

# NEUROLEADERSHIP:

LEADING WITH THE BRAIN IN MIND



# WHAT WE'LL COVER TODAY...

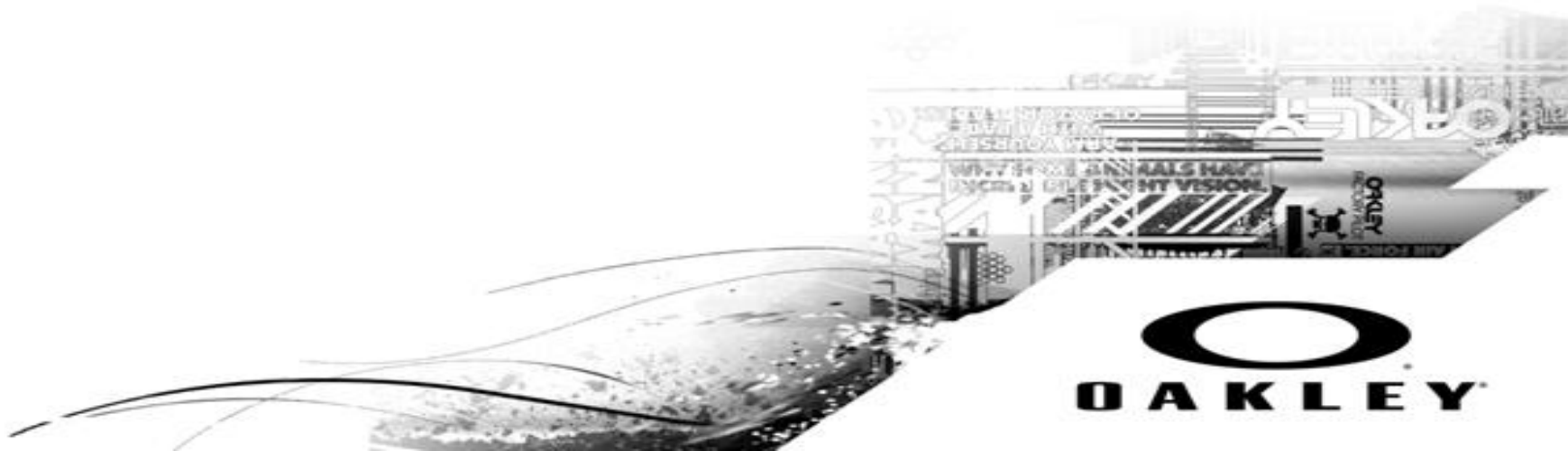
- What is **NeuroLeadership**?
- What is **SCARF**?
- Connection between NeuroLeadership and **motivation, learning, & communication**
- Ways to **integrate** NeuroLeadership into your organization



**First things first.  
Let's do one thing to raise our IQ.**



**ENTER NEUROLEADERSHIP...**



# **[NUR·OH·LEE·DER·SHIP]**

**An emerging field of study connecting  
neuroscientific knowledge with the fields of  
leadership development, management  
training, change management, consulting and  
coaching.**

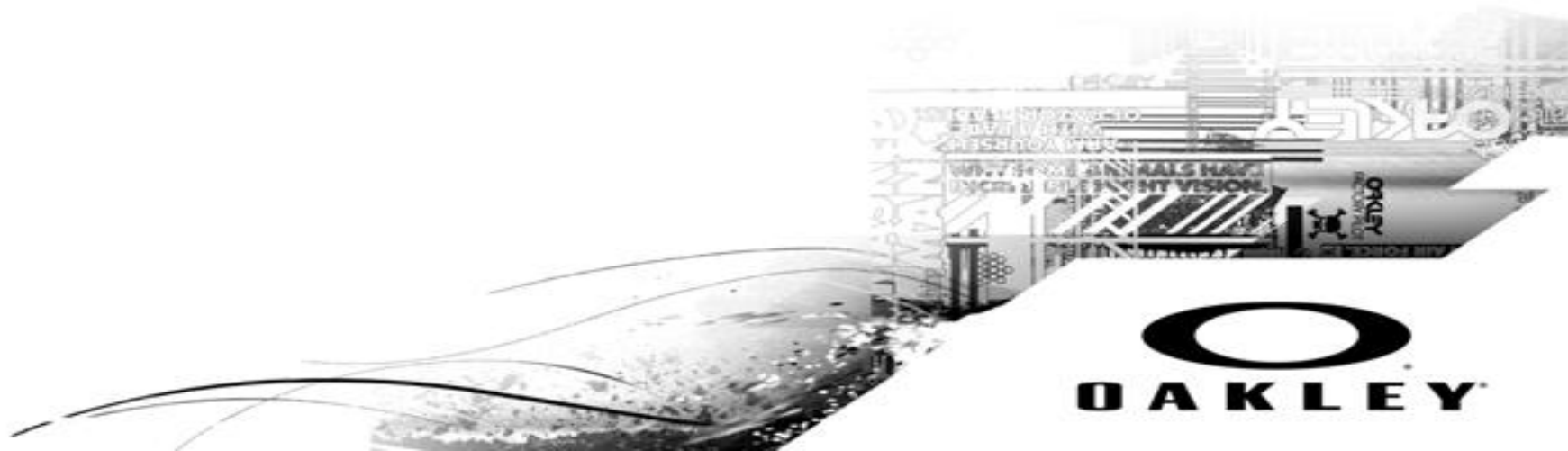


# FOUR DOMAINS OF NEUROLEADERSHIP

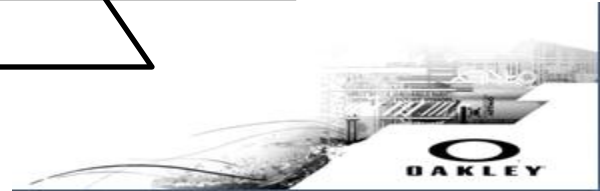
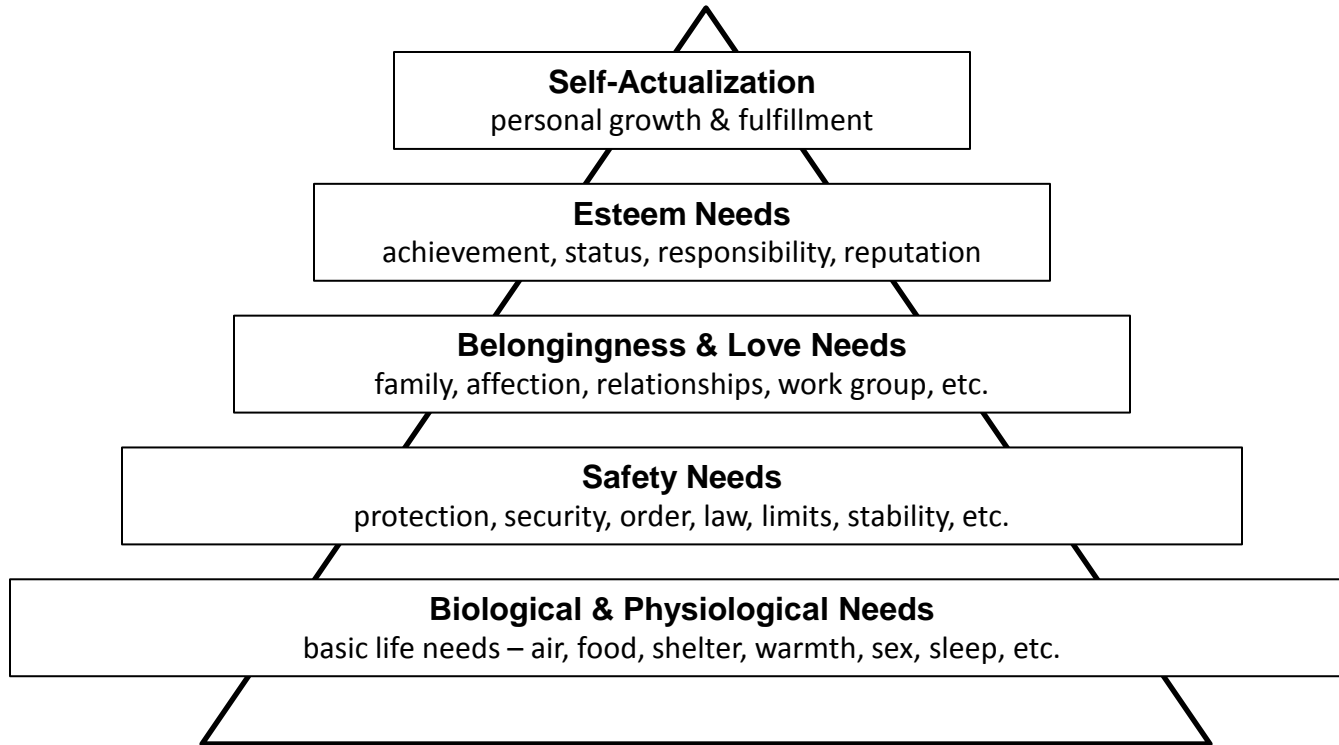
<b>MAKE DECISIONS &amp; SOLVE PROBLEMS</b>	<b>REGULATE EMOTIONS</b>
<b>COLLABORATE WITH OTHERS</b>	<b>FACILITATE CHANGE</b>



**NOW, A LITTLE LESSON ON  
YOUR BRAIN...**

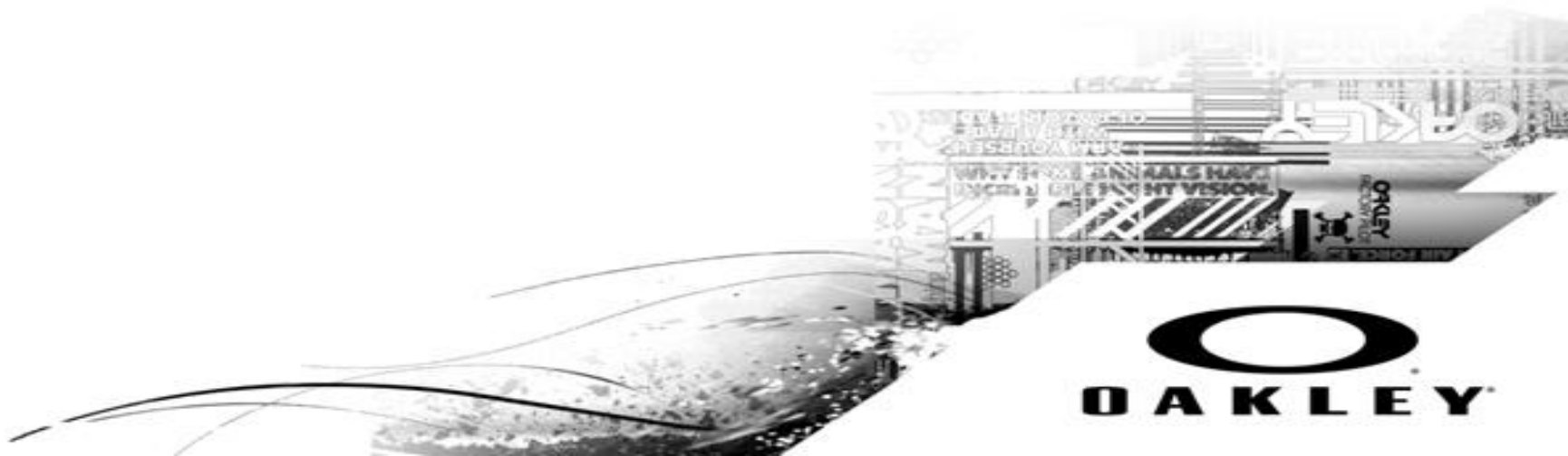


# MASLOW'S HIERARCHY OF NEEDS

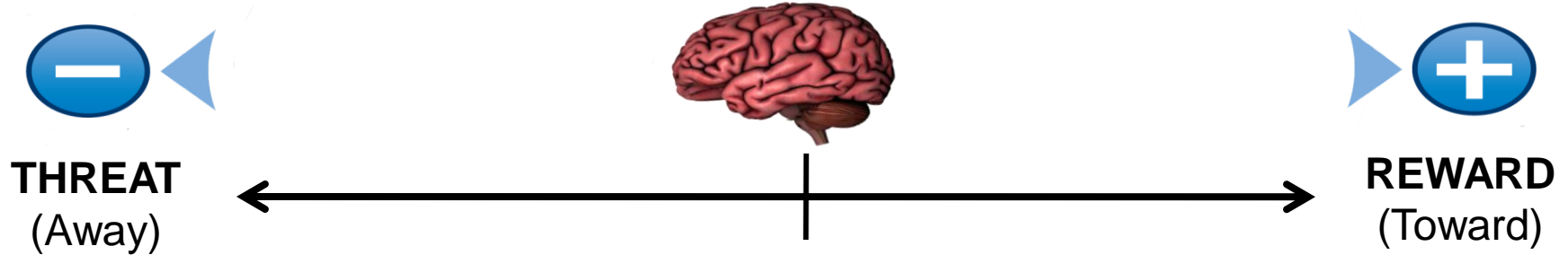




**SAY WHAT?**



# HOW OUR BRAIN ORGANIZES

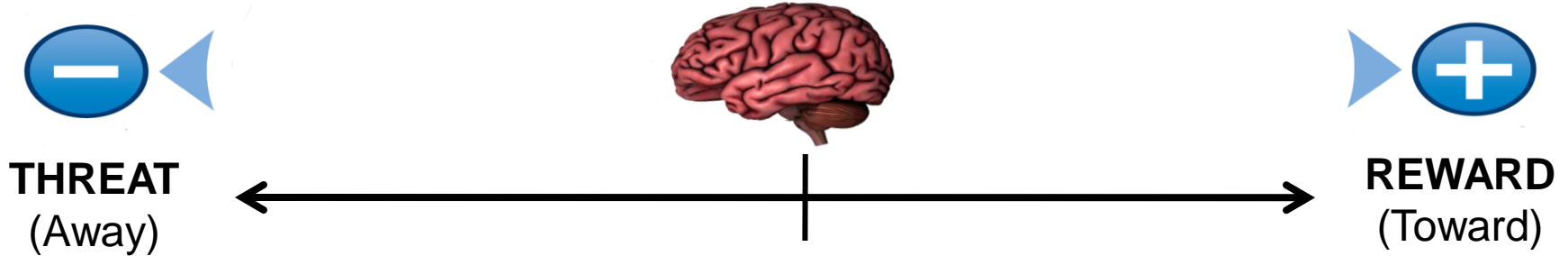


## People in Reward State...

- Think more clearly
- Have better access to long term memory
- Are generally more creative
- Have more insights, which are required for complex problem solving
- Come up with more ideas for action
- Have a broader perspective on issues



# BRAIN CRAVINGS



**S**tatus – relative importance to others

**C**ertainty – ability to predict the future

**A**utonomy – sense of control over events

**R**elatedness – sense of safety with others

**F**airness – perception of fair exchanges



**CHECK-IN:**

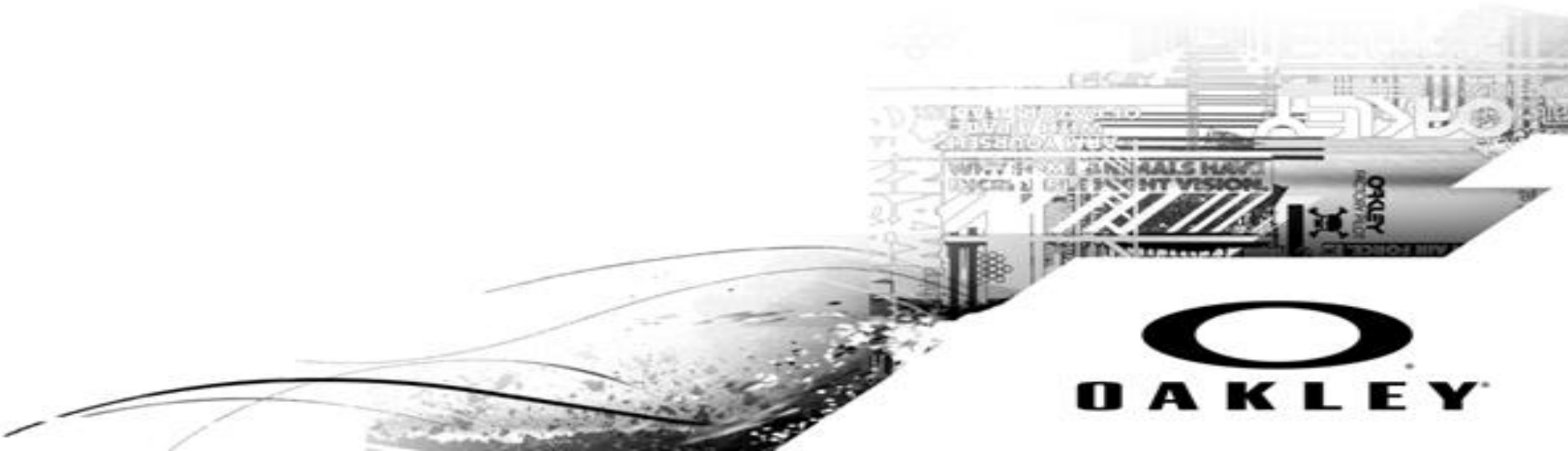
**WHAT IS YOUR INITIAL REACTION  
TO THIS?**

**WHAT IMPLICATIONS DOES THIS  
HAVE FOR CREATIVITY,  
INNOVATION, AND LEARNING?**



**OAKLEY**

# IMPLICATIONS OF THIS FOR YOUR **WORKFORCE**



# DID YOU KNOW?

- Your employees **average 5 hours** of solid thinking a week



**10%** : I do my best thinking at **work**

**39%** : I do my best thinking at **home**

**51%** : I do my best thinking **elsewhere**



**59% : I do my best thinking in the morning**

**Specifically, Mon – Wed Morning**





**Attention is a limited resource.**



**If we are paying attention, we understand  
what someone is saying  
50 % of the time.**

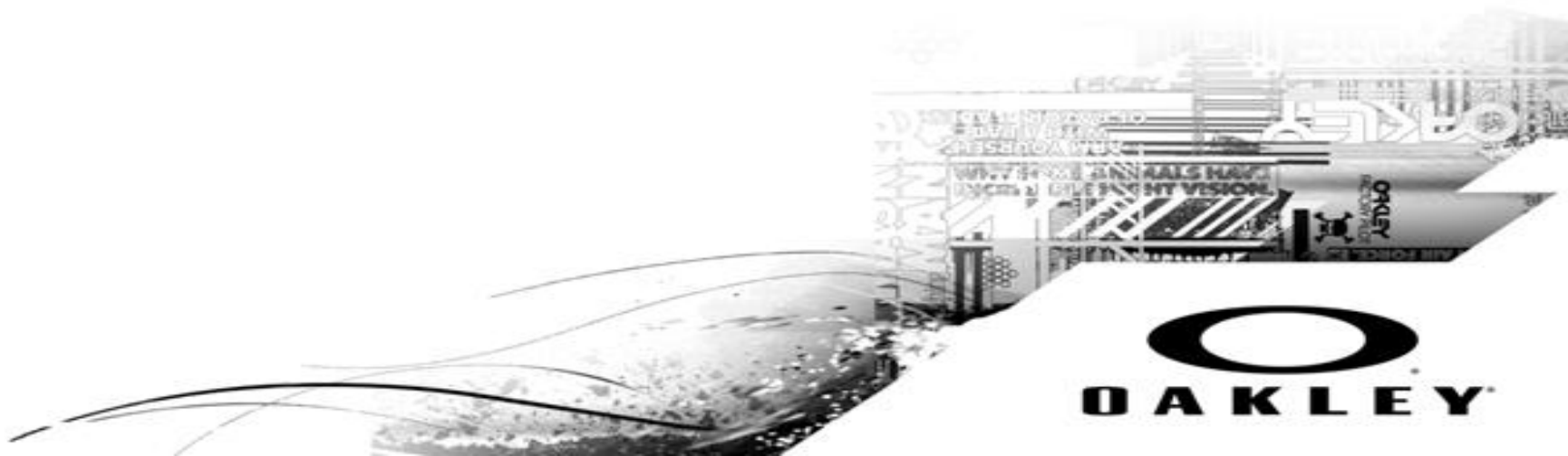


**Inhibit distractions before they take on momentum.**

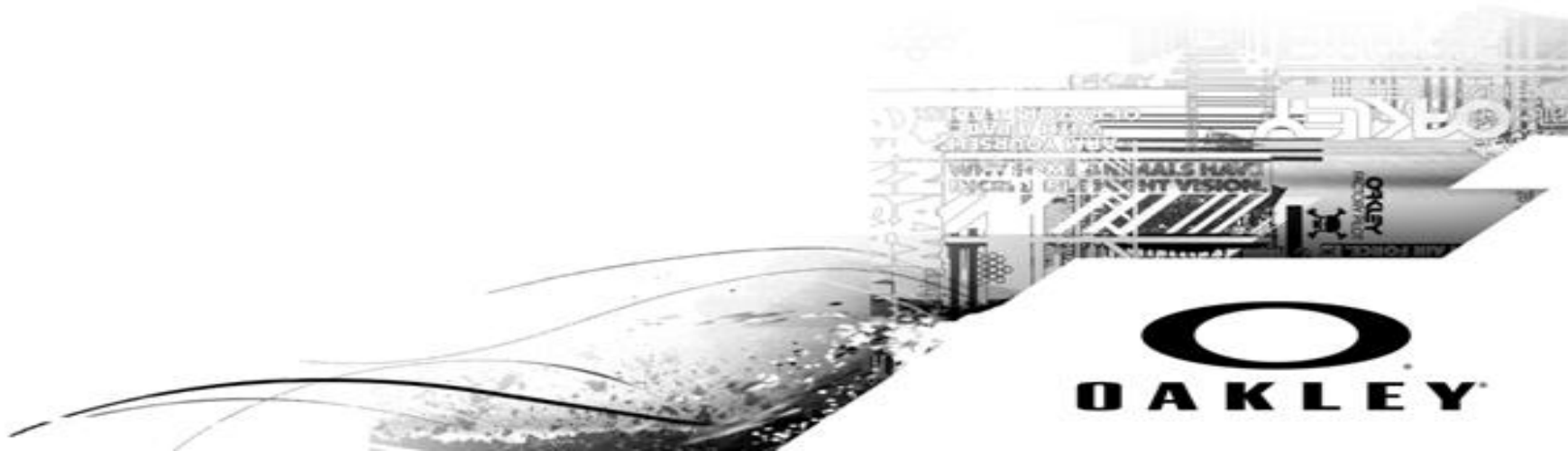


**CHECK-IN:**

**WHAT ARE THE IMPLICATIONS OF  
THIS ON CREATIVITY, INNOVATION,  
AND LEARNING IN YOUR  
WORKFORCE?**



# IMPLICATIONS OF THIS FOR YOUR **LEADERS**



# DID YOU KNOW?

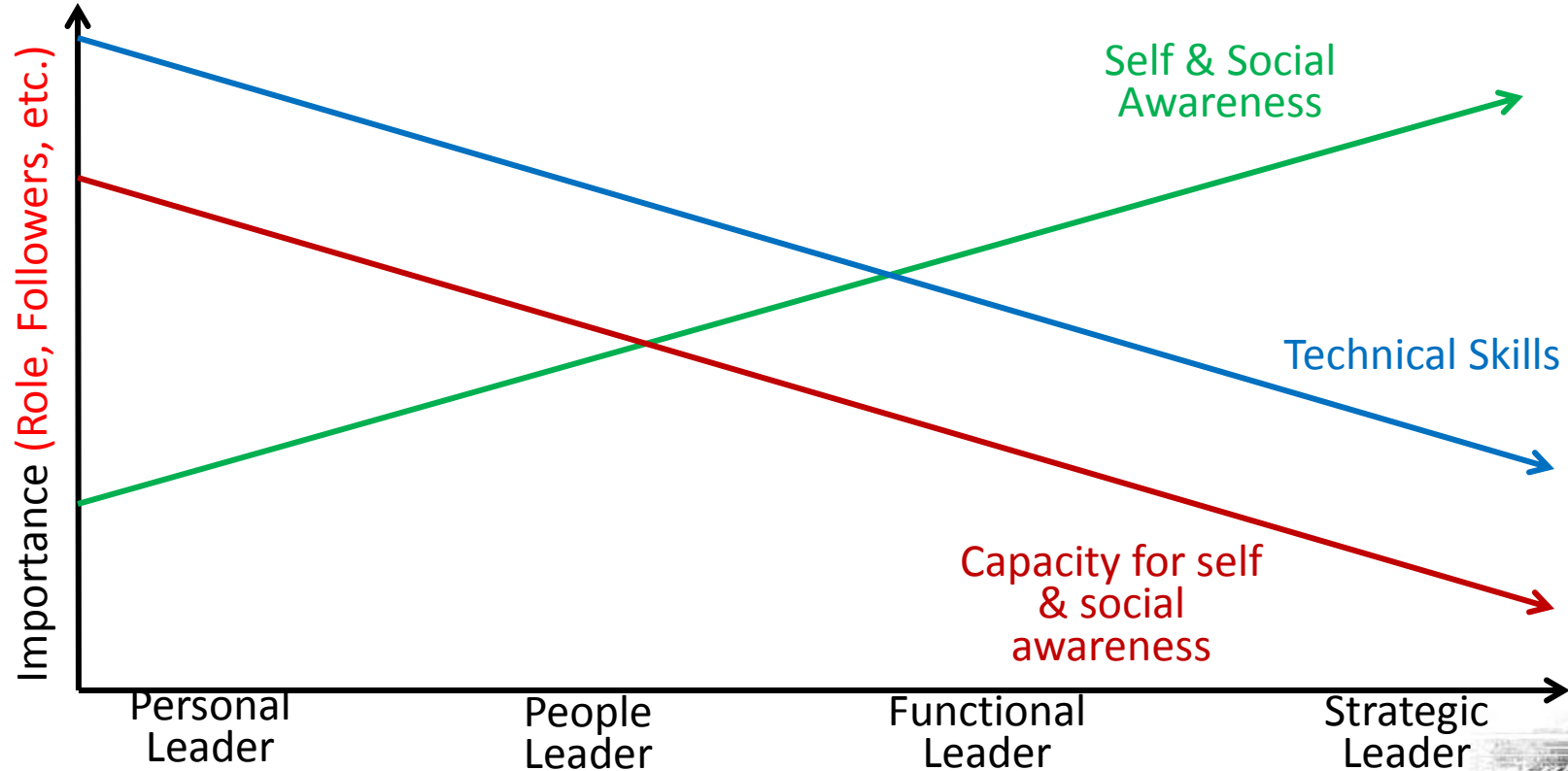
- Your capacity to maintain self and social awareness **decreases** as you climb the corporate ladder
- There is a good chance your employees are in **threat** – and you **don't even know it**



**When focused on a goal, the brain circuitry that monitors self awareness and social awareness is turned off.**



# A CHALLENGE FOR SENIOR LEADERS





**Bosses can easily create status threat.**



**We hire people to think, but we can't control them or how they think.**



**It starts with  
setting the right expectations.**



**Expectations alter the information  
the brain takes in.**



**FeedSmack.**

**Let them empty first**



**70 % of the time  
feedback fails to produce  
the desired outcome.**



# SELF

## **Personal Characteristics**

(i.e. poor interpersonal skills, lack of leadership, poor decision quality)

# TASK

## **General To-Dos**

(i.e. create strategy for implementation of new process, mobilize cross-functional team to achieve X initiative)

# DETAIL

## **Micro-Management**

(i.e. say X, Y, Z when leading this meeting, manage this project by doing A, B, C, D, E, etc.)



# ~~SELF~~

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**CHECK-IN:**

**WHAT ARE THE IMPLICATIONS OF THIS ON YOUR LEADERS?**

**WHAT ROLE DOES THIS PLAY IN FOSTERING AN INNOVATIVE WORK ENVIRONMENT?**

