

Neuroscience of Leadership: The Brain-Based Approach to Brilliant Teams



Christine
Comaford
ASSOCIATES

Neuroscience Training and Coaching for:

Predictable Revenue - Passionate Teams - Profitable Growth

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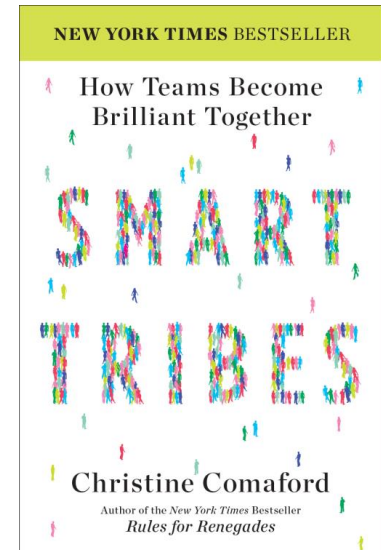
BusinessWeek

The New York Times

Christine Comaford



- Neuroscience-Based Leadership and Culture Coaching and Training
- 5x Entrepreneur, Avg 700% ROI
- Thought Leader for Forbes.com
- Consulted/coached 2 USA Presidents, 4 Billionaires, 700 F1000, 300 SME
- Author of NY Times bestseller **SmartTribes**



Today You'll Get Started On...

**5-15 more hours
per week of free
time**

**35-50% more
productive in 6
months or less**

**Increased team
member emotional
engagement by 67-
100%**

**More energy, turn
stress into
enthusiasm**

The Impact of Talent Constraints

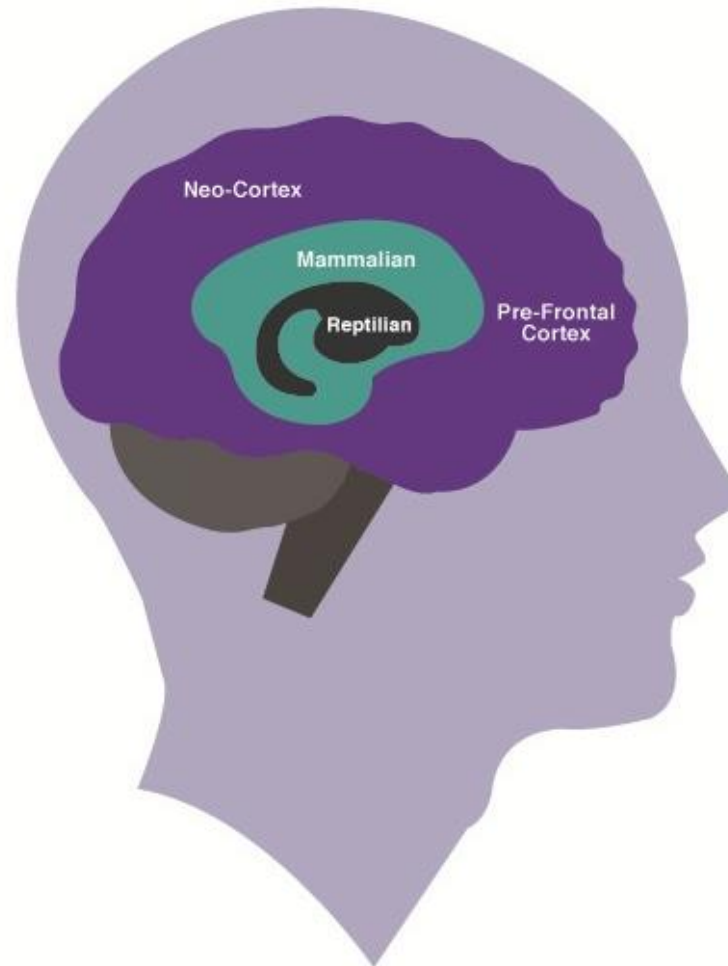
PWC 2012 Global CEO Survey: How have talent constraints impacted your company's growth and profitability over the past 12 months?	USA CEO Results	Global CEO Results
Cancelled/delayed a key strategic initiative	22%	24%
Unable to pursue market opportunity	24%	29%
Unable to innovate effectively	20%	31%
Couldn't achieve growth forecasts	16%	24%
Quality standards fell	16%	21%
Talent-related expenses rose more than expected	43%	43%

Worldwide Employee Engagement is Super Low

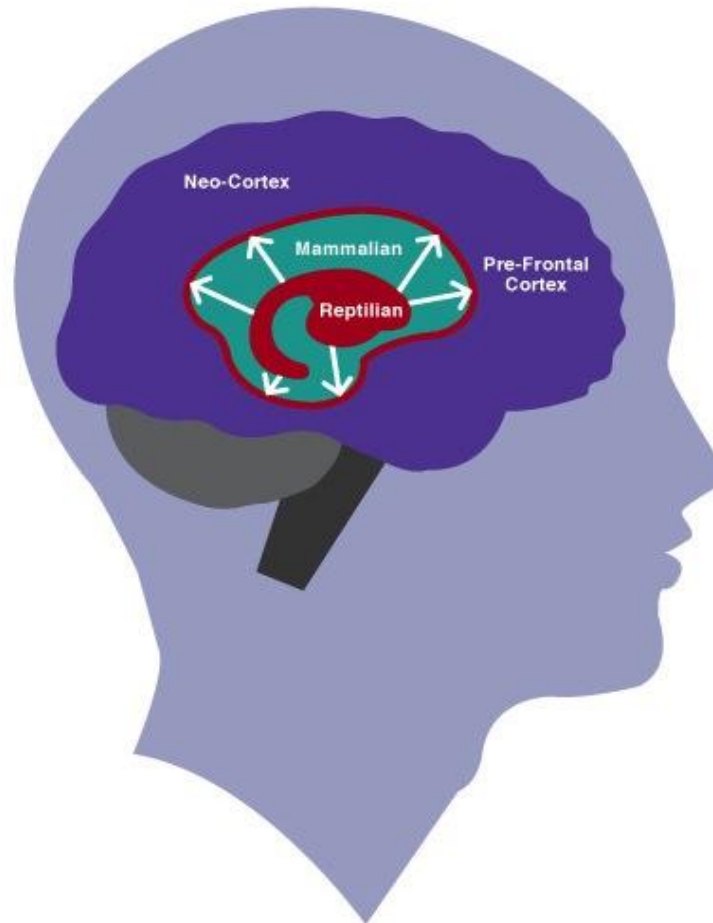
Region	Engaged	Not Engaged	Actively Disengaged
United States/ Canada	26%	57%	18%
Latin America	24%	60%	16%
Central/ Eastern Europe	10%	60%	30%
Western Europe	17%	63%	21%
China (Includes Hong Kong)	6%	68%	26%
India	8%	55%	37%
Australia/New Zealand	19%	61%	20%

Source: Gallup 2010 and 2012 Surveys

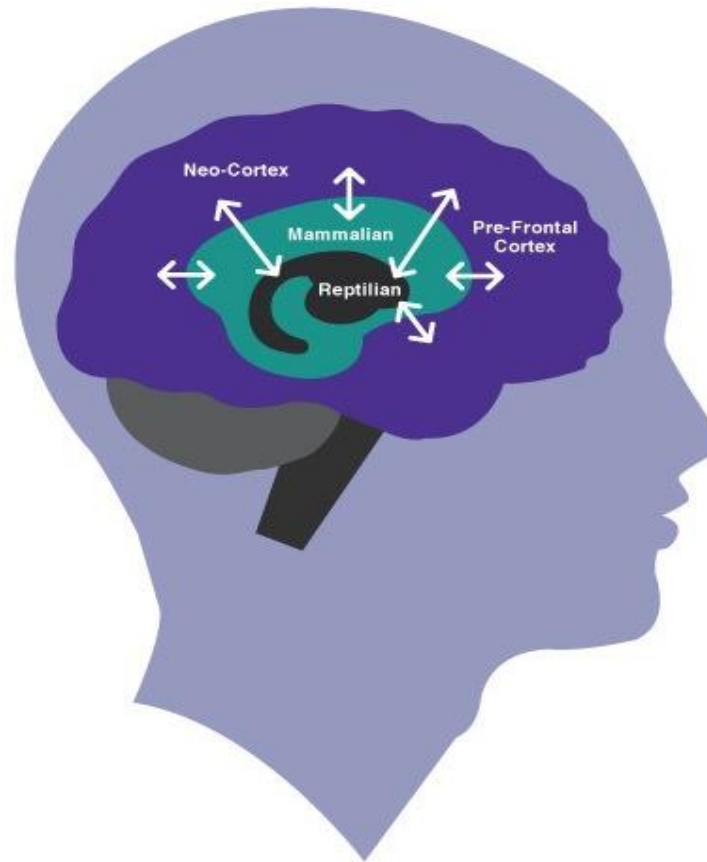
The Basics of Your Brain



The Reptilian/Mammalian Combo: The Critter State Has **Limited** Access



The Neocortex/Mammalian/Reptilian: Smart State Has FULL Access



ROI of a SmartTribe

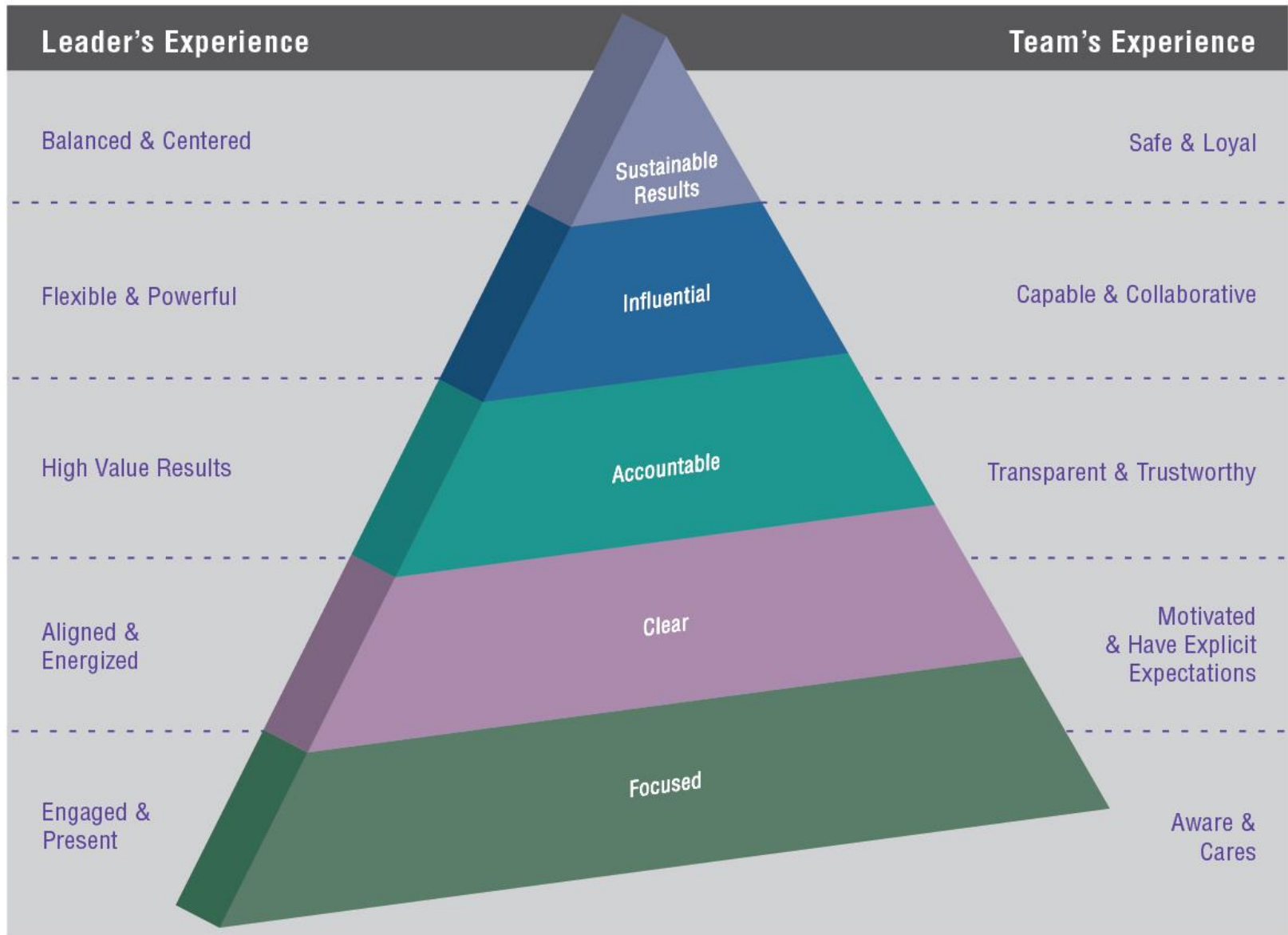
Productivity up to 50% greater, 67-100% more emotionally engaged

Sales closed up to 50% faster

Revenues and profits increase up to 210% annually

Marketing demand generation increases up to 237%

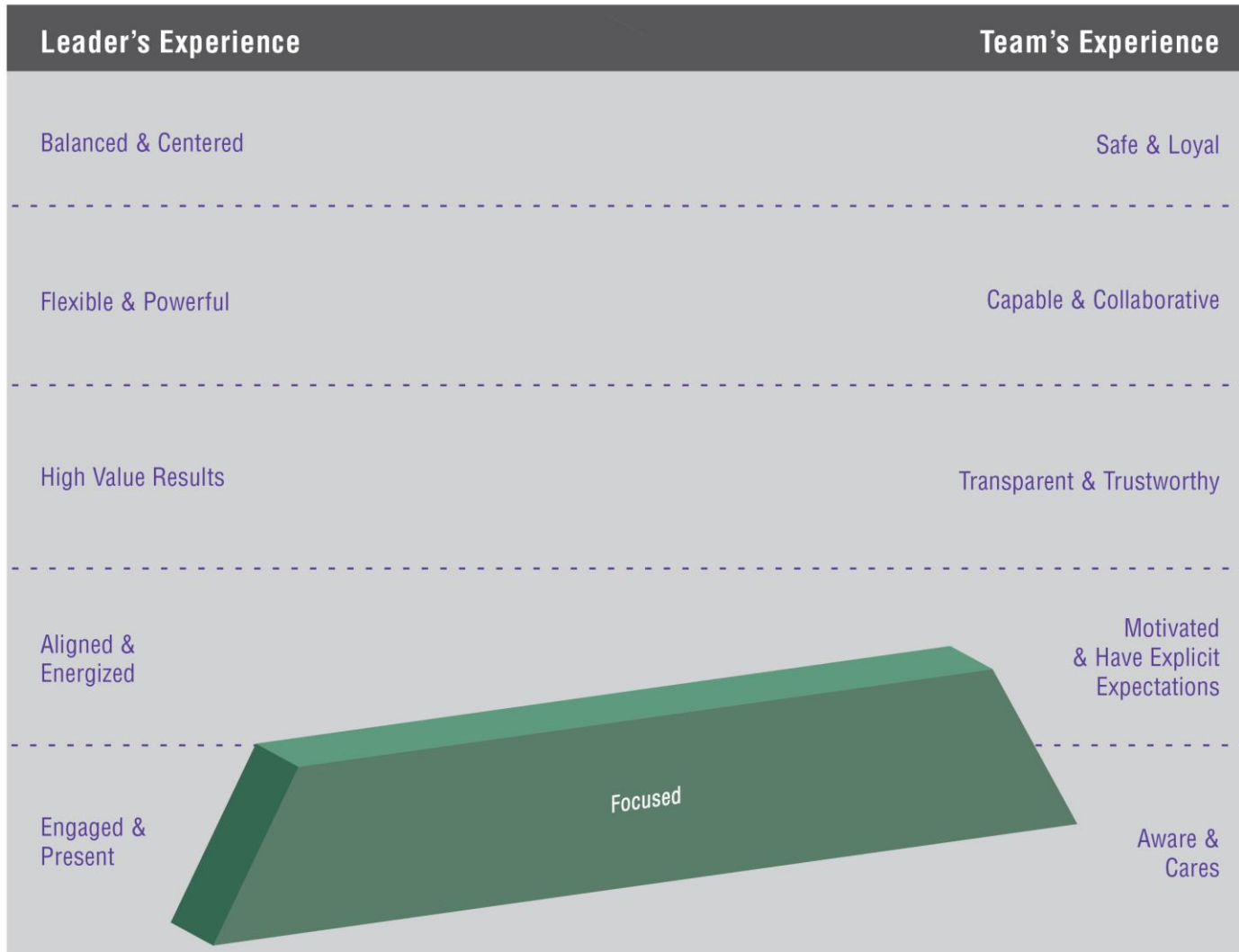
SmartTribe Accelerators



Polling Question:

- Which SmartTribe Accelerator is key for you?
 - Focus
 - Clarity
 - Accountability
 - Influence
 - Sustainability
- To do post-webinar -- Leadership Assessment:
www.ChristineComaford.com/lead

SmartTribe Accelerators



Focus

- The human brain deletes, distorts, and generalizes
- Helps keep the brain in the Smart State
- **Key Tool: 5 Inquiry for each Advocacy**
- LAB: Where is your focus: on high value or low value activities?

Tool: Where Is Your Focus?

List your Low Value and High Value Activities

Low Value Activities	High Value Activities

Case Study: Lighting Manufacturing + Distribution

Challenge: Lack of focus/high overwhelm



Solution: Coaching to find true goals



Result: Revenue 2009: Up 200%

2010: Up 107%

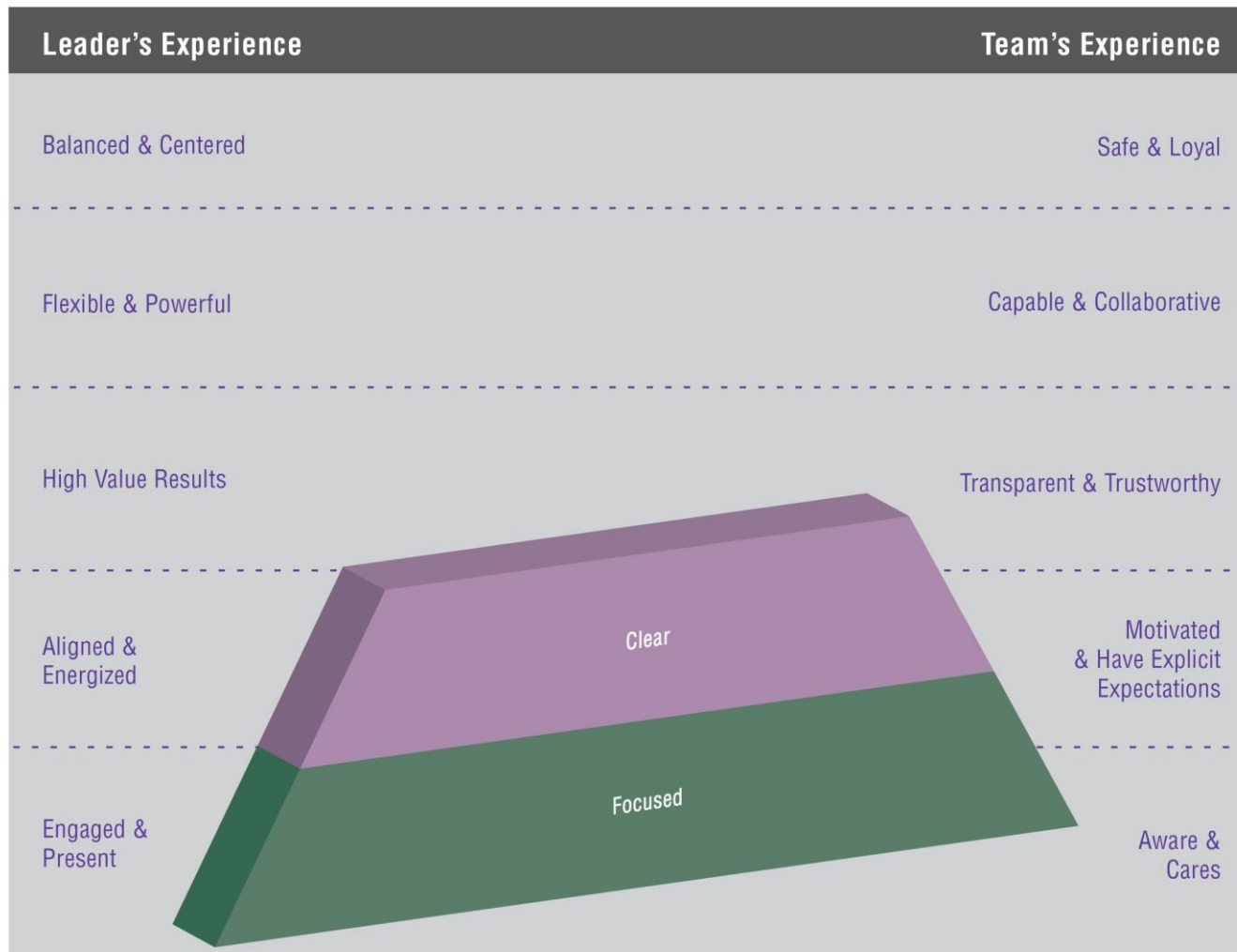
2011: Up 115%

2013: Up 137%



Takeaway: Coaching = reduced options, streamlined focus, tremendous growth

SmartTribe Accelerators



Clarity

- Removes ambiguity, helps team feel greater safety, belonging and mattering
- Helps keep the brain in the Smart State
- **Key Tool: Explicit vs Implicit communication**
- Is this a Learning or Leadership opportunity?
 - Learning = low Inquiry, high Explicit
 - Leadership = high Inquiry, low Explicit

Case Study: Home Furnishing Company

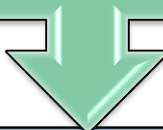
Challenge: Create profitable revenue



Solution: Explicit communication led to sales training for CSRs

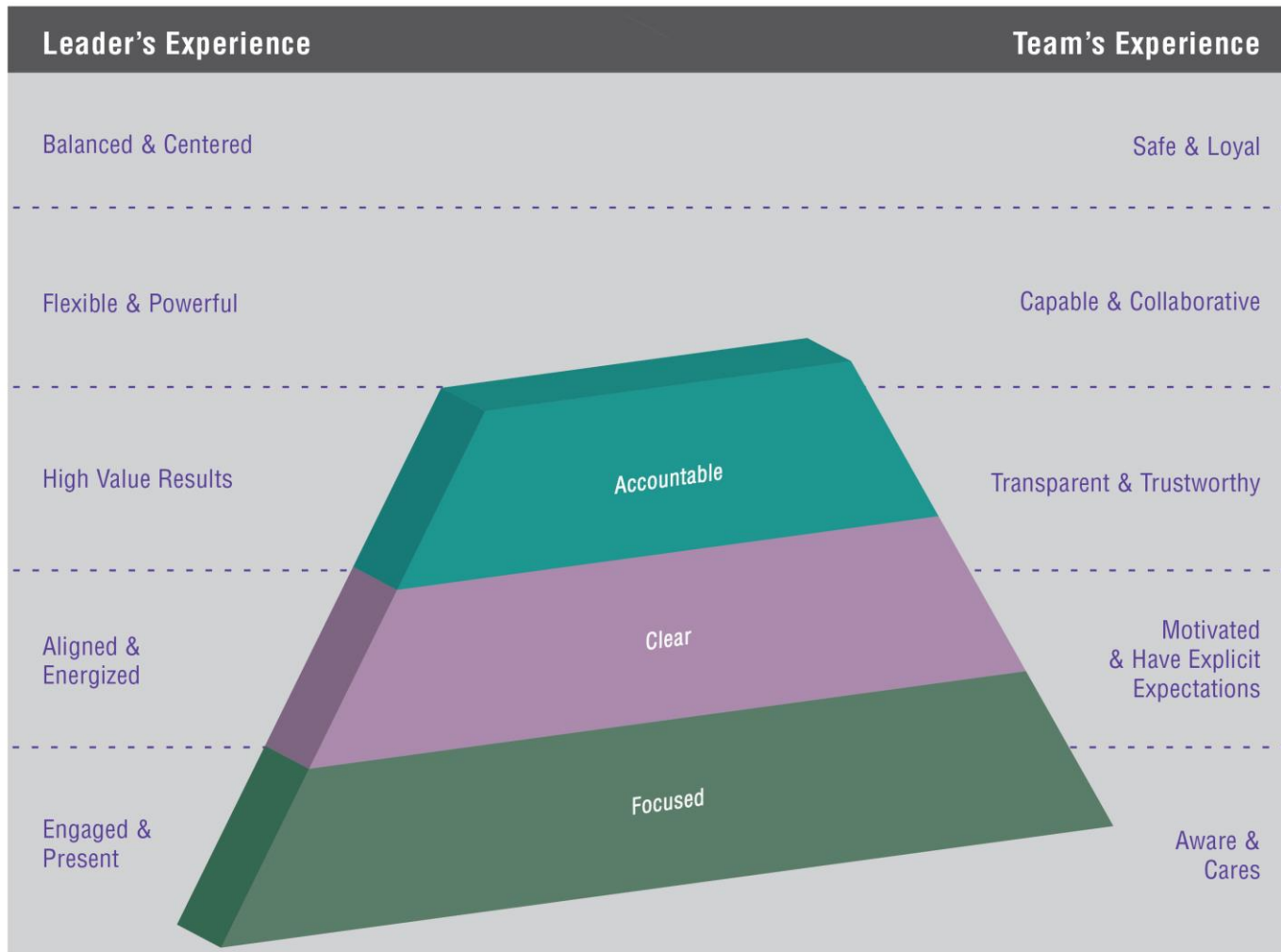


Result: Added 10% top line revenue from CSRs + Rep revenue up 20%+ with 45% margin



Takeaway: Clarity helped leverage external sales force & CSR staff w/process, incentives, training

SmartTribe Accelerators



Accountability

- Means follow through and promises kept
- We want it up, down, and across the organization
- Helps keep the brain in the Smart State
- **Key Tools:**
 - **Accountability Equation**
 - **Clear accountability structures + weekly results**
- Download our Accountability Resource Kit @ www.ChristineComaford.com/kits

Accountability

Assigner's (Leader's) Clear Expectations

+

Owner's (Team member's) Agreement

+

Personal Rewards/Consequences (for Team Member)

=


High Accountability and Ownership

Case Study: Education & Training Company

Challenge: Team not taking risks



Solution: Sales/Marketing Assessment, sales training for sales force & instructors, set & monitor co-wide needle movers

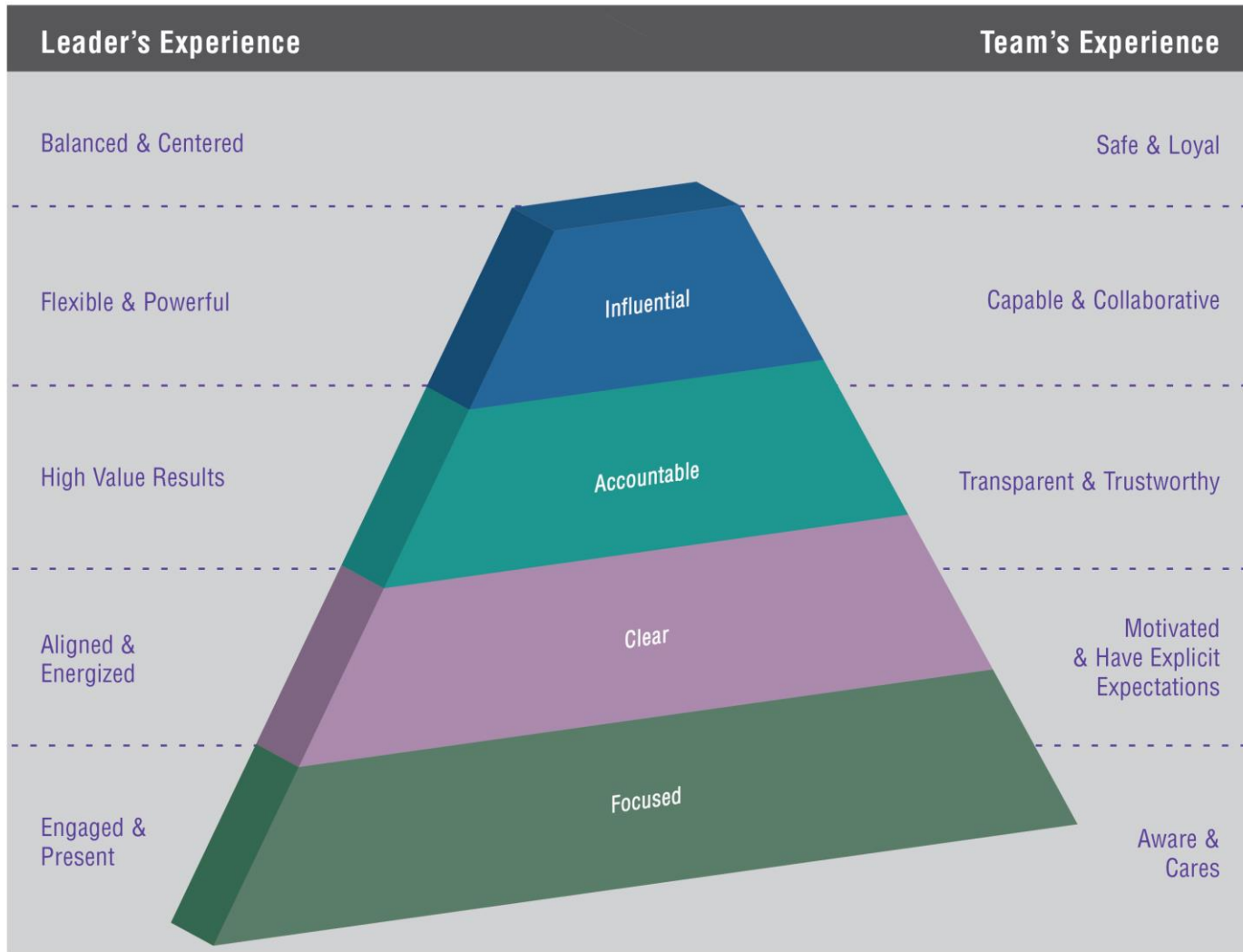


Result: Significantly outperforming prior results



Takeaway: Team Alignment + Accountability Structures = Momentum

SmartTribe Accelerators



Influence

- Influence broadly, often without direct authority
- Genuinely engage, enroll, align without manipulation
- Helps keep the brain in the Smart State
- Key tools:
 - Influencing phrases
 - Safety, belonging, mattering

Influencing Phrases

- “I need your help” (aka dom-sub swap: powerfully enrolls)
- “What if...” (removes ego and emotion)
- “Would it be helpful if...” (shifts person out of Critter State)

The 3 Things Human Beings CRAVE



Safety, Belonging, Mattering

- Fight/Flight/Freeze craves _____
- Talking about “us vs. them” craves _____
- Victim/complaining craves _____
- Perpetually seeking recognition craves _____
- Procrastinating craves _____

Case Study: Insurance Company

Challenge: CEO overworked w/11 direct reports, human resources untapped



Solution: Cultural Assessment, Leadership Dev program, CEO & exec coaching

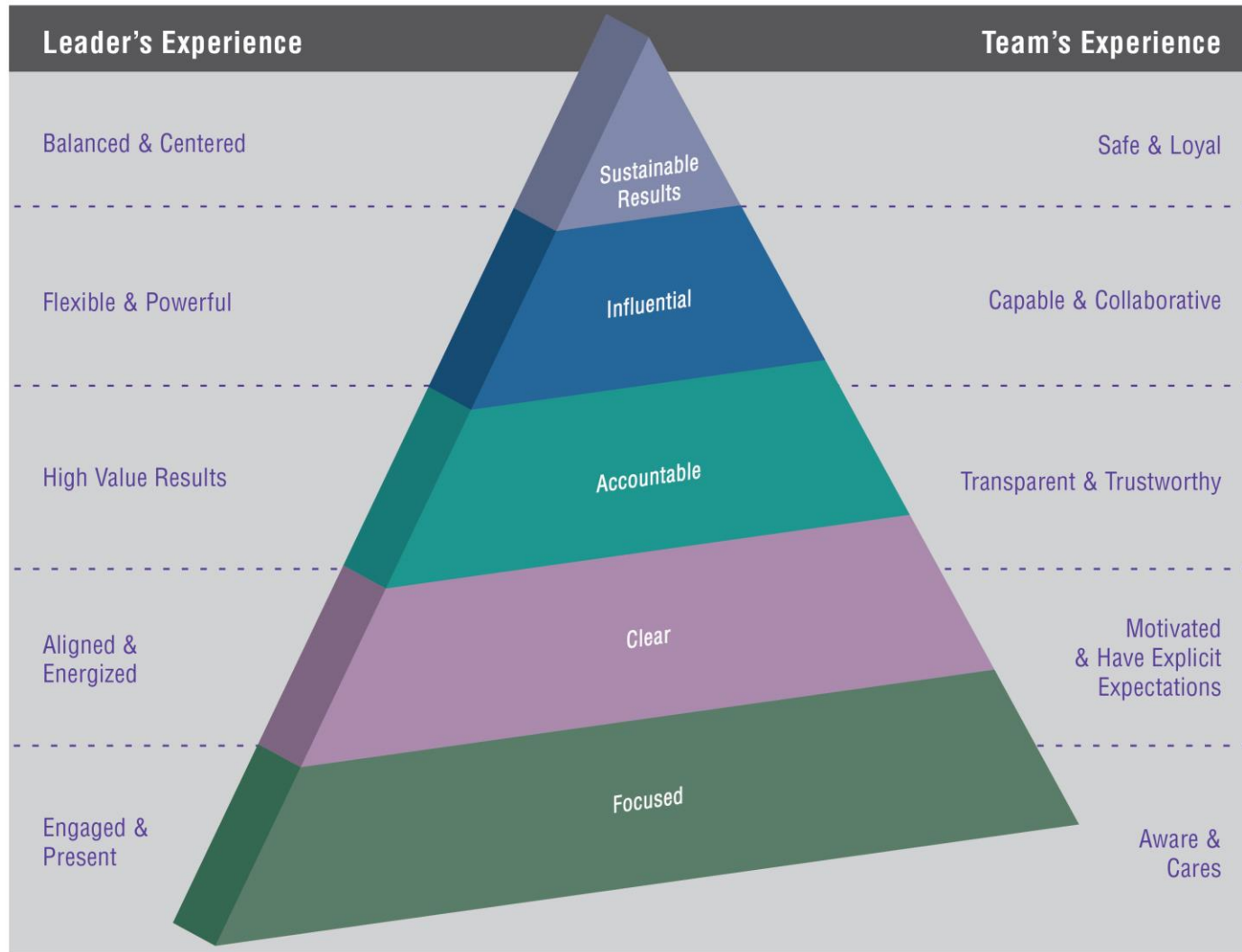


Result: 2010: 15% EBITDA, 2011: 17% EBITDA, 2012: 20% EBITDA, CEO 5 reports + high team morale



Takeaway: Untapped leaders emerging, profitability growth, far more influence over outcomes

SmartTribe Accelerators



Sustainable Results

- Means creating win-win agreements
- Energy management/allocation prevents burn out
- Helps keep the brain in the Smart State
- Key tool:
 - Energy Allocation Chart

Energy Allocation Chart Example

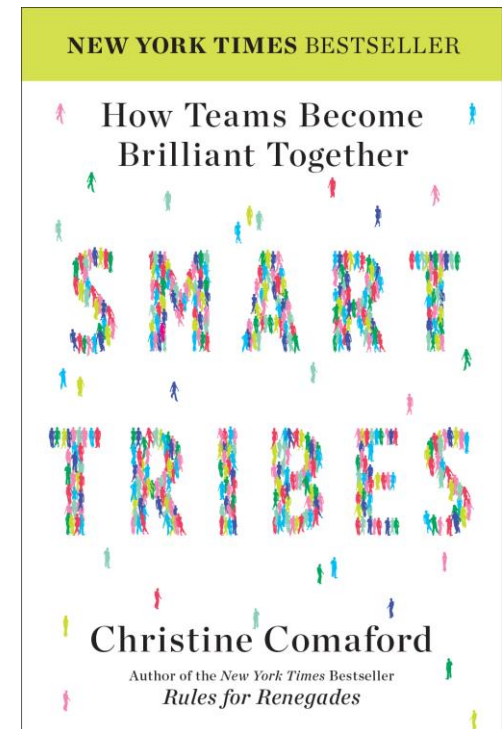
Gain Energy	Lose Energy	Mixed (% totals 100)
Exercising	Filing/Paperwork	Paying Bills (80%, 20%)
Achieving Goals	Working With Negative People	Georgianne (30%, 70%)
Working With Positive People	Driving In Traffic	
Hanging Out With Friends		
Learning New Skills		

Tool: Energy Allocation

Gain Energy	Lose Energy	Mixed (% totals 100)

What Are Your Key Takeaways/Next Steps?

- **Get in/stay in Smart State to lead: self, others, business**
- Tools that enable this are:
 - Inquiry (vs Advocacy)
 - Explicit Communication
 - Accountability Equation
 - Influencing Phrases + Safety/Belonging/Mattering
 - Energy Allocation

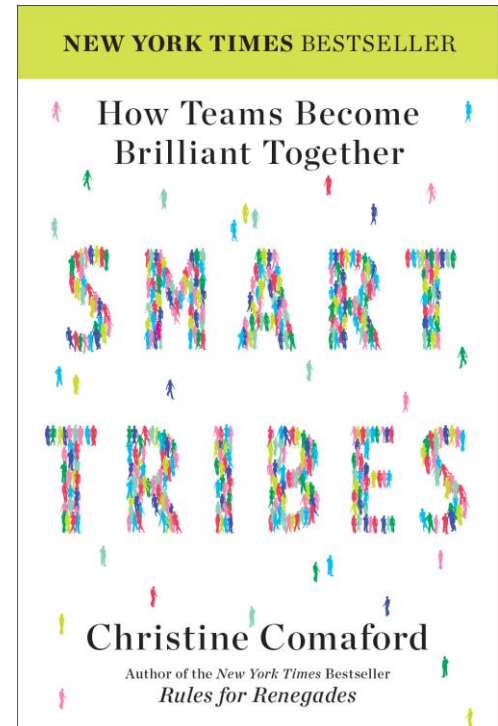


Thank You!

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