

Leading with the **BRAIN** in mind.

(P.S. Your mother was right.)



Sandra
McDowell

Leading with the brain in mind.

@LeadersThinkBIG



65%

Disengagement

Gallup 2015

75%

Change Fails

Towers Watson 2013

$$\begin{array}{ccc} + 5\% & = & + 3\% \\ \text{Engagement} & & \text{Revenue} \end{array}$$

Source: Aon Hewitt 2015

Information Age



**People
get paid
to think.**

The Brain







Leading with the BRAIN in mind.

1. Focus
2. People
3. Brain Health
4. Change



Leading with the BRAIN in mind.

1. Focus

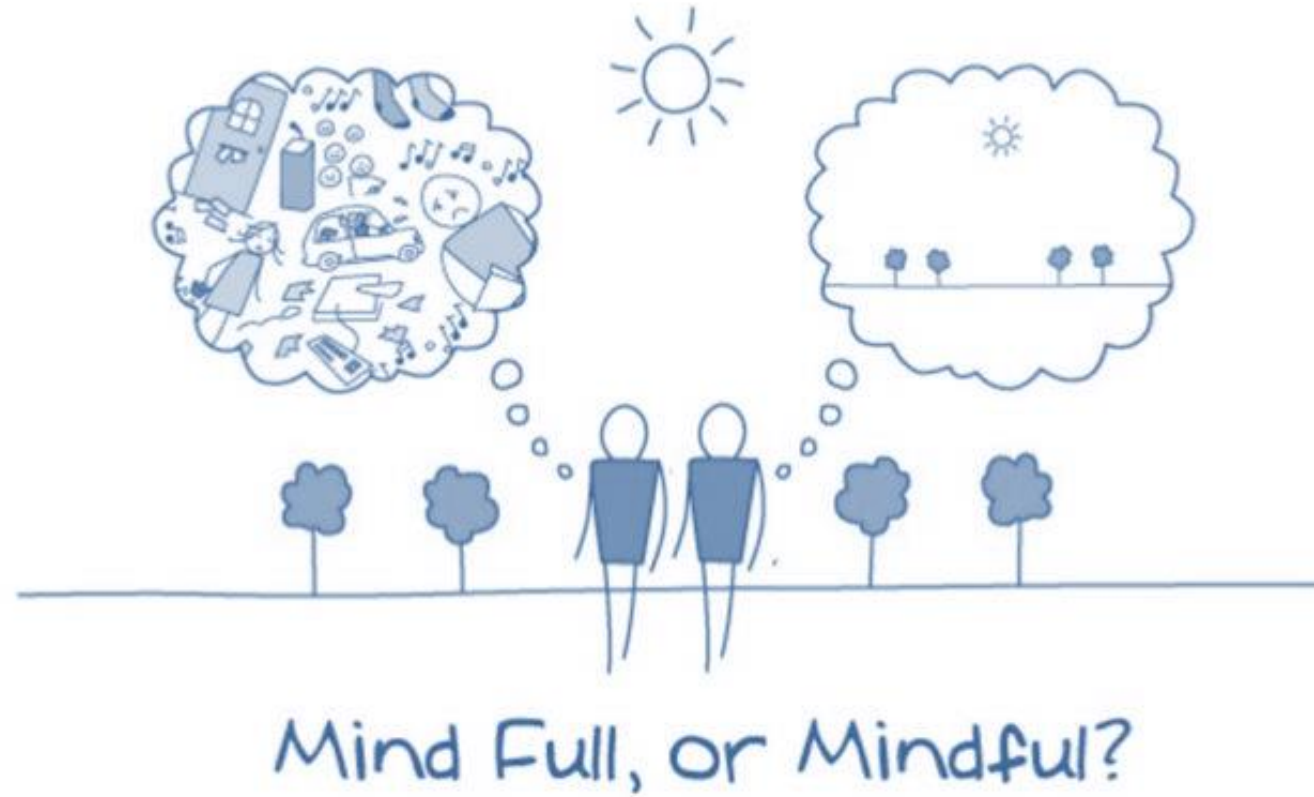
2. People

3. Brain Health

4. Change



Mind Full, or Mindful?



HELLO
my name is

So Busy





Focus increases accuracy.

Your mother was right—You can't do two things at once.

Multi-tasking is a misnomer.

50%

More time to
complete a task when
multi-tasking.

50%

More mistakes made
when multi-tasking.

Source: Real Happiness At Work 2013

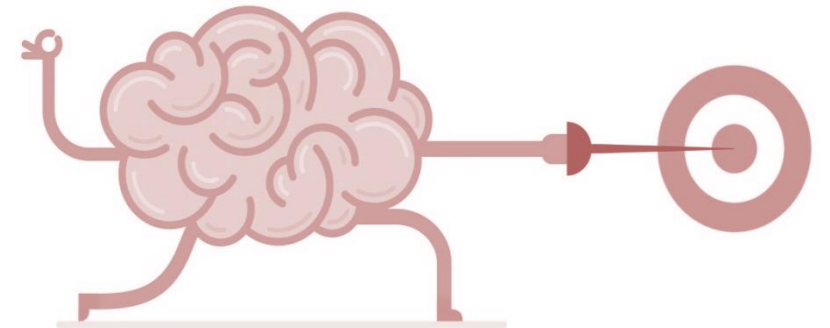
and for the
way for the
focus
his new
or the



Attention is a mental muscle.

Pay attention to attention.

When your mind wanders, notice that it has wandered, bring it back to your desired point of focus, and keep it there as long as you can.



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Social Brain



Our brains are
wired to be
social.

Acceptance matters more than money.

Your mother was right—Don't leave anyone out.



Inclusion matters.

Your mother was right—Be nice.

Exhibit 1: Social and Physical Pain Produce Similar Brain Responses

Brain scans captured through functional magnetic resonance imaging (fMRI) show the same areas associated with distress, whether caused by social rejection or physical pain. The dorsal anterior cingulate cortex (highlighted at left) is associated with the degree of distress; the right ventral prefrontal cortex (highlighted at right) is associated with regulating the distress.

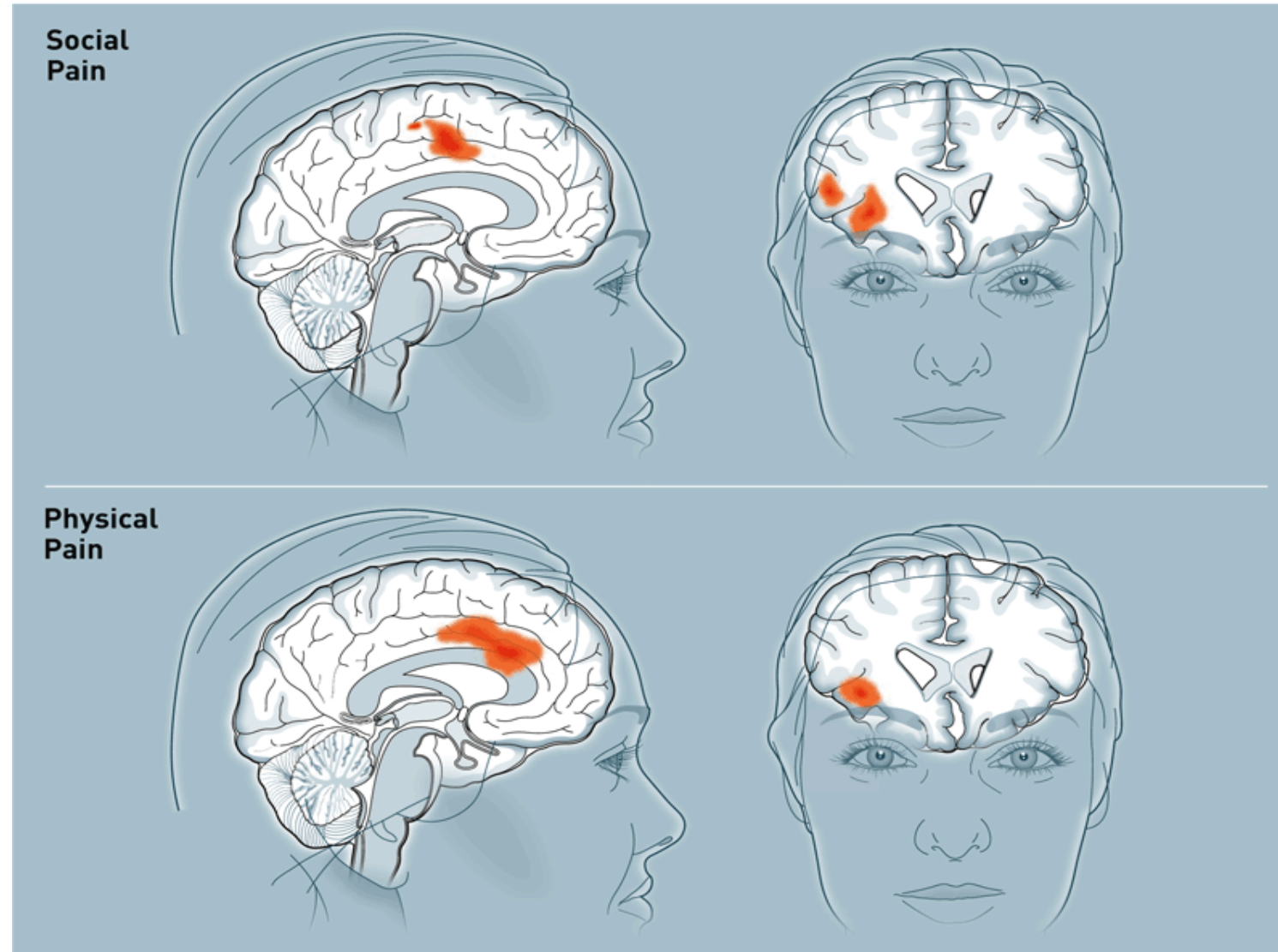


Illustration: Samuel Valasco

Source: Eisenberger, Lieberman, and Williams, *Science*, 2003 [social pain images]; Lieberman et al., "The Neural Correlates of Placebo Effects: A Disruption Account," *Neuroimage*, May 2004 [physical pain images]

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Take care of your brain.



Eat.



Sleep.



Move.

Activity makes you strong.

**Your mother was right—Go outside
and play!**

Lack of activity impacts health.

99%

Higher risk of
depression.

American Journal of Preventative Medicine 2013

22 mins

Off your life for every
hour spent sitting.

British Journal of Sports Medicine 2011

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Change takes work.

It's hard to
~~**You can't**~~ teach an old
dog new tricks.

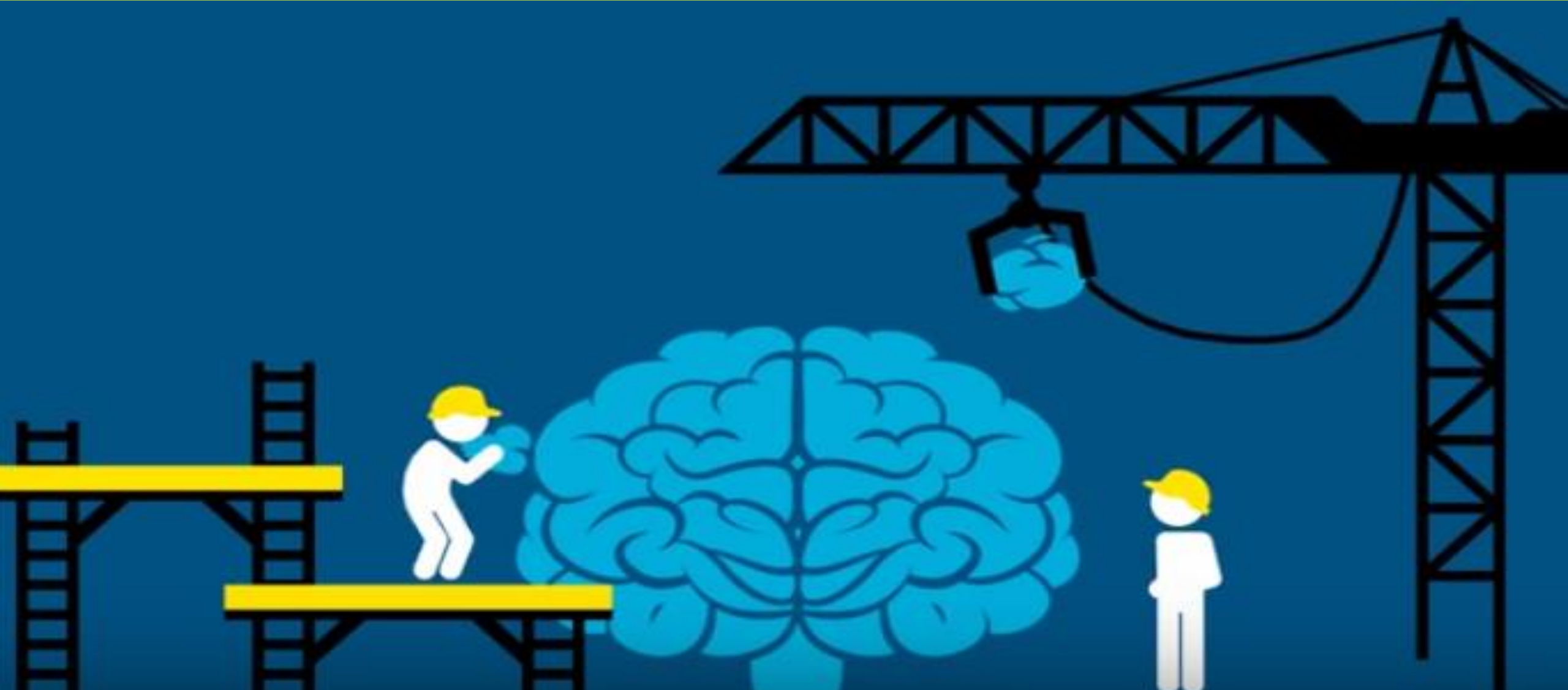
$$5 + 4 =$$

$$12 - 6 =$$

$$18 \div 3 =$$

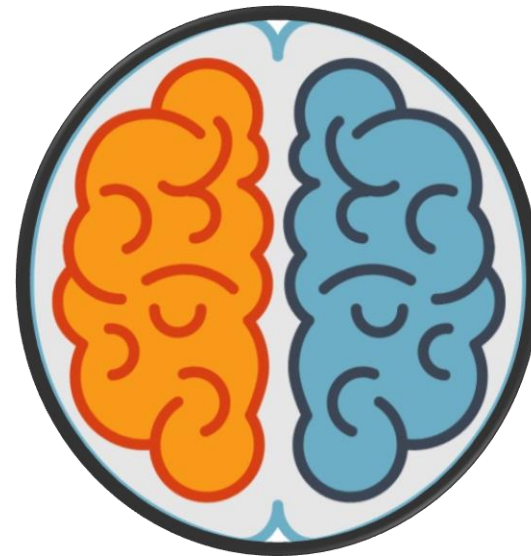
$$(15 \times 2) / 3 =$$

Neuroplasticity – Change is possible!



Neuroplasticity

1. Care
2. Notice
3. Responsibility
4. Focus
5. Expectations
6. Practice



Leading with the BRAIN in mind.

1. **Focus** - Increase ability and conditions for focus.
2. **People** - Build relatedness for self and others.
3. **Brain Health** - Model and foster brain care.
4. **Change** - Rewire the brain for self and others.





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