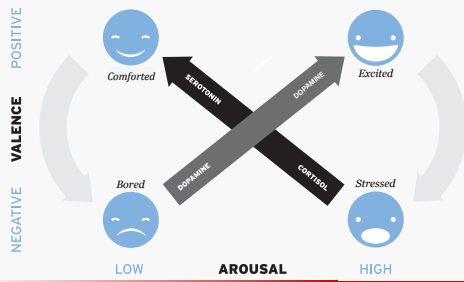


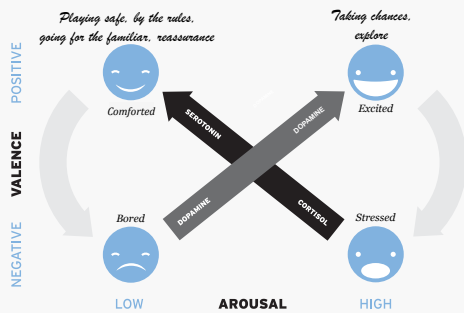
Neuroscience and the Connection to Exemplary Leadership

Baba Shiv

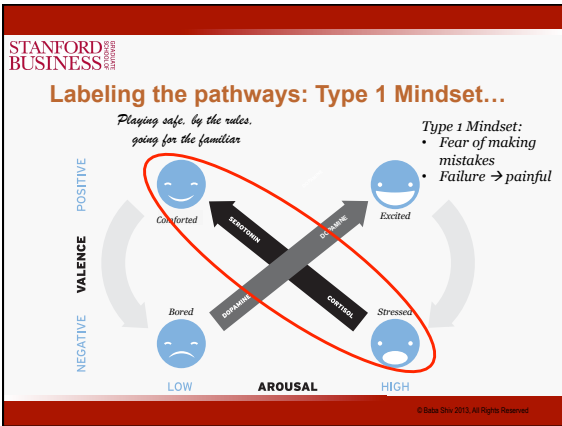
The "X" Framework...

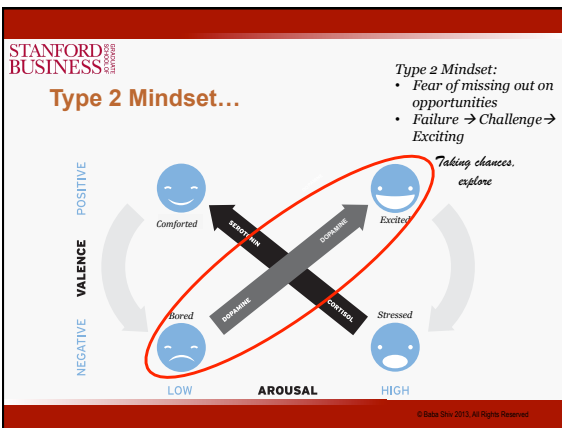


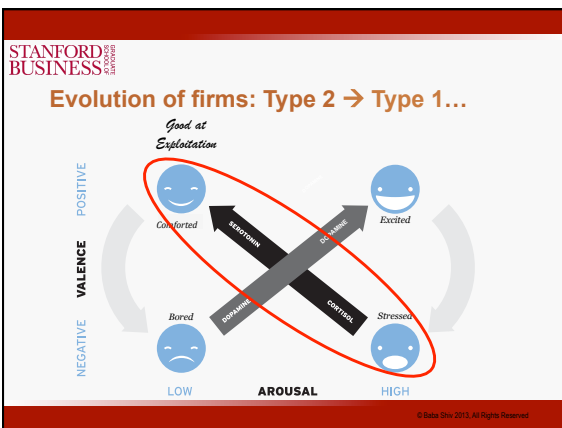
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Influencing others...

“X” Framework

- Understanding of where the “customer” is/would like to be
- The pathway or pathways (type I, type II, or both)
- Heuristics (based on factors that influence the pathways)
- Research (discovery)

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Factors influencing the mindsets...

- **Age**
↑ AGE ↓ NEUROCHEMICALS [serotonin, dopamine]
- **Time-of-day**
LATER IN DAY ↓ NEURO-CHEMICALS [serotonin, dopamine]
- **Alcohol**
↓ CORTISOL

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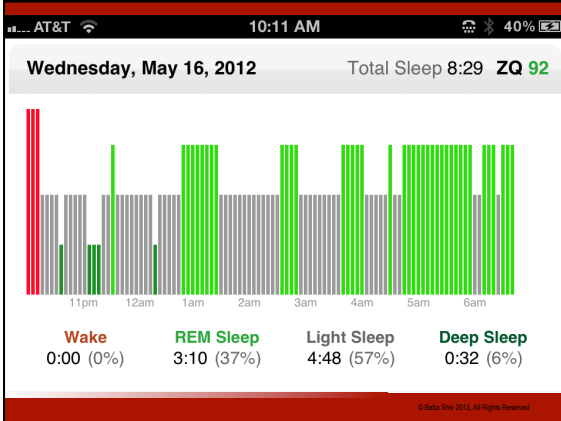
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- **Alcohol**
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Other factors: Relevance for leaders...

- **Sleep hygiene**
 - Importance of deep sleep
- **Fitness hygiene**
 - About 15 min. of cardio: ANP → Serotonin
- **Dietary hygiene**
 - Importance of protein in the diet, especially breakfast



Other factors: Relevance for leaders...

- **Sleep hygiene**
 - Importance of deep sleep
- **Fitness hygiene**
 - About 15 min. of cardio: ANP → Serotonin
- **Dietary hygiene**
 - Importance of protein in the diet, especially breakfast

Discovery through research...

- Surveys yield very little insights
 - So too, conversations with customers
- Importance of
 - Observation and empathy
 - Immersive safaris/expeditions
 - Actually experiencing the journey

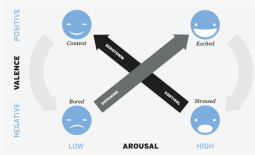
Summary...

➤ "X" Framework

- Type 1, type 2 mindsets

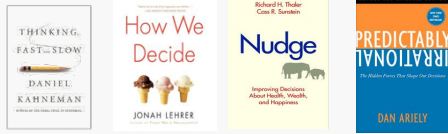
➤ Implications for

- The firm, you as an influencer, you as a decision-maker
 - Knowing where the "customer" is/will be
 - Importance of factors such as age and time of day
 - Importance of sleep, fitness and diet
- Premortems to induce a sense of desperation



THANK YOU!

Recommended readings...



Decision Making

Recommended readings...



Introduction to Neuroscience
