



Neuroscience To Drive Growth

415-320-6580 | [www.SmartTribesInstitute.com](http://www.SmartTribesInstitute.com)



## YPO Favorite Speaking Engagement Topics

### The Neuroscience of Leadership: Create Resilient Teams in Turbulent Times

Rapid and relentless change is now the norm in today's global business environment. Markets shift overnight, teams must collaborate across geographies, time zones, cultures and the future is consistently uncertain. Business is distributed globally and company cultures are struggling to keep up, much less capitalize on our ever-changing world.

The human brain is wired to seek reward and avoid pain—and since change is associated with the fear of a potentially painful future—we must first understand how fear shuts down the key planning, innovation, and emotional engagement areas of the brain.

When driven by fear, human beings generally go to one of three places:

- They get stuck.
- They solve problems that don't exist.
- They focus on the wrong problem, which is low leverage and doesn't deliver the result they want.

These three behaviors are tremendously expensive and can kill a company's ability to transform to meet market, financial, innovation, and customer expectations and needs. How do we re-wire the brain to forge positive associations and patterns with change? How do we shift from stress and fear to trust and enthusiasm in change scenarios?

In this dynamic and highly interactive program, you will learn key neuroscience techniques that can be applied to shift a person's, team's or an entire organization's mind set with remarkable results.

You'll learn and practice tools to:

- Understand where a person or team is stuck and how to apply the exact tools to get them unstuck and back on track
- Shift teams to focus on outcomes versus problems



Neuroscience To Drive Growth

415-320-6580 | [www.SmartTribesInstitute.com](http://www.SmartTribesInstitute.com)



- Teach your team to reframe, make new meaning, and anchor powerful positive states
- Empower your people to embrace change as an opportunity for growth—not fear

Organizations using these tools have garnered impressive results:

- Individuals become 35–50% more productive
- Individuals are 67-100% more emotionally engaged, loyal, accountable, and ownership-focused
- Leaders gain 5-15 hours per week due to more self-directed teams and individuals
- Profit per employee increases by 22%+
- Increase revenues and profits by up to 210% annually

Join us for a program that will turbo charge your ability to lead through a world of constant change, to create a new more positive and empowered culture, generate more compelling results—and how to get these outcomes faster and with deeper fulfillment.

## Create The Culture Of Your Dreams: The Neuroscience of Emotional Engagement

What does employee engagement really mean?

How do we create it, maintain it, grow it, make it fun?

Can we create the conditions to make employees eager for Monday, and even look forward to it?

In this program you'll learn potent neuroscience techniques for creating a culture of passion, growth, commitment, initiative, and resilience. You'll learn the secrets of high-engagement cultures where employees deliver terrific performance, have balanced lifestyles, and avoid burnout. Want higher employee satisfaction scores, better results, happier teams? Be sure to attend this program.

You'll learn and practice tools for:

- How to create a culture where intrinsic motivation, accountability, innovation, collaboration, emotional engagement levels are your highest ever—resulting in tangible increases in your revenues and profits



Neuroscience To Drive Growth

415-320-6580 | [www.SmartTribesInstitute.com](http://www.SmartTribesInstitute.com)



- Specific recruiting, onboarding, retention, performance evaluation, motivation techniques
- The 10 questions that will determine if your culture is in trouble or on track
- The three things all humans crave—and how to decode what a person really wants so you can give it to them... causing enduring trust

The engagement techniques you'll learn in this program have enabled leaders within 6 months to:

- Increase team member emotional engagement, loyalty, ownership-focus by 67-100%
- Increase team member productivity by 35-50%
- Raise employee satisfaction/NPS scores by 15-47%
- Reduce employee stress and sick days by 11-53%

Join us for a program that will profoundly and positively shift your reality of what emotional engagement truly is—and how to get it faster and with fun and fulfillment.

### Get Inside The Brain Of Your Buyer: Use Neuroscience to Sell Better, Market Better, Lead Better

Now more than ever leaders need to be able to influence outcomes. Good intentions are rarely assumed, people are on the lookout for manipulative tactics, and even subtle persuasion efforts are suspect. Influence is no longer about doing something to someone to get what you want. Real influence is about forging deep connections quickly, stepping into someone's world authentically, and striving for consistent win/win outcomes.

In this program you'll learn potent neuroscience techniques for getting buy-in, agreement and even enduring loyalty from *anyone*. Results include learning how to significantly increase marketing results and overall effectiveness; build trust faster and connect more deeply with prospects and clients; close sales faster and harvest more of your pipeline; and even improve your relationship with your children and spouse!

You'll learn and practice applying:



Smart Tribes®  
INSTITUTE

*fuel your tribe*

Neuroscience To Drive Growth

415-320-6580 | [www.SmartTribesInstitute.com](http://www.SmartTribesInstitute.com)



- How to be instantly compatible with someone and communicate in their “operating system” to powerfully influence, connect, and build rapid trust
- The more effective types of digital marketing and how exactly to use them to get record-high results
- How to map the customer’s emotional experience throughout the marketing qualification process and sales process to increase your close rates
- Specific and highly successful applications of these techniques in sales, marketing, talent and board management and recruiting scenarios

The influencing tools you’ll learn in this program have enabled leaders within 6-9 months to:

- Close sales up to 50% faster and increase close rate by 44%+
- Deliver marketing messages that are up to 301% more effective and increase demand generation by 237%+
- Increase salesperson performance by 25-30%
- Increase team member productivity by 35-50%
- Help their kids get accepted into more colleges and their spouse to be happier with them

Join us for a program that will profoundly and positively shift your reality of what influence truly is—and how to get it faster and with deeper fulfillment. Your sales and marketing results will be propelled to new levels.