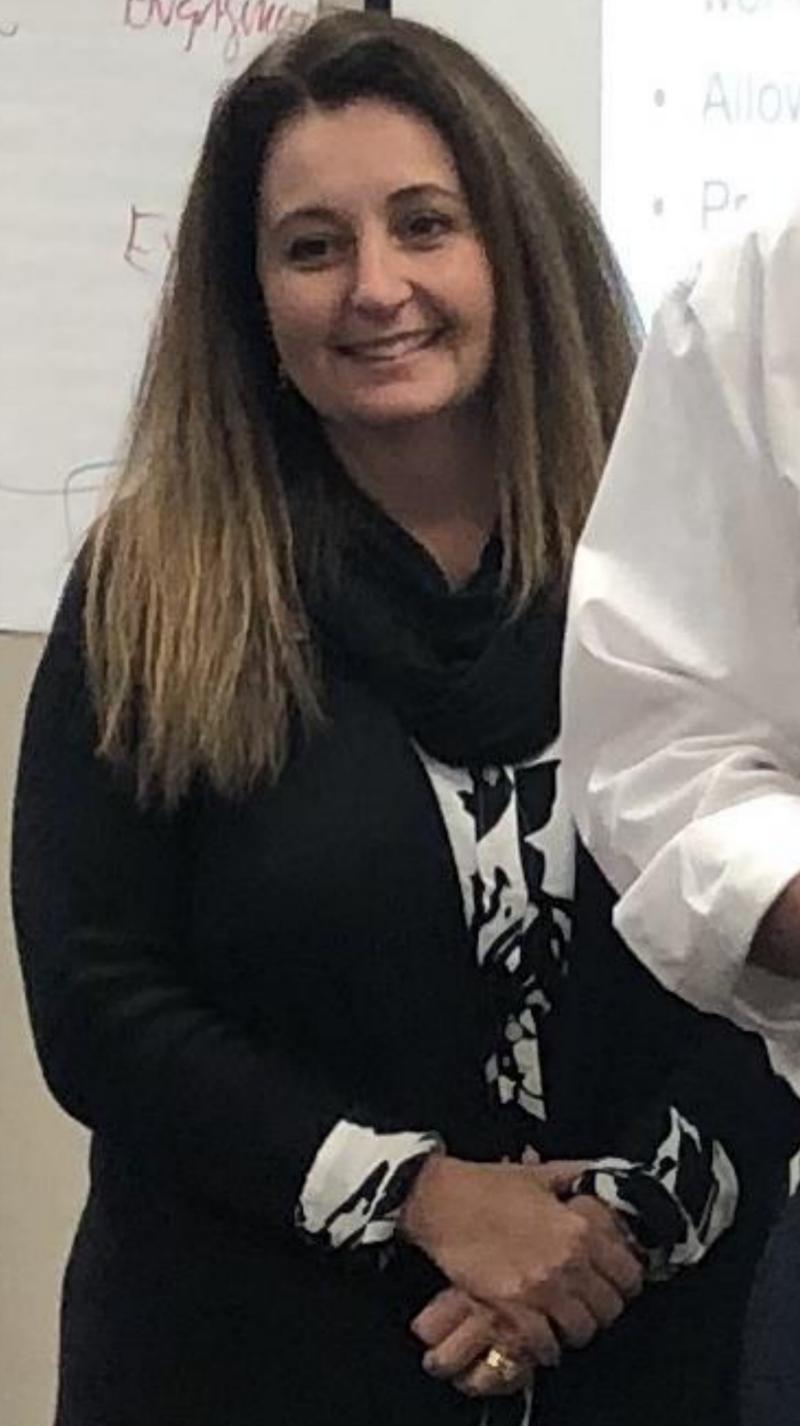


autonomy of thought and action.

### BEST PRACTICES

- Allow employees to set some of their own work goals
- Allow employees to contribute to their team goals
- Pr...

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



# ACTIVATOR PRACTICES

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CONNECTING

COACHING

CULTURING

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# THANK YOU!



## Let's Connect!!



[DrJasonJones.com](http://DrJasonJones.com)



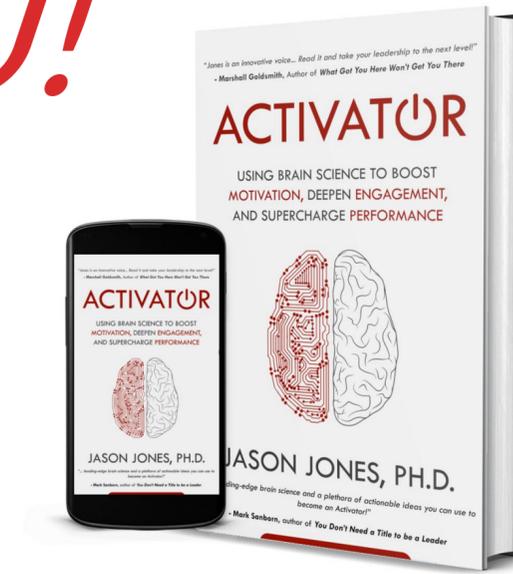
[DrJ@DrJasonJones.com](mailto:DrJ@DrJasonJones.com)



IG: [DrJJones](https://www.instagram.com/DrJJones)



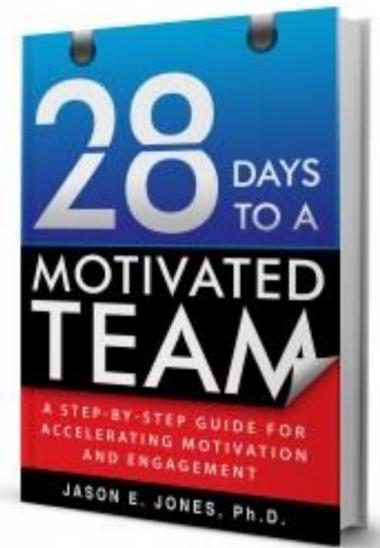
[LinkedIn.com/in/DrJasonJones1](https://www.linkedin.com/in/DrJasonJones1)



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[Benco Dental Resource Page](#)