



## WHO ARE WE?

- A research-driven leadership institute with IP in development since 1998 and operations in 24 countries
- Building a new language for leadership
- Our vision: Transform leadership through Neuroscience



## THE NEUROLEADERSHIP INSTITUTE

Research • Education • Solutions



## RESEARCH

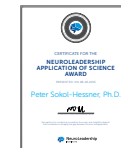
Annual summit  
(& ongoing knowledge sharing)



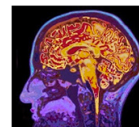
Journal



NeuroLeadership Application of Science Award



Relationships with scientists



Research advisory board



Business advisory board



### HOW WE SUPPORT ORGANIZATIONS

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Education

- Theory: Principles to apply
- Skills: Coaching techniques



### HOW WE SUPPORT ORGANIZATIONS

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Research Briefings



Thinking Partnerships



Scalable Learning Solutions



### THREE MAIN PRACTICE AREAS

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**Performance**

Transform performance by lifting the quality of conversations



**Diversity**

Enhance diversity and inclusion by breaking bias





**Learning**


Accelerate and embed new behaviors through brain-based strategies



### DEFINE QUALITY CONVERSATIONS

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 <p><b>Easier Stuff (mostly)</b></p> <ul style="list-style-type: none"> <li>Set goals</li> <li>Plan</li> <li>Make logistical decisions</li> <li>Share information</li> <li>Solve familiar problems</li> <li>Discuss operational issues</li> <li>Get project updates</li> </ul>	 <p><b>Harder Stuff</b></p> <ul style="list-style-type: none"> <li>Give feedback</li> <li>Change attitudes or behaviors</li> <li>Improve performance</li> <li>Collaborate</li> <li>Solve complex problems</li> <li>Increase creativity</li> <li>Engage and motivate others</li> </ul>
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## QUALITY CONVERSATIONS

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**Quality conversations**  
happen when harder conversations result in  
**positive change.**



## DEFINE QUALITY CONVERSATIONS

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How often do you actually have  
a quality conversation with peers, people you  
manage, your manager?



## THREE SCIENTIFIC PRINCIPLES TO FOLLOW

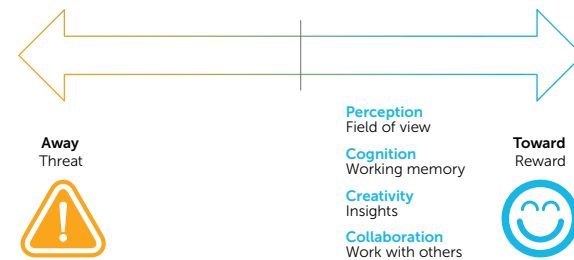
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1. Minimize Threat
2. Activate Growth Mindset
3. Facilitate Insight



## IMPACT OF A THREAT RESPONSE

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### BAD IS STRONGER THAN GOOD

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A diagram illustrating the concept that bad is stronger than good. It features two arrows originating from a central vertical line. On the left, a large orange arrow points away from the center, labeled "Away Threat". On the right, a smaller blue arrow points toward the center, labeled "Toward Reward".

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### THE BIG SURPRISE

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The strongest threats and rewards are actually social.

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### PRIMARY TRIGGERS OF THREAT AND REWARD

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A diagram showing the primary triggers of threat and reward. It consists of three main elements: an orange arrow pointing left with a white warning triangle icon, a grey rectangular box labeled "SCARF®", and a green arrow pointing right with a white smiley face icon. Below the orange arrow is the text "AWAY THREAT Threat Is Stronger". Below the SCARF® box is the text "STATUS CERTAINTY AUTONOMY RELATEDNESS FAIRNESS". Below the green arrow is the text "TOWARD REWARD Reward Is Better".

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### SCARF® AND OTHERS

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What are the implications for you as a leader as you think about quality conversations?

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### THREE SCIENTIFIC PRINCIPLES TO FOLLOW

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### WHAT IS MINDSET?

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**Fixed Mindset**

“Be good”

**Growth Mindset**

“Get better”



### FIXED MINDSET

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Born smart; We can't change much

- Effort doesn't help
- Feedback is dangerous
- Stretch goals are bad
- Focus on what you're good at
- Other people's success is a problem

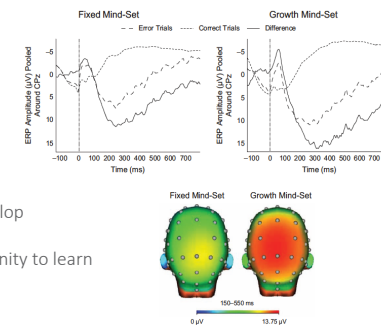


### GROWTH MINDSET

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Born to learn; We can change

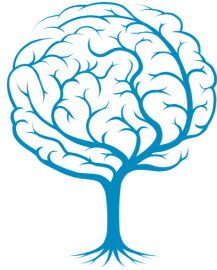
- Effort is central
- Feedback is helpful
- Stretch goals are good
- Focus on where you can develop
- Other's success is an opportunity to learn



### PRIMING PEOPLE FOR GROWTH MINDSET

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- Focus on behavior, not person
- Praise effort, not ability
- Discuss progress over time, not snapshots



### FIXED VS. GROWTH MINDSET

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What are the implications of either a fixed or growth mindset for you as a leader?



### THREE SCIENTIFIC PRINCIPLES TO FOLLOW

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### WHY DO INSIGHTS MATTER?

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- Learning
- Engagement
- Generalizing of ideas
- Systemic change of the brain





### INSIGHT PUZZLES

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Cracker	Fly	Fighter
Fish	Mine	Rush
River	Note	Account
Home	Sea	Bed
Force	Line	Mail



### CONDITIONS THAT AID INSIGHT

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### THREE SCIENTIFIC PRINCIPLES TO FOLLOW

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## UPCOMING EDUCATION PROGRAMS

### Certificate in the Foundations of NeuroLeadership

Upcoming virtual program – begins July 5, register by **July 1**

### Brain-based Conversation Skills / Coaching Certificate

*Washington D.C.*

Face-to-face 'Skills' training begins **September 14**

Certificate program continues on virtually

Register at [neuroleadership.com/education](http://neuroleadership.com/education)

Questions? Email: [mikedepietro@neuroleadership.com](mailto:mikedepietro@neuroleadership.com)



## CONTACT US

Live chat with us!



Visit [neuroleadership.com](http://neuroleadership.com) to connect with an associate in your region.

Or email:

[mikedepietro@neuroleadership.com](mailto:mikedepietro@neuroleadership.com)

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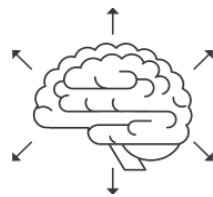
Country:

My areas of interest include  hold 'command' (mac) or 'control' (windows) to select more than one:

- Executive Development (top of the house)
- Leadership Development (elder organization)
- Learning and Development
- Performance Management

Comments:

Submit



Thank you.



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