



WHEN ORGANIZATIONS SUCCESSFULLY ENGAGE THEIR CUSTOMERS AND THEIR EMPLOYEES, THEY EXPERIENCE A **24000/0** BOOST IN PERFORMANCE-RELATED BUSINESS OUTCOMES COMPARED WITH AN ORGANIZATION WITH NEITHER ENGAGED EMPLOYEES NOR ENGAGED CUSTOMERS.

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NeuroPlacticity: The brain is always changing...has the ability to rewire and create new circuits

NeuroRigidity: only using memories, never learning from experience, same thoughts and actions... expecting different

Neocortex - Thinking Brain

•Crowning Achievement - 40% of the brain •Conscious Thinking - 5% Free Will •Executive decision maker -Intention! •Limited processing capacity: 1-3 events at a time

•Aware of yourself - if you take the time to notice

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Cerebellum - Hind Brain

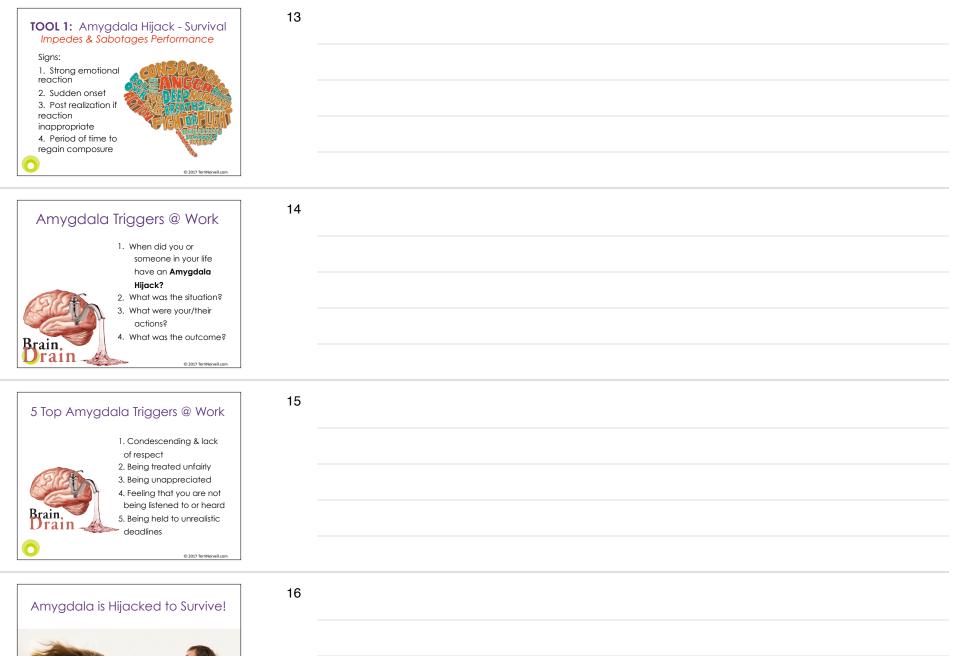
•HABITS - learned, memorized by repetition •Servant that executes thought from Neocortex •Takes over the body for natural 'subconscious processes' Multi-tasking

Midbrain - Feeling Brain

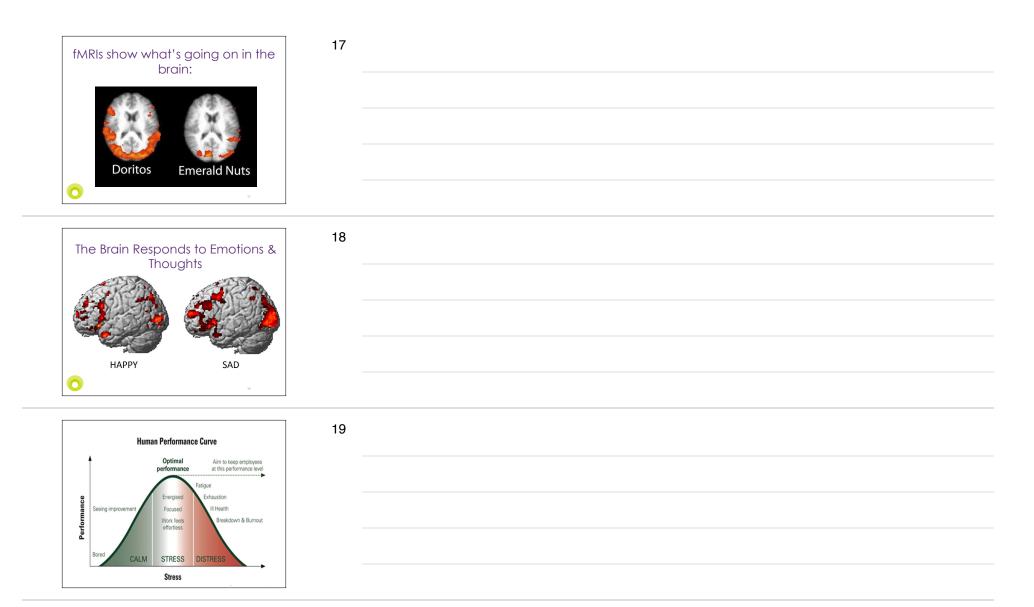
- 80 times faster than Neocortex - why feelings are important • Regulates many internal states - body temperature, blood pressure, digestion, hormone levels...
 - Dopamine/pleasure move toward
 - Adrenaline/fight move away © 2016 TerriNorvell.com

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Situations Don't Cause Feelings or Stress

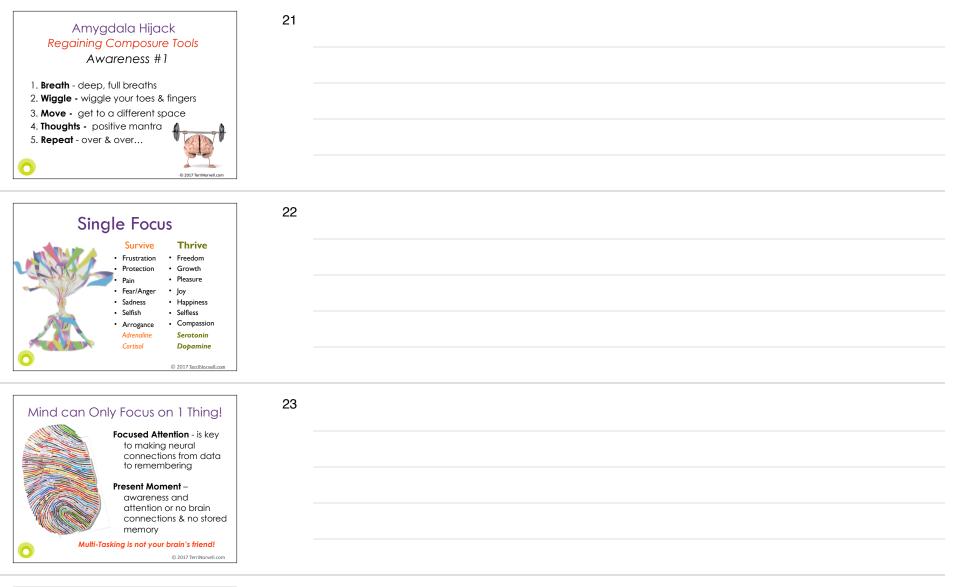
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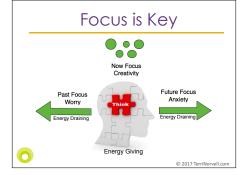
Situations – even dramatic ones like a car coming through a wall, bankruptcy, divorce, death, economic recession...cannot directly cause a feeling of any kind until the brain interprets and creates a story about the situation. So we can only be overwhelmed by our THOUGHTS about something...never the thing itself.

'If you are distressed by anything external, the pain is not due to the thing itself, but rather to your own estimate of it. And this you have the power to revoke at any moment.' Marcus Aurelius (121-180)

STRESS is optional!

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Performance Drivers: Toward or Away Language	26	
SCARF Model of Social Threats & Rewards by David Rock		

Away Language: threat response	27			
1. What were you thinking? 2. No				
3. Really? 4. Why 5but				
6. Can't 7. Don't 8. Should / shouldn't 9. That was stypid				
0 10				

Toward Language: desired, reward response 1. That's great 2. Please...Thank You 3. Nice idea 4. Good job 5. Consider it done 6. Let's think this through 7. How can I assist you?

8. I appreciate YOU





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TOOL 3: Teach Your Team to Think Stop the Advice Cycle.	30	
Question Take Advice Don't Take Worked Didn't Work		
Teach Solution Thinking	31	
 What's the situation? What are your possible solutions? 		
 What do you recommend? What happened? Report back 		
Stop the Advice Cycle. Use of the first of the structure		





2. Thank You!

Benefits of Feed Forward

- 1. We can change the future...not the past
- 2. Focuses on solutions...not problems
- 3. Not taken as personally...focus on the performance not the person
- 4. Reinforces the possibility of change vs. feeling of failure
- 5. Most hate getting and giving negative feedback

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