

THE challenge STRATEGY

Decrease threat.
Increase trust.



3 Big Deals:



1. The PFC is priceless.
2. Threat to the brain is threat to the brain.
3. Emotions run the show.

Your Brain on Threat

1. Hijacks the Prefrontal Cortex (PFC)
2. Triggers a Cortisol Stress Surge
3. Diminishes Creativity and Innovation
4. Distorts Perspective
5. Impairs Emotional Regulation
6. Reduces Learning and Memory Capacity
7. Elevates Risk of Physical and Mental Illness
8. Destroys Trust
9. Triggers flocking
10. Increases Resistance to Change



Top 10 Threats:

1. Social rejection
2. Lack of honesty or trust
3. Change
4. Unrealistic expectations
5. Lack of resources
6. Risk of loss
7. Humiliation
8. Micromanagement
9. Perceived favoritism
10. Lack of meaningful work

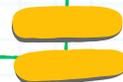


*Your current rules
are creating
your current results.*



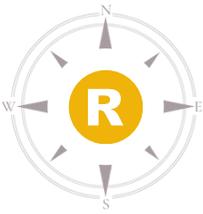
*You can be right
or you can be rich.*

PFC = Self-Control - motor,
financial, emotional,
cognitive, perspective



3C's of Negative Threat:

- Confusion: We have more confusion than clarity.
- Control: We feel we have little control over or say in the situation.
- Consequences: We anticipate a negative consequence.



THE **relevance** STRATEGY



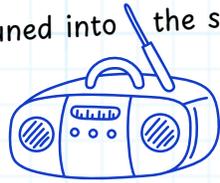
Relevance comes from the word **relevare**, which means to "lift up" or "highlight"

WHY FOCUS ON STRENGTHS?

- Activates the brain's reward system.
- Builds resilience.
- Reduces stress.
- Enhances our health, sleep, and immune system.
- Strengthens neural pathways.
- Boosts confidence.
- Enhances memory.
- Accelerates learning.
- Fosters curiosity and flexibility.
- Promotes collaboration.
- Increases positive emotion and decreases negativity bias.
- Motivate a more strengths-centered mindset.

Every brain is tuned into the station

WII-FM -
What's In
It For Me?



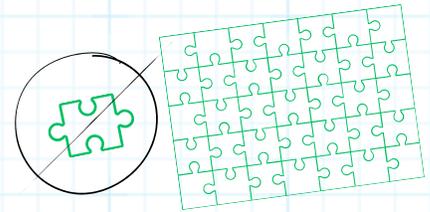
Your team's favorite radio station is WII-FM. If you're not speaking to their priorities, you're getting static.

Confused brains say no. Inspired brains say



Neurons that fire together, wire together...and here's why:

Not "parts to whole" (puzzle piece) but "whole to parts" (puzzle box)



Vision Isn't a Poster - it's a GPS. Mission, vision, and values should guide every decision, not just hang in the breakroom.

Lead with Vision. 
Build on Strengths.

USE VISION + VALUES:

- to maintain a standard of excellence.
- as a focal point.
- to begin every meeting.
- to lead change.
- to reinforce in every communication.
- to reward and recognize.
- to motivate in uncertain times.
- to make decisions.
- to hold people accountable.
- to focus tough conversations.

And here's why...

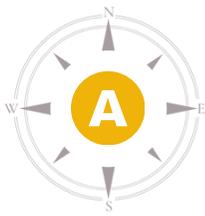
WWLL

"What Winning Looks Like"

CLARITY IS THE ULTIMATE PRODUCTIVITY HACK...

the brain doesn't
resist change;
it **resists** confusion.





THE **action** STRATEGY

*Embrace limitations.
Debunk myths.*



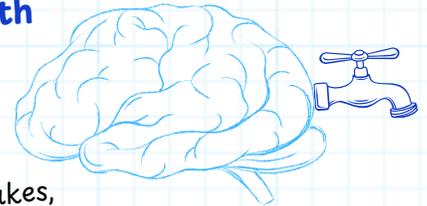
LONG HOURS ≠ HIGH IMPACT



If your brain works right, you work right. If your brain doesn't work right, you've got problems.
- **Dr. Daniel Amen**

Multitasking Is a Myth Stop the Brain Drain

Your brain isn't juggling; it's just switching (badly).
Multitasking = more mistakes, less memory, and one cranky PFC.



Sleep Is Your Superpower!
Sleep isn't lazy - it's brain fuel.



Beliefs are like the clothes in your closet; you don't have to wear them forever.



Green Zone: Pedal to the Metal

Peak Focus. High Output. Strategic Work.
Best time to tackle hard tasks
This is your brain's high-performance gear - use it wisely.



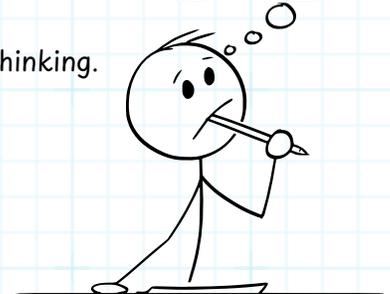
Yellow Zone: Cruise Control

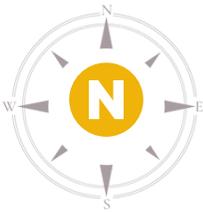
Reflect. Organize. Brainstorm.
Ideal for planning, processing, light collaboration, or creative thinking.
Let your brain wander and connect the dots.



Red Zone: Pull Over

Low Energy. Foggy Focus. Time to Rest.
Schedule breaks, admin work, walks, naps, or brainless tasks.





THE **novelty** STRATEGY

CHALLENGE CONVENTION. NUDGE IMAGINATION.

Curiosity didn't kill the cat.
Certainty did.



- The word **create** means "to bring into existence."
- The word **innovate** means "to nudge or alter."
- The word **novelty** means "new."

Shift...from

- Shift...from sick to healthy
- Shift...from threat to trust
- Shift...from busy to breathe
- Shift...from weaknesses to strengths
- Shift...from confusion to clarity
- Shift...from despair to hope
- Shift...from silos to collaboration
- Shift...from idea to implementation
- Shift...from grand to granular
- Shift...from ego to exploration
- Shift...from certainty to curiosity



FOBU



Fear of Being Uncertain

CAUTION:
NOVELTY MEANS RISK



The brain doesn't pay attention to boring things.
If the brain is bored; it's ignored.



Your Brain on Novelty:

- NOVELTY:**
- wakes up the brain.
 - engages emotion.
 - transforms routine moments into
 - motivates the brain.
 - lowers negative threat.
 - enhances performance.
 - increases dopamine.
 - rewards the brain.
 - releases a flow cocktail.
 - impacts neuroplasticity.

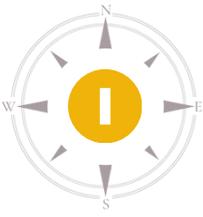


Novelty isn't a "nice to have."
It's a "must-have."

The Magic Question:

Even better if?





THE **interaction** STRATEGY

GIVE CHOICE AND VOICE. LET GO.

- C** What does 'done' look like?
- L** What is the level of delegation?
- E** What are the non-negotiables?
- A** What is the cadence of accountability?
- R** Repeat and reflect

AWE

(And What Else?)

Just because you CAN do it yourself doesn't mean you SHOULD.

The greater the **interaction** and **accountability**, the greater the likelihood of behavior change



Learning is not a spectator sport.

Coaching Beliefs - Believe Like a Coach

- Belief #1: Better solutions result when we come to a conversation in a state of not knowing.
- Belief #2: People respond to their view of reality, not to reality itself.
- Belief #3: The more choices we generate, the more control and ownership we feel.
- Belief #4: People are whole, resourceful, capable beings.
- Belief #5: People are more motivated by a compelling vision.
- Belief #6: The presenting problem is usually not the real problem.
- Belief #7: There is a reward for all choices, behaviors, and actions.
- Belief #8: Tell them, they comply. Involve them, they commit.
- Belief #9: There is no failure, only feedback.
- Belief #10: The meaning of communication is the response you get.

The brain pushes back when told what to do.



CONVERSATION

con - with
verse - turn
ation - the act of

leadership styles:
>> visionary >> democratic
>> coaching >> pacesetter
>> affiliative >> commanding

CHECK in

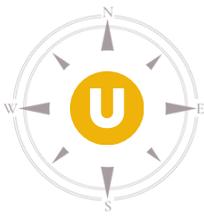
Connect • Help • Empower • Commit • Keep

4 LEVELS OF LISTENING (OTTO SCHARMER)

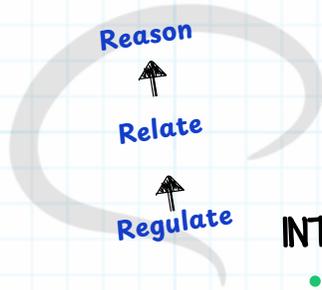
- Level 1: Downloading
- Level 2: Factual
- Level 3: Empathic
- Level 4: Generative



Be more interest**ED** than interest**ING**.



THE **using emotion** STRATEGY



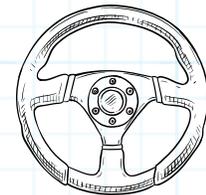
ENGAGE EMOTIONS. PRIORITIZE PEOPLE.

INTRAPERSONAL INTELLIGENCE

- Self-Awareness
- Self-Confidence
- Self-Control
- Adaptability
- Initiative
- Optimism

INTERPERSONAL INTELLIGENCE

- Empathy
- Service
- Inspiration
- Conflict Management
- Influence
- Teamwork



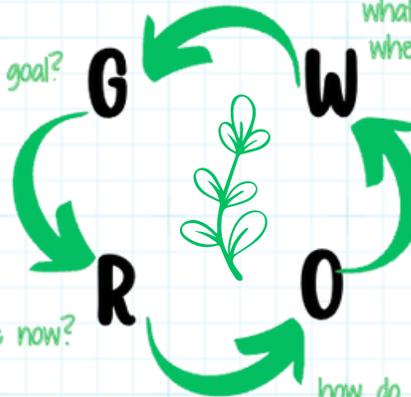
*Culture drives results.
Leaders drive culture.*

“ Abilities such as being able to motivate oneself and persist in the face of frustrations; to control impulse and delay gratification; to regulate one's moods and keep distress from swamping the ability to think; to empathize and to hope.

(Goleman, Emotional Intelligence, 1998)

WHERE A PROBLEM EXISTS,
THE SOLUTION EXISTS.

goal:
what is a compelling goal?



way forward:
what do we implement +
when do we follow up?

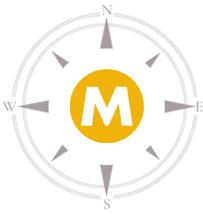
reality:
where are we now?

options:
how do we close the gap?

The question isn't
'how smart are you?'
The question is 'how
are you smart?' 

We aren't thinking individuals who happen to have emotions; **we are emotional individuals who happen to think.**

EQ is four times a better predictor of success than 
IQ in virtually every success marker,



VALUE DIFFERENCES. CREATE BELONGING.

A MOSAIC CULTURE REQUIRES:

- lowering threat
- building trust
- acknowledging bias
- honoring differences
- creating belonging
- championing inclusion



You have a message and a style of delivering that message that hasn't been given to anyone else.

Honor and protect that gift.

No. Matter. What.



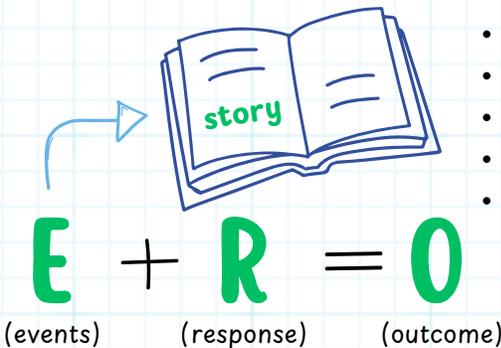
99% of all processing is unconscious.

Our brains are always distorting through bias



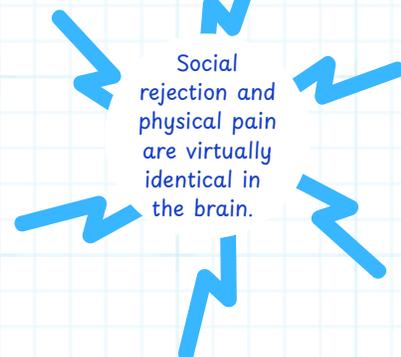
every CRANIUM strategy.

Bias: the lense through which we see the world and make decisions



- Generalizations
- Distortions
- Deletions
- Beliefs
- Experiences

PAIN TO THE BRAIN IS PAIN TO THE BRAIN



Great minds don't think alike.