

Brain Based Leadership: Prerequisite for High Performance



Introduction

Brain Based Leadership – Prerequisite for High Performance

Expected Results:

- High performance leadership skills
- Maintain composure
- Self-regulation
- Confidence
- Honoring your word
- Self-Investment
- Brain-based goal setting
- Stress management

This proposal is divided into three parts:

- I. Proposed project scope
- II. Meet Lisa Marini
- III. Why Brain-Based Leadership Training Matters

I. Project Scope

10-session brain based leadership training which includes the following scope:

SESSION #1

- Brain Based Leadership: The User's Manual for your Brain

Your brain cannot tell the difference between an actual threat like the house being on fire, vs worrying about a client's disgruntled email? This creates a lessened ability to access the logical and critical thinking areas of the brain, and completely affects your behavior. You can see how this is absolutely the opposite of what you need to have happen when you are trying to be strategic about being a leader.

SESSION #2

- Maintain Composure: Regulating Brain States

As a leader you need to maintain composure in order to be effective in listening and management. When you are triggered, you need to access your great leadership skills such as problem solving and keeping a cool head, but it's often the most difficult to do when you are upset or frustrated. We will discover how sleep, food, and other environmental factors can either support or sabotage your great leadership style.

SESSION #3

- Triggers: Self-regulate with the SCARF Model

Let me guess that you have been upset a time or two in your life that made you ineffective as a leader. Do you know that in every social situation your upset can be traced back to only one of 5 reasons? Yes, only 5. In this model created by David Rock with the Neuroleadership Institute, you will learn these 5 triggers that can create your reactions in your brain that leads to a shift in your perspective and demeanor. The good news? These 5 things can also be the motivators that keep you on top of the world, and can inspire others you lead quickly and effectively.

SESSION #4

- Authorship: Create your Personal Reality

Worry, catastrophizing, jumping to conclusions – all such a waste of time and energy, but we all do it. Why? Because this is what our brain does to try and keep us safe and alive. Gone are the times of times of saber-toothed tigers and dire wolves but your brain hasn't evolved to the modern era to know this. It now sees your boss, spouse and lack of money as danger or predators and is in a constant search for "safer conditions". Learn in this class why your thinking can turn negative automatically and learn the tools to manage this reaction to keep you from wasting so much of your time on irrational worries and begin to author your life in the way a great leader does.

SESSION #5

- Confidence: Manage the Inner Critic

Being a good leader includes being a good leader to yourself. That inner voice we have can often show up as a dictator or a hard-as-nails coach. We tend to self-criticize and can be quite negative to ourselves. In this session you will learn how to be a good self-leader and manage that inner critic, boosting your confidence.

SESSION #6

- Integrity: Honor your Word

Often, we use the word integrity to be associated with ethics and morals which can be correct in many instances, but we will be focusing on the word integrity simply meaning "keeping your word". How might you build trust and respect as a leader by having every word you speak be a promise? This commitment provides powerful access to high performance.

SESSION #7

- Self-Investment: Create a High Personal ROI

Nothing makes me cringe more than the term "self-care". Why? Because there is a connotation of selfishness, a waste of time, and the cause of reprioritizing what we think are more important things to attend to. This class has a new approach and it's called "self-investing". We all know what a great investment portfolio can do to gain us funds, what about a creating a great personal investment portfolio. Learn about inner-dialogue that robs you of energy funds and create new approaches to self-invest that will give you a high rate of return to life balance and happiness.

SESSION #8

Brain-Based Goals: Achieve your Purpose with Neurolinguistic Programming

You have been setting goals your whole life and yet your results greatly vary in levels of success of achievement. Why is it that you can easily crush certain goals, stick to the plan and have minimal detours, yet other goals feel like an uphill battle, a full-on grappling match with your willpower and you have to restart over and over? The answer lies in your brain. If your brain doesn't understand the goal it can never achieve it. In this class learn the power of Neurolinguistic Programming (the language of your mind) to accurately translate the goal so your brain can stay on course and no longer miss the big high-five.

SESSION #9

- Brain Entrainment: Rewire Neural Pathways with the Neurosculpting® Method

Mental Entrainment – A Brain Based Perspective

Neurosculpting is a science-based, potent way to tap into the hidden parts of your brain that drive you. Think meditation, brain training, flow state, rewiring and performance improvement ALL IN ONE!

I know you are busy. In just minutes a day, this trademarked process sculpts new emotional, mental and physical patterns allowing you the freedom to design your life. Neurosculpting® meditation is easy, quick and powerful – and perfect for people with active mind who have a hard time meditating.

SESSION #10

- Neuroscience of Mindfulness: Participate vs Spectate your Life

There is so much buzz around the concept of mindfulness – but what is it actually? It simply is a state that resides in our brain. This is wonderful news since it means we don't have to travel to Jamaica or sit under a tree barefoot to access it – we can get there from our office desks or dining room tables. In this class, not only how to achieve the state of mindfulness, you will learn what is from a neuroscience perspective. We will discover the benefits to our lives by achieving this state with easy, applicable tools to access it without the expensive airline tickets and allow you to participate in your life instead of showing up as a spectator.

II. Meet Lisa

Lisa Marini, CBHC author of *"The Couple's Playbook: Relationships Are a Team Sport, Set Yours Up to Win"* is a brain-based performance coach in Denver, Colorado, who focuses on human behavior and habits using the perspective of neuroscience. She left a seventeen-year-long career as a lead supervisor for a general contractor, building large, multifamily dwellings to found her private practice in 2017. Lisa graduated from Colorado State University in 2000 and has since gained certifications in many modalities, including Brain Health Coaching, Hypnotherapy, Brainspotting, Neurosculpting®, Neurolinguistic Programming, HeartMath+, and Emotional Freedom Technique.



Lisa supports her clients in making lasting life changes, finding new perspectives, shifting mindsets, and building the life of their dreams.

Certifications:

Certified Brain Health Coach – The Amen Clinic, CBHC
Certified Integrative Health Coach – Institute of Integrative Nutrition, INHC
Certified Neurosculpting® Facilitator – [Neurosculpting® Institute](#), CNSF
Certified Brainspotting Practitioner
Certified Hypnotherapist – American Board for Hypnotherapy ABH-NLP, State of CO, CHt
Certified HeartMath+ Facilitator
Trained in EMT – Emotional Freedom Technique
Trained in NLP - Neurolinguistic Programming

Lmarini.com

Organizations/Events Lisa has led:

TMobile, Nurse Wellbeing Conference, Hazelden Betty Ford Foundation, Colorado Women's Chamber of Commerce, Daniels College of Business, AGC Association of General Contractors, Northern Colorado Health Sector Partnership, Women in Healthcare, Family Law Institute Conference, 2023 Health Summit, Missouri Department of Health, Healthcare & Life Science Symposium, Colorado Construction Sector Partnership, Weld County Employment Services, Gensler Architects, Mortenson, Swinerton, Hispanic Contractors of Colorado, Saunders, Davis Partnership, BuildHER, HDR Engineering, Sterling Group, IDC Building, Catamount, Team Housing Solutions, OE Construction, Diamond Excavating, Brinkman Construction, Office Scapes, Wells Concrete, Colorado Academy, Martines Palmeiro Construction, Heggim-Lundquist, Hiller Fire, Brighter Basements, Garland Insulating, Absolute Caulking and Waterproofing, eWomen Network, Traverse Fitness, Johnson Financial Group, MillerKnoll, Branch Pattern, A4LE, Craig Hospital, Colorado Cancer Foundation, LEAP HR Conference, Assisted Living Conference

III. Why Brain Based Leadership Training Matters

Let's Face It – Your Business Runs on Your Employee's Brains

The fundamental truth is that except for the most manual of labor-intensive activities, all companies rely mostly or exclusively on the brains of their employees. This truth is easy to witness with tech companies or accounting firms where the desired “product” flows out of employees through their fingertips into computers – manifesting itself as computer code or financials. Less obvious are all the other industries out there such as retail, construction, manufacturing and healthcare. You know, industries where the products are more than just numbers or 1's and 0's. They're patients. Buildings. Happy customers. And to produce those products requires more than just alone time with a computer. They might take teamwork. Charisma. Quick reactions. Instinct. The required skills are as varied as the end “products” themselves.

If you dig deep enough, they have one thing in common – the degree to which a person can exercise the required skill is directly correlated with the wellbeing of that person's brain. All modern jobs require a well-functioning brain.

We tend to think of brain skills as things like critical thinking, memory, cognition and computation. While that is certainly the case, the truth is that many of the *softer* business skills are also brain based and can suffer if brain health isn't maintained. Skills like empathetic listening, emotive communication, leadership, persuasion, openness and consensus building all directly depend on a person's brain. As a business manager, you know how important such skills are – they are often the difference between a great organization and one that struggles.

The truth is unavoidable – if your brain isn't firing on all cylinders, you're not firing on all cylinders

How Important is This?

Critically important. Think back to a day at work where you know your brain wasn't up to par. Maybe you were distracted, hungry, stressed, or exhausted. Think back to that time and reflect on how degraded your performance was. When people do this, they don't think in terms of 5% less effective. No, they usually use terms like “wow, I didn't get anything done today” or “that thing I did today was pure crap”, right? You know that experience. You were pretty impaired if not useless simply because your brain wasn't in a healthy operating condition. That's it.

Ok, I get it, sometimes I am not at my best. Does it really matter?

Ponder this: Airlines have spent tens of millions of dollars to shave seconds off the boarding process of an airliner. You name it – time and motion studies, ticket scanners, different boarding schemes, unassigned seating. They've literally tried almost everything. Even changing the carpeting on the aircraft to get people to walk quicker down the aisle. You, as a traveler know the process.

Now, I want you think about doing the job of the gate agent or the flight attendant on one of your slow or fuzzy days that we talked about above. Do you think that you might cause the boarding process to slow down? Absolutely. What if it wasn't just you – but the entire flight crew? Imagine the impact on the process. All that work, all those time and motion studies, all those tens of millions of dollars are being undone not because the process isn't efficient, it is because the brains of the people running the processes aren't firing on all cylinders.

Just apply this to your own business. How much inefficiency is caused by suboptimal brain conditions? 5%? 10%? Below, we'll tackle this issue in more detail and the outcome might surprise you.

Bad, OK and Great Days

The easiest way to think about the impact of suboptimal brain health is to again look back at your own experiences and divide up your workdays into three buckets: Bad, OK and Great.

Bad Days

Take the worst days – the days we referenced above – and put them in your “Bad” bucket. These are the days where you struggled to do much of anything. If you put your boss hat on, I think you would agree that the business would have been better off if you weren't even in the office. Right? Not only is it a lack of productivity, but quality is often such a liability that not having you there would be a net gain for the business. This is especially true in fields such as medicine or construction – where a mistake can end up costing a business far more than a lost workday. In customer facing industries such as retail, a “bad day” by an employee might cost you a customer. Or three. It might even damage your company's reputation so much as to cause permanent harm (see United Airlines). Bad days might result in office outbursts or degradations in team chemistry. Think about that – businesses spend millions each year in team building exercises only to have them undone because of someone having a bad brain day.

OK Days

These are your normal days. The average days. You know what it feels like. It feels like every other day. I want you to associate a number between 1 and 10 with it. 1 being a

Bad Day and 10 being a Great Day. What is it? A 6 maybe? Remember it, we'll be coming back to it shortly.

Great Days

These are the opposite of Bad Days. Great Days are those days where your brain is at peak capacity. Everything comes easy. Your productivity amazes you. Things just go right. You know what that feels like because you've experienced it. These days are your 10's.

The Impact

Brain-Based Training is about learning the things that cause each of these types of days to occur and strengthening your brain just like you would your body. Truth be told – the purpose isn't to turn every day into a Great Day. Rather, it about eliminating the Bad Days and raising the level of performance for the OK Days. Sure, Great Days can be more plentiful once you understand how to have them – but that's not the primary focus. Just like you would experience with a personal trainer, it is about

raising your level of performance overall. Making you stronger, smarter, more agile in your thinking. Now think back and imagine how much more capable and productive you would be if you didn't have Bad Days and your OK Days were a few points higher. Say 7's or 8's instead of 6's. What could you achieve? What could your company achieve if that were the case for everyone? What could this mean for your company's bottom line? How much more successful would you be?

Brain Based Training – How it Works

Through Brain Based Training, I teach employees to start treating their brains like any other muscle of their body. To stop just taking it as a part of a greater whole. But rather a part of them that can be nourished and strengthened specifically.

Brain Based Training teaches people how to achieve overall brain health through the education of good vs. bad practices. What is a brain healthy diet? How to remove toxins from the body. How to avoid bad habits and embrace good ones. The importance of sleep and useful relaxation techniques. Exercises for the mind and the body. Meditation and cognitive behavioral therapy. Much like the exercises a personal trainer would teach a client in the gym, these are all practices that a Brain-Based Training teaches professionals to eliminate Bad Days and raise their overall performance.

Why Wouldn't You?

If you're like most companies, you have focused on raising your organization's productivity in countless ways: process engineering, technology upgrades, process and communication software, knowledge training, incentives, team building exercises, company retreats, flexible work days, unlimited time off, perks – you name it. Some have worked, some haven't. Much like the airlines in the example above, you are dedicated to achieving results and you have focused on everything – except for the brains of your most precious resource, your people.

I'm not telling you to stop these programs. But in some ways, they're really only addressing the symptoms. Imagine how much more powerful they could be if every employee was firing on all cylinders. That requires a healthy brain. *It all starts here.*

“After having the opportunity to experience Lisa and her work I’m reassessing the way I approach leadership training and development. Regardless of the methodology and content we use to “develop” people and leaders, until they have the ability to operate their most vital tool (the brain) we’re limiting their ability to be the highest version of leaders and humans. This work, as a prerequisite to any leadership development program, will definitely yield higher quality leaders, more productive employees and happier humans in the workplace. That’s what I play for as an HR leader and I look forward to continuing in partnership with Lisa in our shared commitment to creating the kick- @\$\$ leaders of the future.”

Tracy Morrissey

Director of Human Resources, Heggim-Lundquist