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

<table>
<thead>
<tr>
<th>Make Decisions &amp; Solve Problems</th>
<th>Regulate Emotions</th>
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<tbody>
<tr>
<td>Collaborate with Others</td>
<td>Facilitate Change</td>
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NOW, A LITTLE LESSON ON YOUR BRAIN...
MASLOW’S HIERARCHY OF NEEDS

- **Self-Actualization**
  - personal growth & fulfillment

- **Esteem Needs**
  - achievement, status, responsibility, reputation

- **Belongingness & Love Needs**
  - family, affection, relationships, work group, etc.

- **Safety Needs**
  - protection, security, order, law, limits, stability, etc.

- **Biological & Physiological Needs**
  - basic life needs – air, food, shelter, warmth, sex, sleep, etc.
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

Status – relative importance to others
Certainty – ability to predict the future
Autonomy – sense of control over events
Relatedness – sense of safety with others
Fairness – perception of fair exchanges
CHECK-IN:
WHAT IS YOUR INITIAL REACTION TO THIS?

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

Self & Social Awareness

Technical Skills

Capacity for self & social awareness

Importance (Role, Followers, etc.)

Personal Leader

People Leader

Functional Leader

Strategic Leader

Graph showing the importance of self & social awareness, technical skills, and capacity for self & social awareness across different types of 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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**DETAIL**

**Micro-Management**
(i.e. say X, Y, Z when leading this meeting, manage this project by doing A, B, C, D, E, etc.)
CHECK-IN:
WHAT ARE THE IMPLICATIONS OF THIS ON YOUR LEADERS?

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