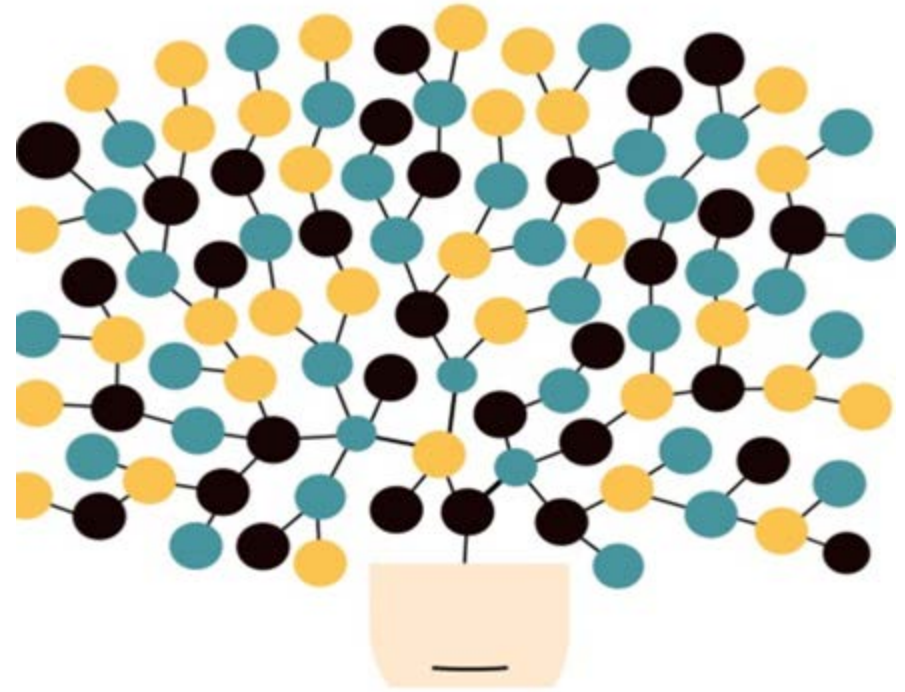

Brain-savvy Business: 8 Principles from neuroscience and how to apply them in your business

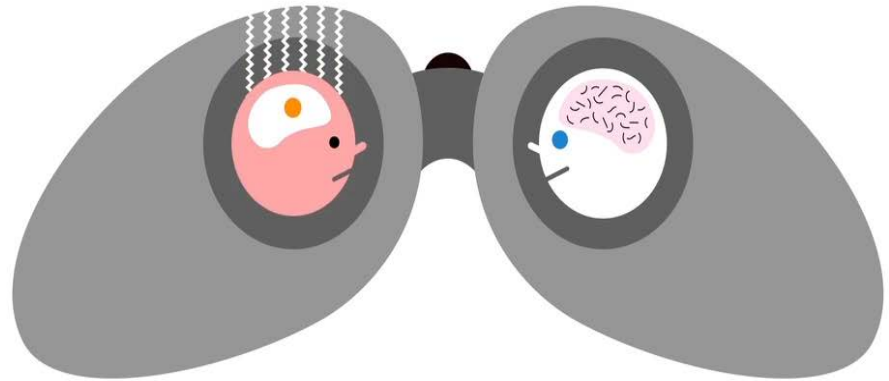


Neuroscience for leaders

Head Heart + Brain

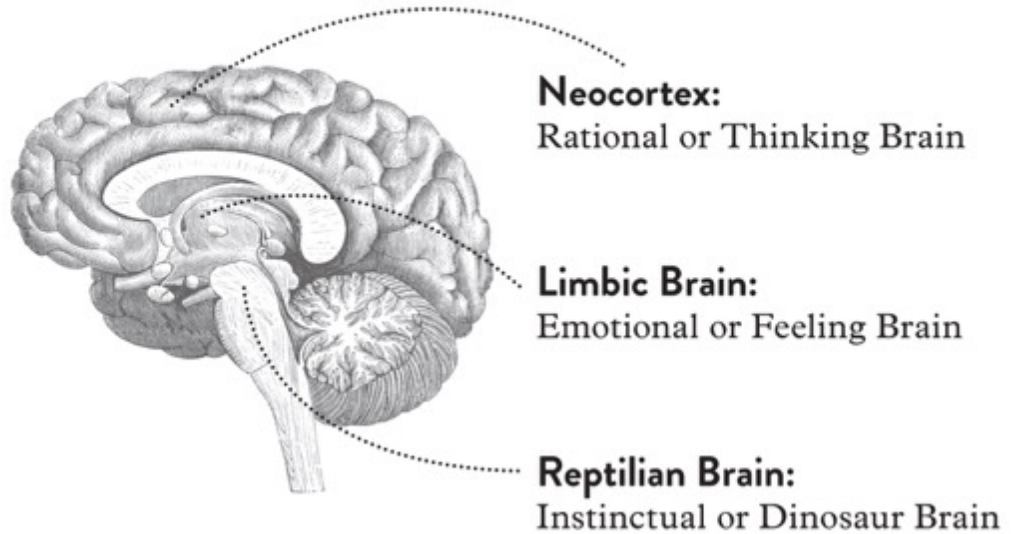


Principle 5 Brain-savvy Learning

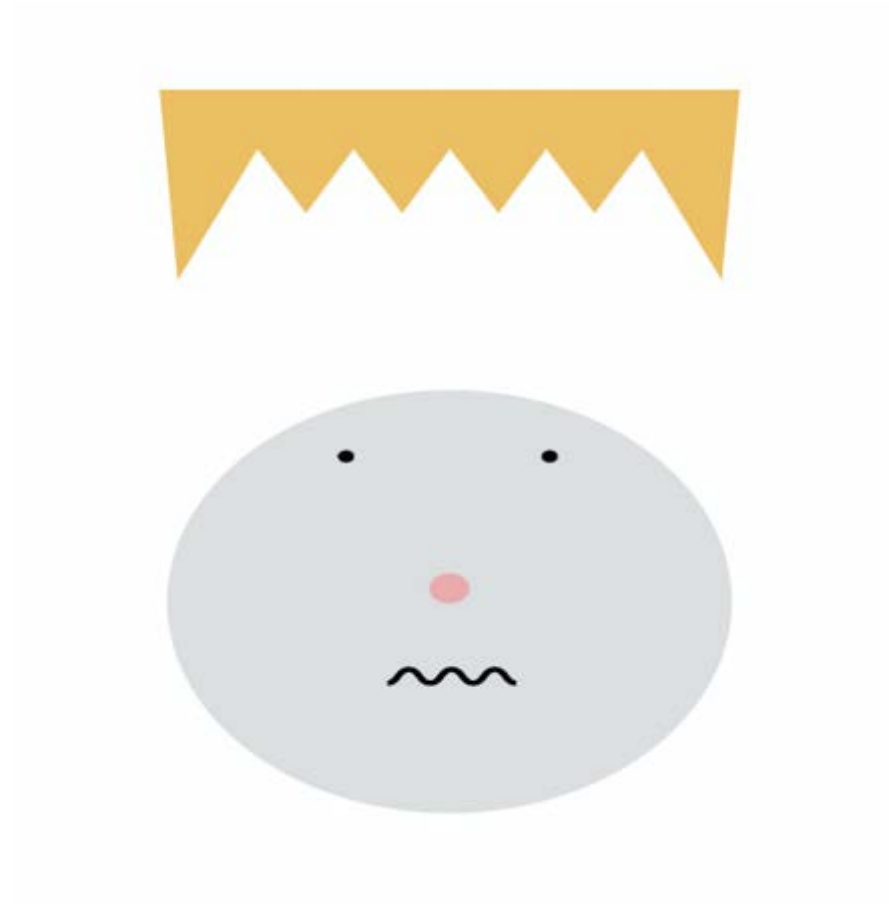


Brain basics

Basic Brain Structure



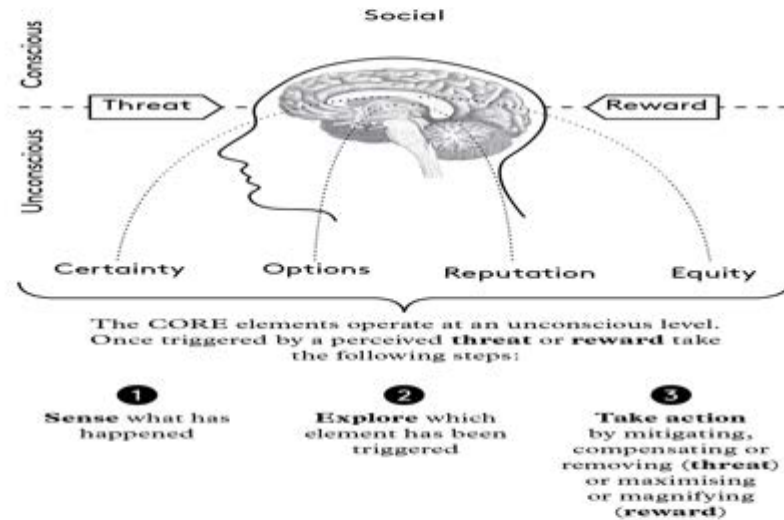
Principle 1
Minimise
threat and
maximise
reward



Principle 2
Social
connection
is
rewarding



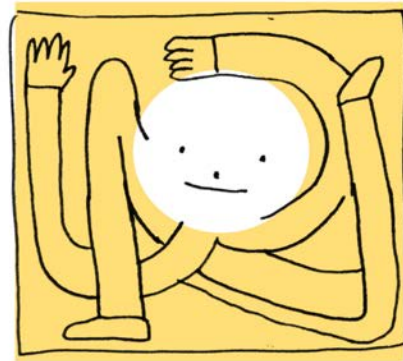
The CORE Model



Practical
application.
How you can
use these
ideas. Brain
break.



Principle 3 Mindset matters



Principle 5 Emotions win the day



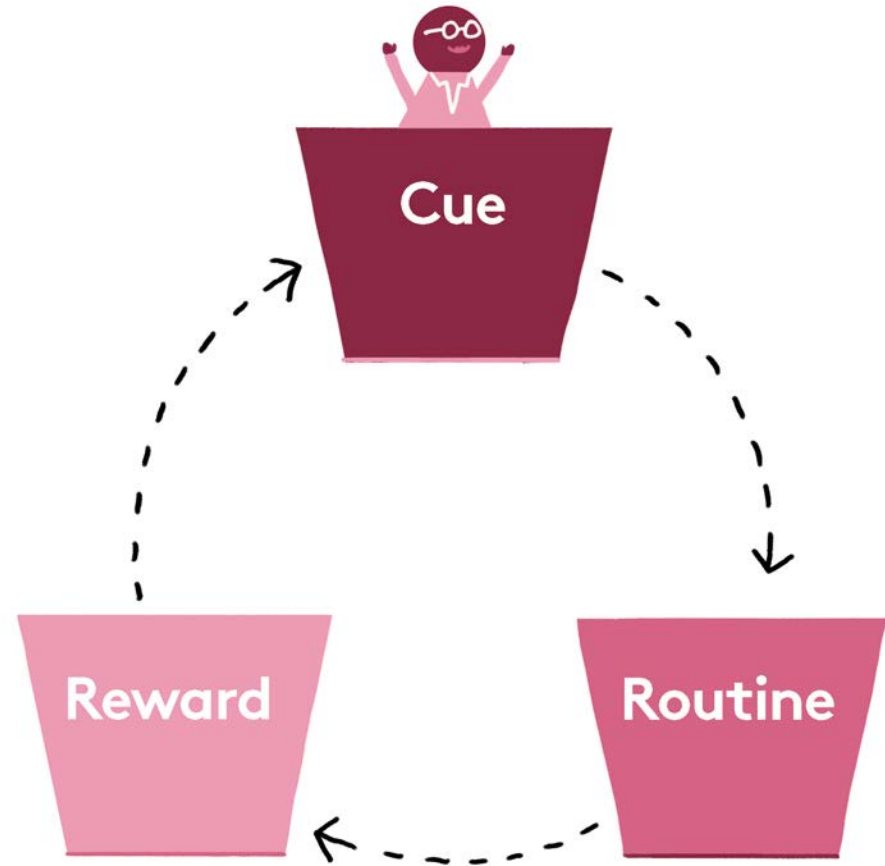
"I'M FINE!"



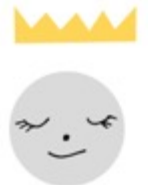
"I'm angry"

Principle 6

New behavioural habits



Practical
application.
How you can
use these
ideas, brain
break.



Principle 7 Brain-savvy work habits



Principle 8 Manage energy



Purpose plus
social
connection
creates
Purposeful
businesses



Seek
energisers



In summary

Create more social connection

Minimise threat and maximise reward

Check your mindset

Create clear purpose and make sure people understand how it applies to their role

Embed new behaviour until it's a habit

Adopt brain-savvy work habits

Don't be a de-energise and seek out

We learn with a quiz

How many times does the brain scan for threat over reward?

- a) 3-5times
- b) 10-12 times
- c) 1-2 times
- d) Its equal

Which scientists identified that being left out of a ball game created pain?

- a) Dean Mobbs and Jo Brand
- b) Kevin Ochsner and James Gross
- c) Matt Lieberman and Naomi Esienburger
- d) Donald a and Ivanna Trump

What part of the brain helps us understand others?

- a) Basal ganglia
- b) Ventral striatum
- c) Prefrontal cortex
- d) Medial prefrontal cortex

Which of these is the model for creating new habits?

- a) Eat, Love, Pray
- b) Cue, routine, reward
- c) Head, Heart, Brain
- d) Public, Private, Personal

Whose life time work is about understanding the bases of success?

- a) Ochsner
- b) Lieberman
- c) Mobbs
- d) Dweck

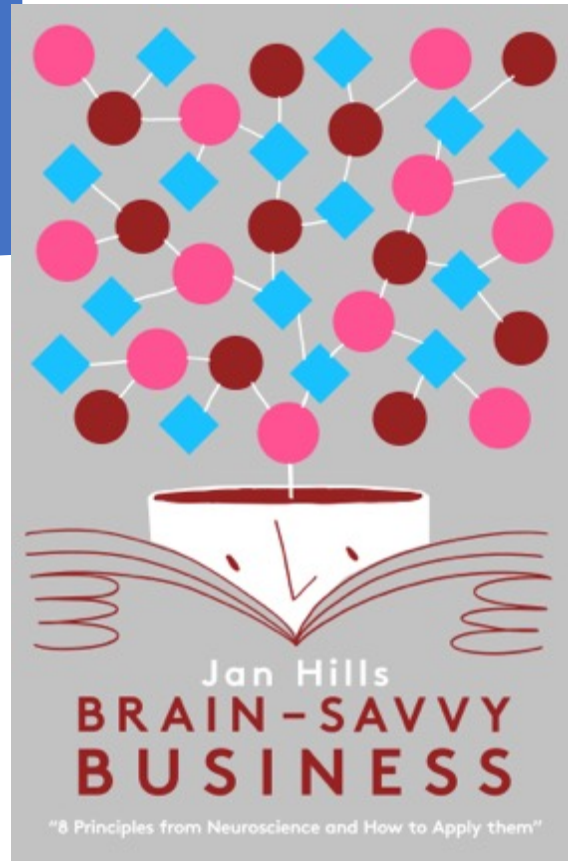
If you want to embed new habits in learning and change how long does it take?

- a) 21 days
- b) 162 days
- c) 1 day if it's a bad habit
- d) No one knows - the science isn't proven

Before you check your answers, what would be the growth mind-set approach?

- a) See if I got the most right
- b) Hope my colleague forgot more than me
- c) It doesn't matter it's only a quiz
- d) Understand what I can learn for next time

My books



Published end of October

