

Brain Power, Brain States and Innovation: Tapping the Well

How Contemporary Neuroscience can unlock the potential of every team member



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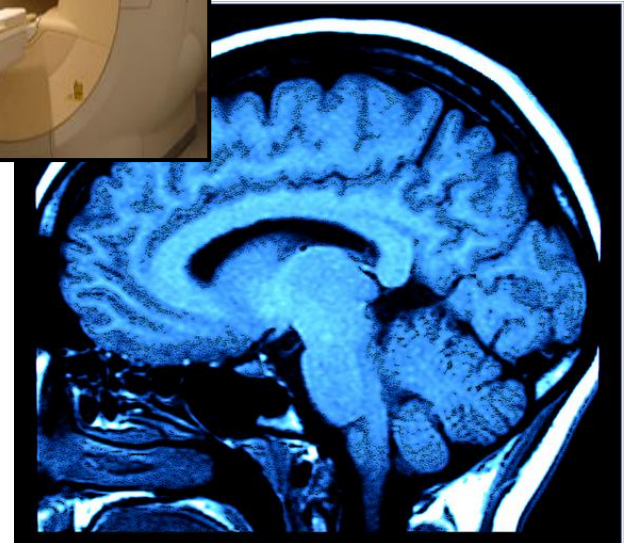
TLG has worked with more than 1,000 leaders over 8 years, helping to improve their performance

The Science

Telescope → star map



fMRI → brain map



Model of the Brain: Your Hand!

Prefrontal Cortex

Last Part to Mature
Complex Thought

Limbic System

Mammalian
Emotion & Drive

Reptilian Brain

Oldest Part
Survival



Innovation & the Brain

It is impossible to engage in productive thinking and doing when the brain is:

1. Focused on survival (reptilian)



2. Emotional (mammalian)

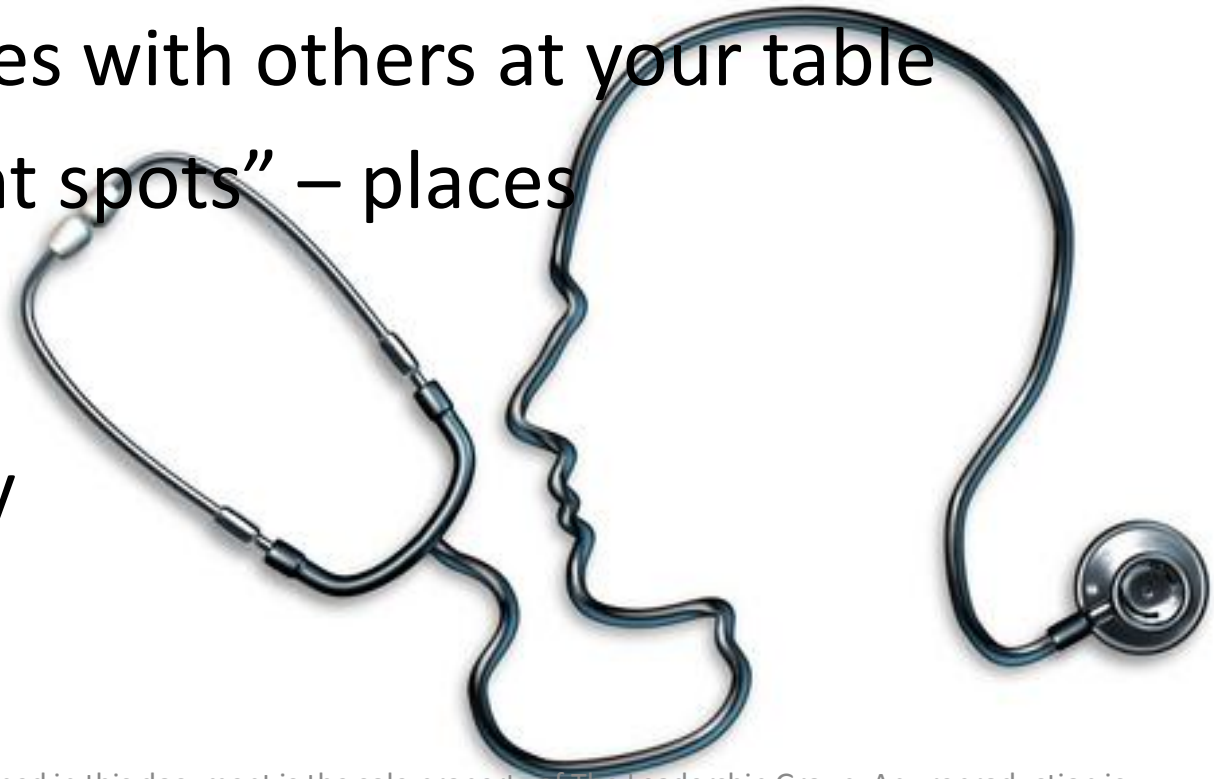


3. Overwhelmed (over-processing)



What's it Like Where You Work?

- Complete the Workplace Brain States Assessment
- Compare scores with others at your table
- Identify “bright spots” – places where anyone would like to work, and why



Innovation & the Brain

2 Major Brain States

Avoid

Run!



Triggers: Threat to Survival, Strong Emotion

Approach

Relax



Needs: Security, Safety

Is the Well Wet or Dry?

Avoid Characteristics

Facial expression
Posture
Voice
Eyes
Breathing



Approach Characteristics

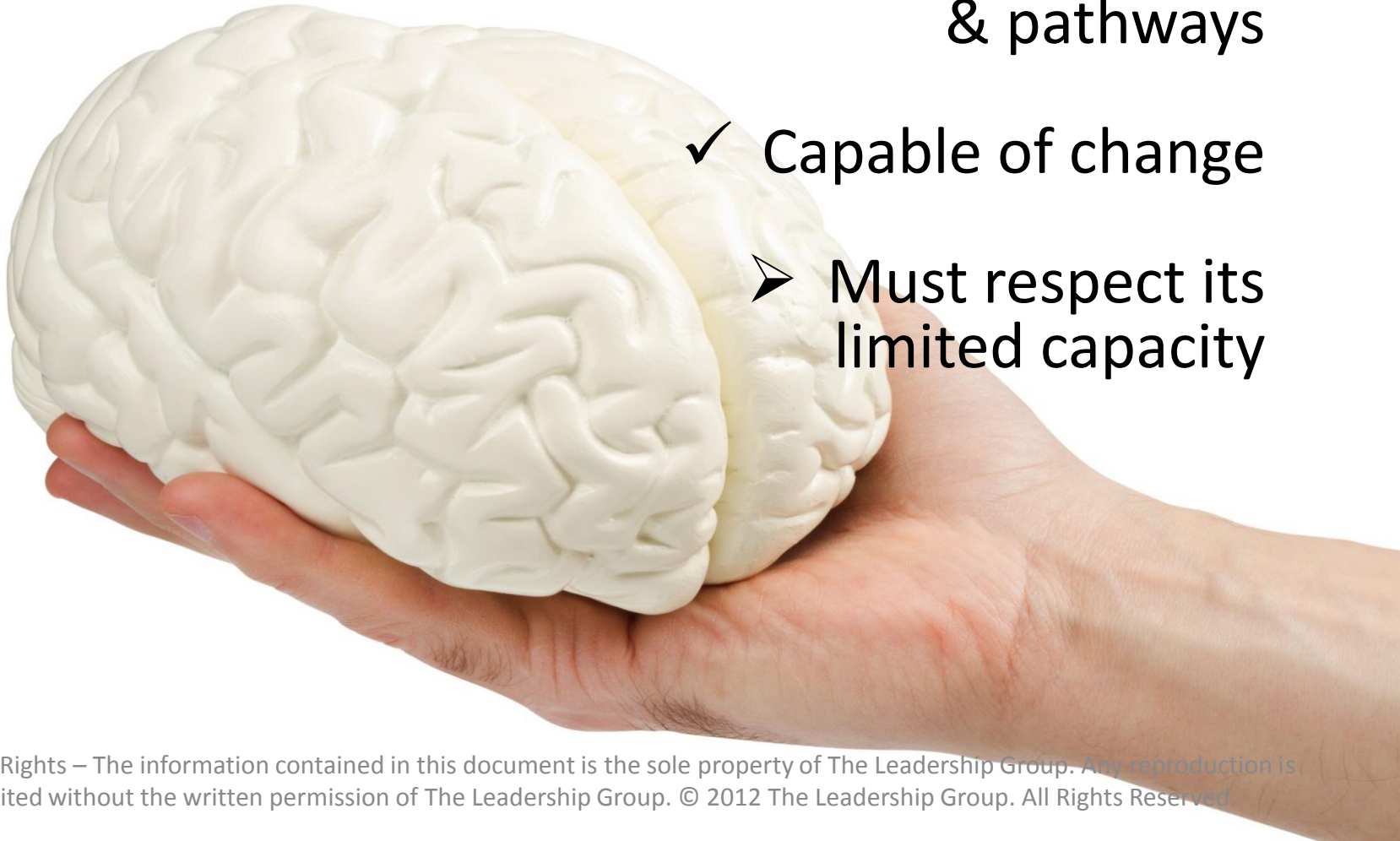
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The Good News: The Brain is Plastic... Replenish the Well!

✓ Forms new connections
& pathways

✓ Capable of change

➤ Must respect its
limited capacity



Word Association

Pine

Sauce

Crab

The Brain-Power™ Approach to Innovation: 7 Steps

1. Big-picture reflection: Solve the right problem!
2. Open, curious observation
3. Focused left-brain analysis
4. Relaxed, playful distraction
5. AHA! Moment
6. Quickly strengthen new connections
7. Explore implications



Take Stock

What are you doing or what can you do better to keep people in the “Approach” state at work?

- Employees
- Colleagues
- Bosses
- ***Yourself***



The What: Give the PRISE

Predictability

Relatedness

Independence

Status

Equity



The How: The Secret Formula

$$P = p - i$$

Performance equals
potential minus
interference

Results: Tap Into the Wellspring

Creativity

Engagement

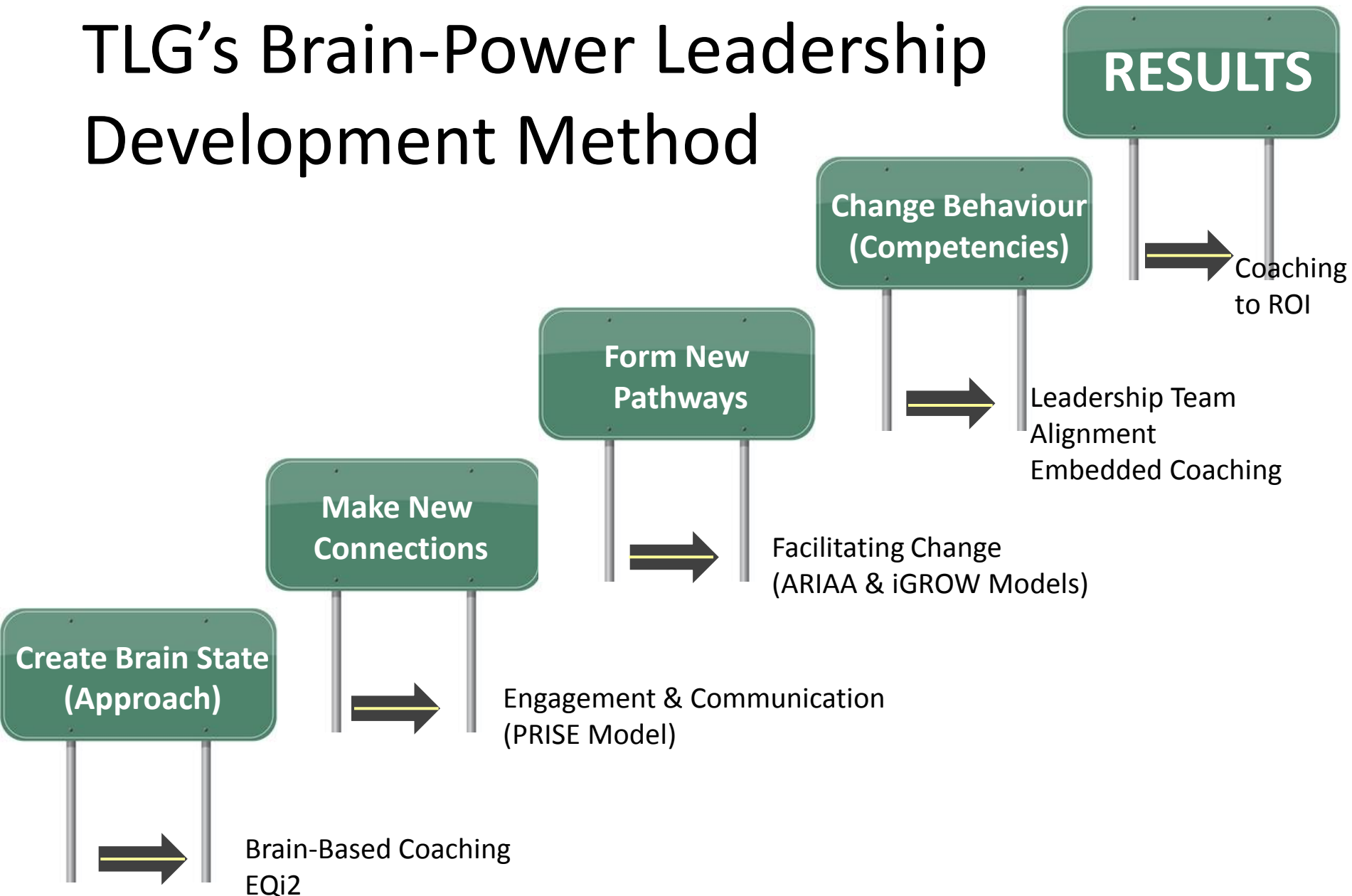
Innovation

Strategic Thinking

Performance



TLG's Brain-Power Leadership Development Method



Summary

- Neuroscience is changing our understanding
- Brain states matter: avoid AVOID!
- Performance = potential – interference
- Give the PRISE
- Tap into the wellspring
- Create exceptional results



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