

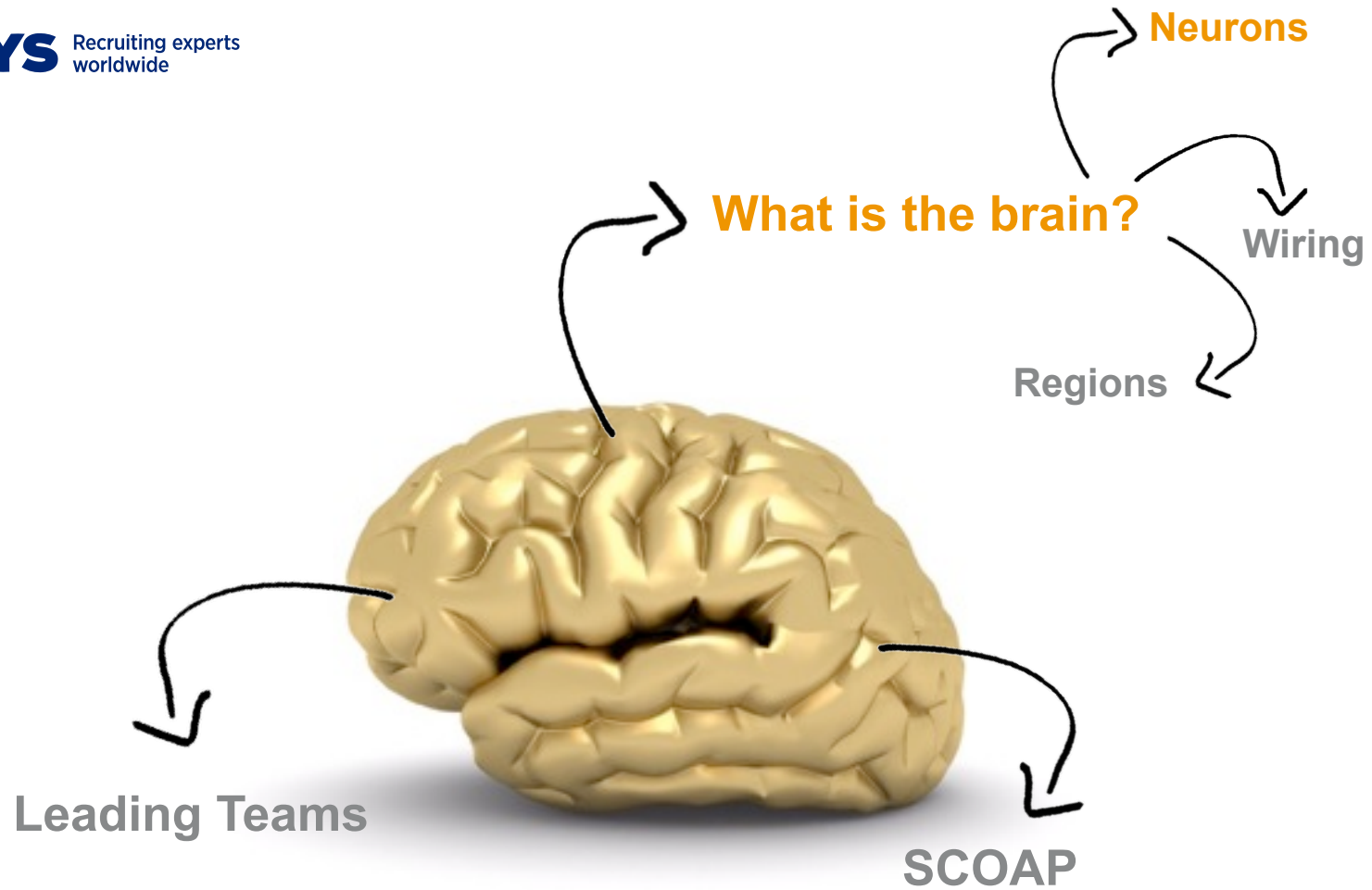
LEADING 100 BILLION NEURONS: A JOURNEY THROUGH THE BRAIN FOR BUSINESS LEADERS

Andy Habermacher, 17th October 2013, Basel
Hays-Forum Basel

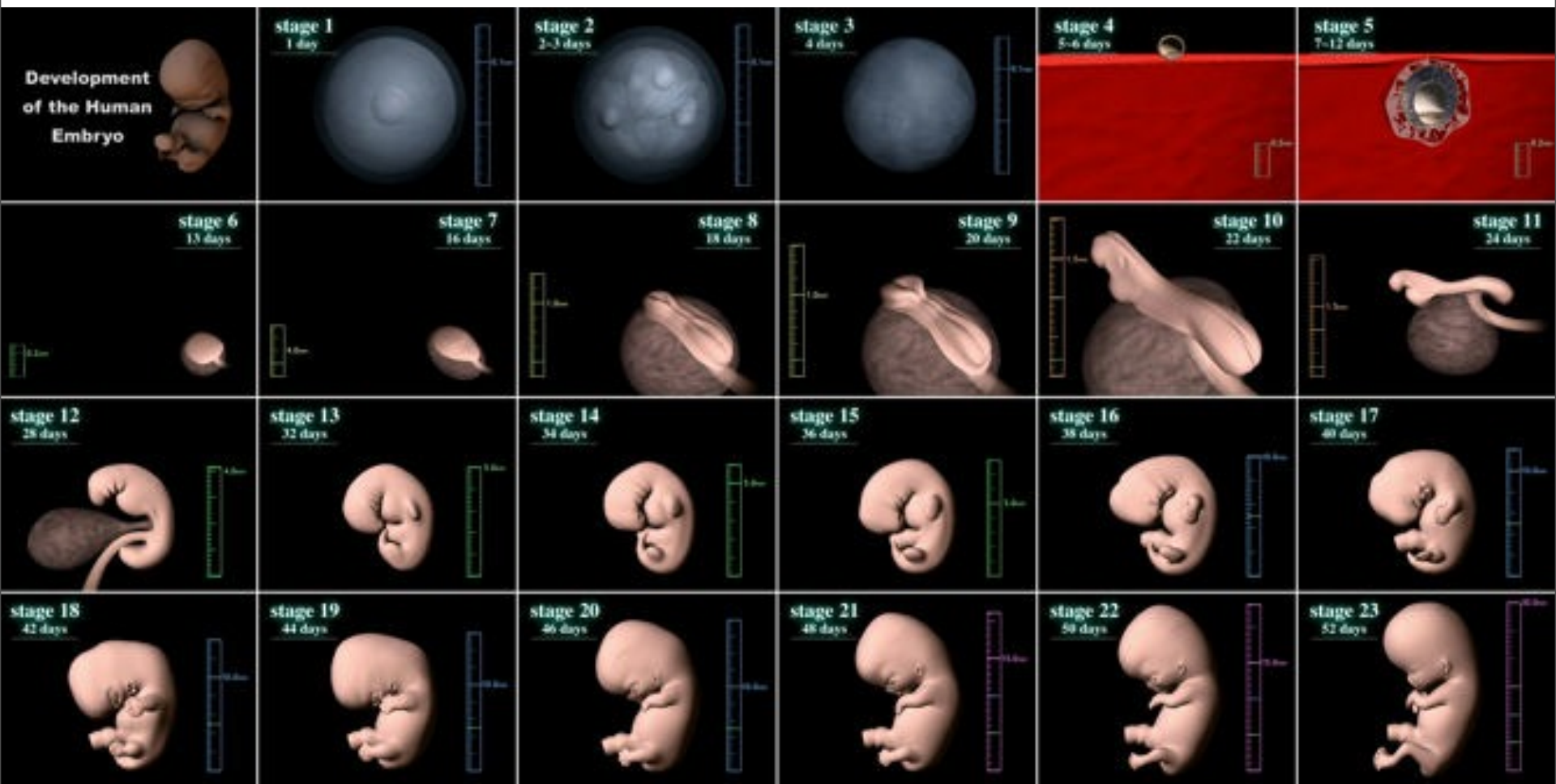
ACCOUNTANCY &
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CIAL SERVICES/SOCIAL CARE/SALES & MARKETI
ING/ENERGY/OFFICE SUPPORT/RESPONSE MANA
HEALTHCARE/OIL & GAS/ARCHITECTURE/ASSESS
& DEVELOPMENT/PUBLIC SERVICES/ACCOUNTAN
NCY & FINANCE/EDUCATION/PHARMA/CONSTRU
NSTRUCTION & PROPERTY/RESOURCE MANAGEM
MENT/MANUFACTURING & OPERATIONS/RETAIL/I
INFORMATION TECHNOLOGY/SALES & MARKETING
RATEGY/BANKIN
MARKETING/ENE
INING/TELECOMS
HUMAN RESOURC
TRES/FINANCIAL
PHARMA/MANUF
HEALTHCARE/AR
PROCUREMENT/H

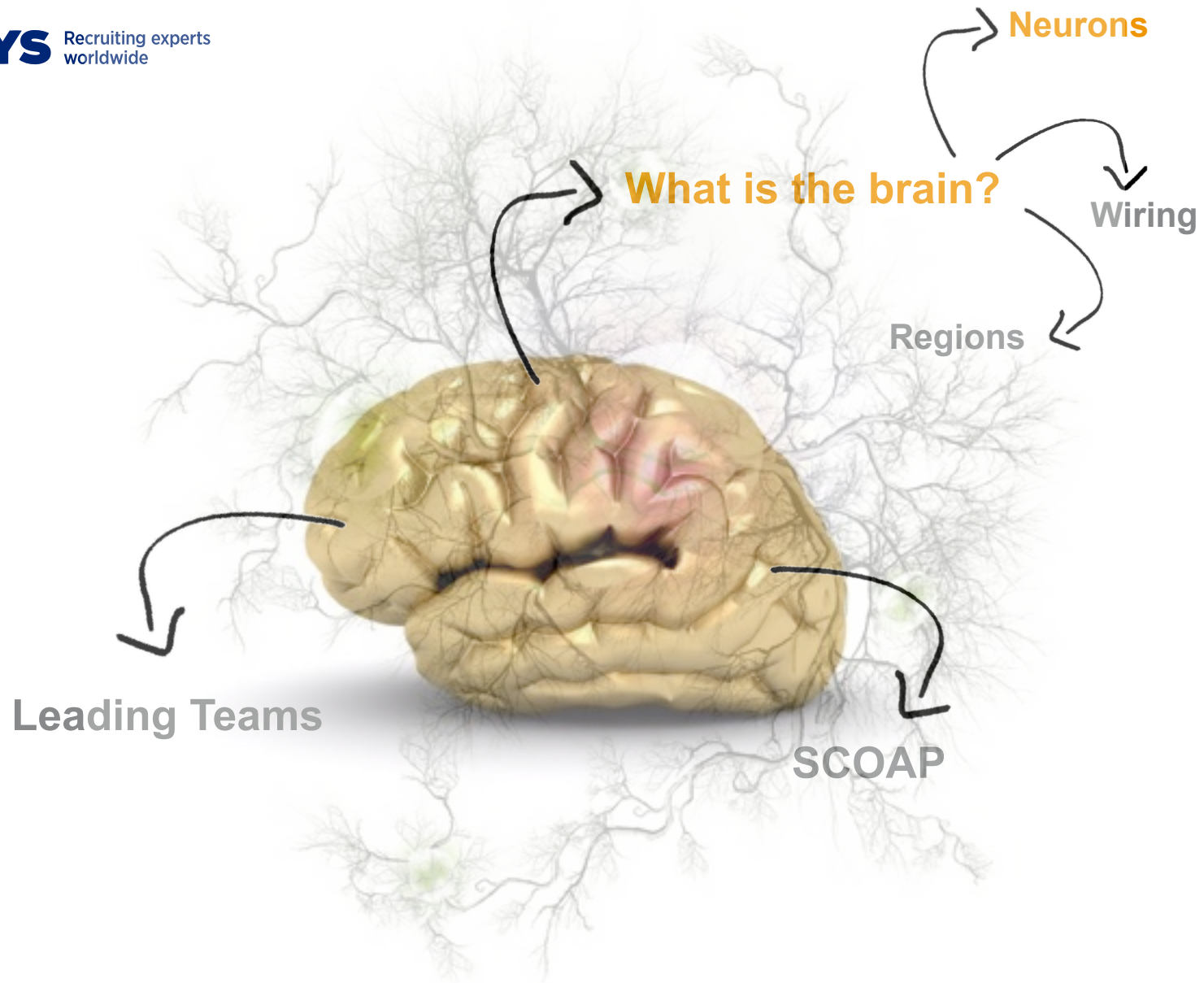
UCATION/PHARM
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PUBLIC SERVICES
RESOURCES & MIN
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OFFICE SUPPORT
LEGAL/OIL & GAS

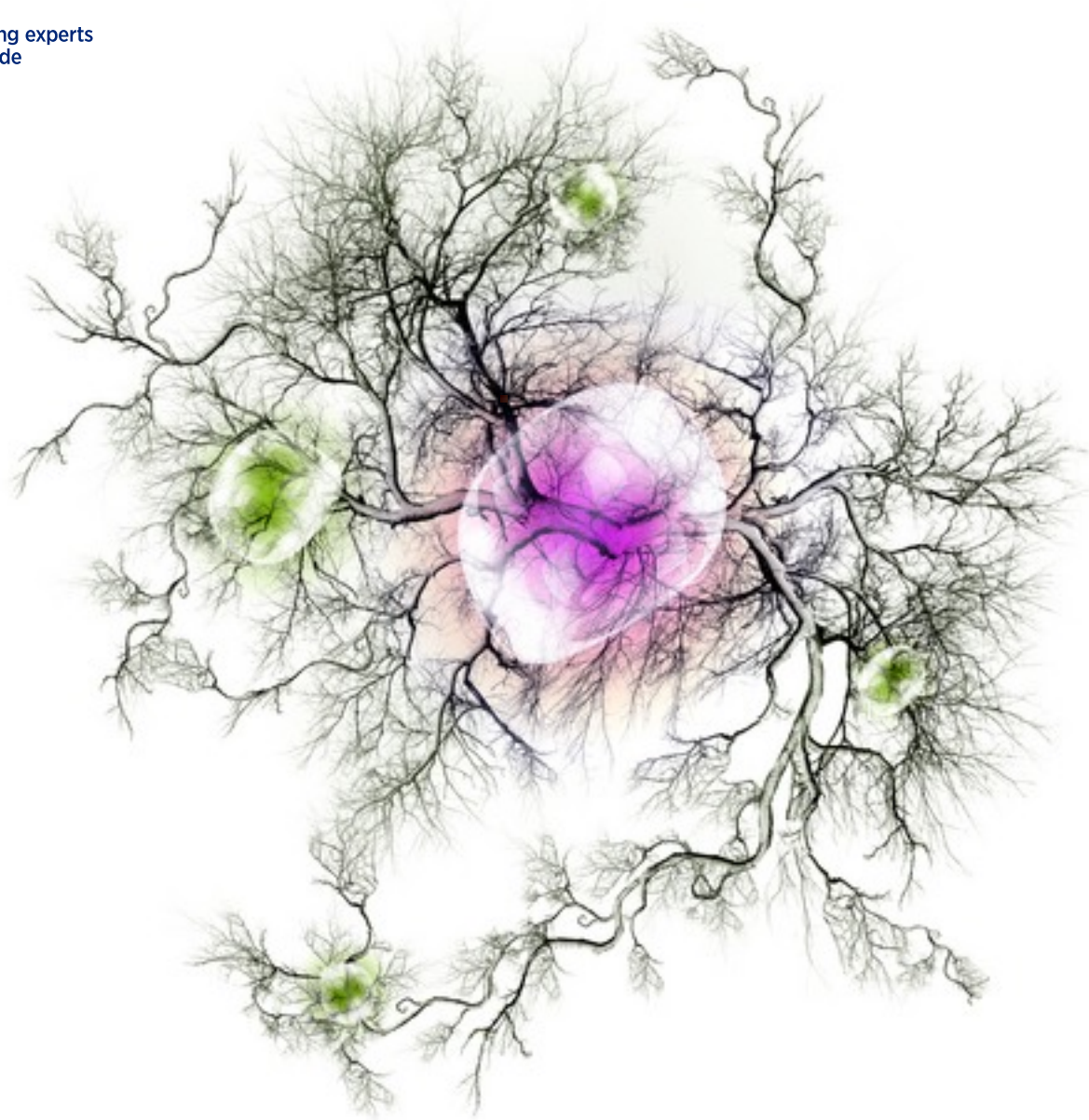


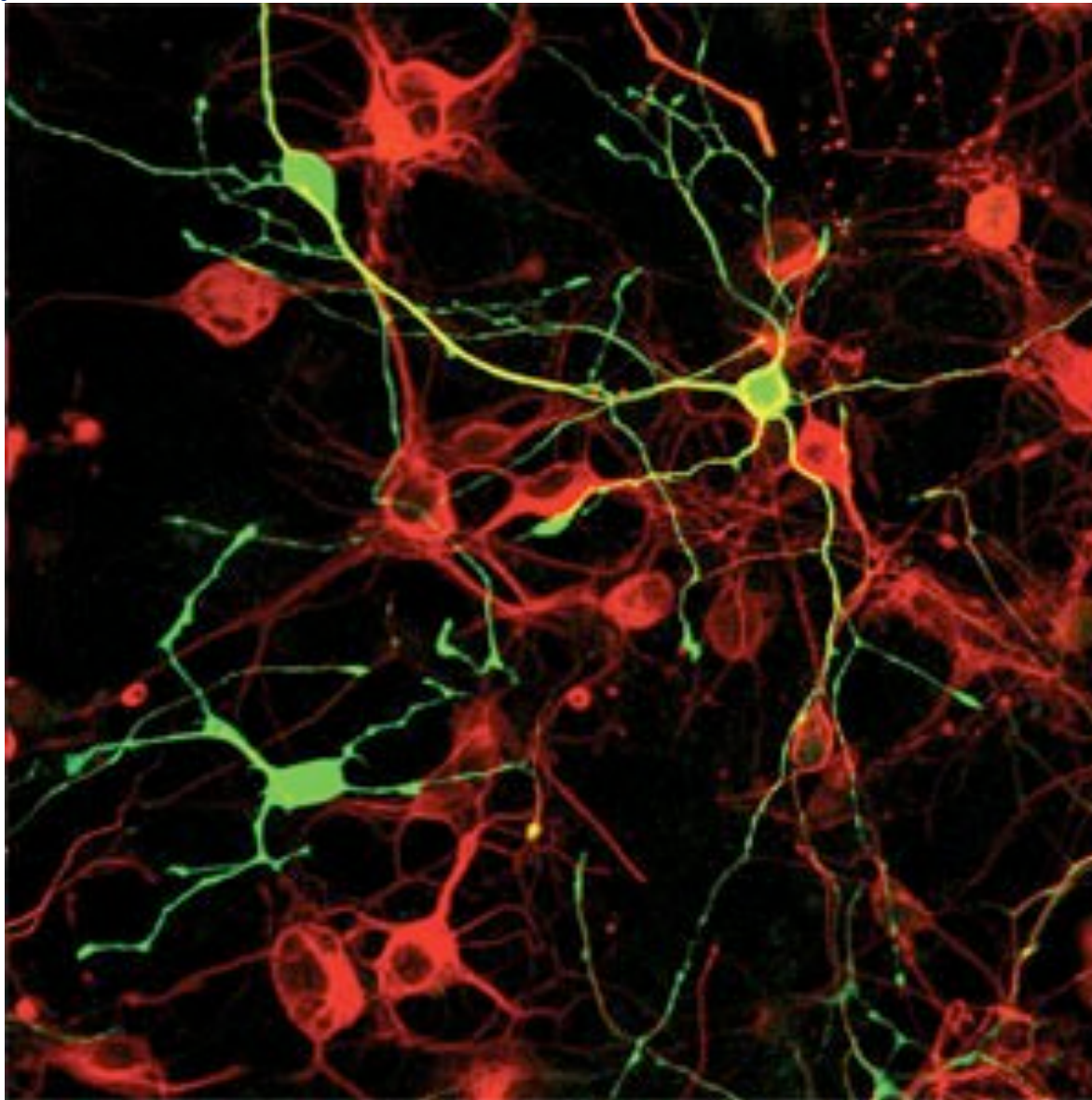




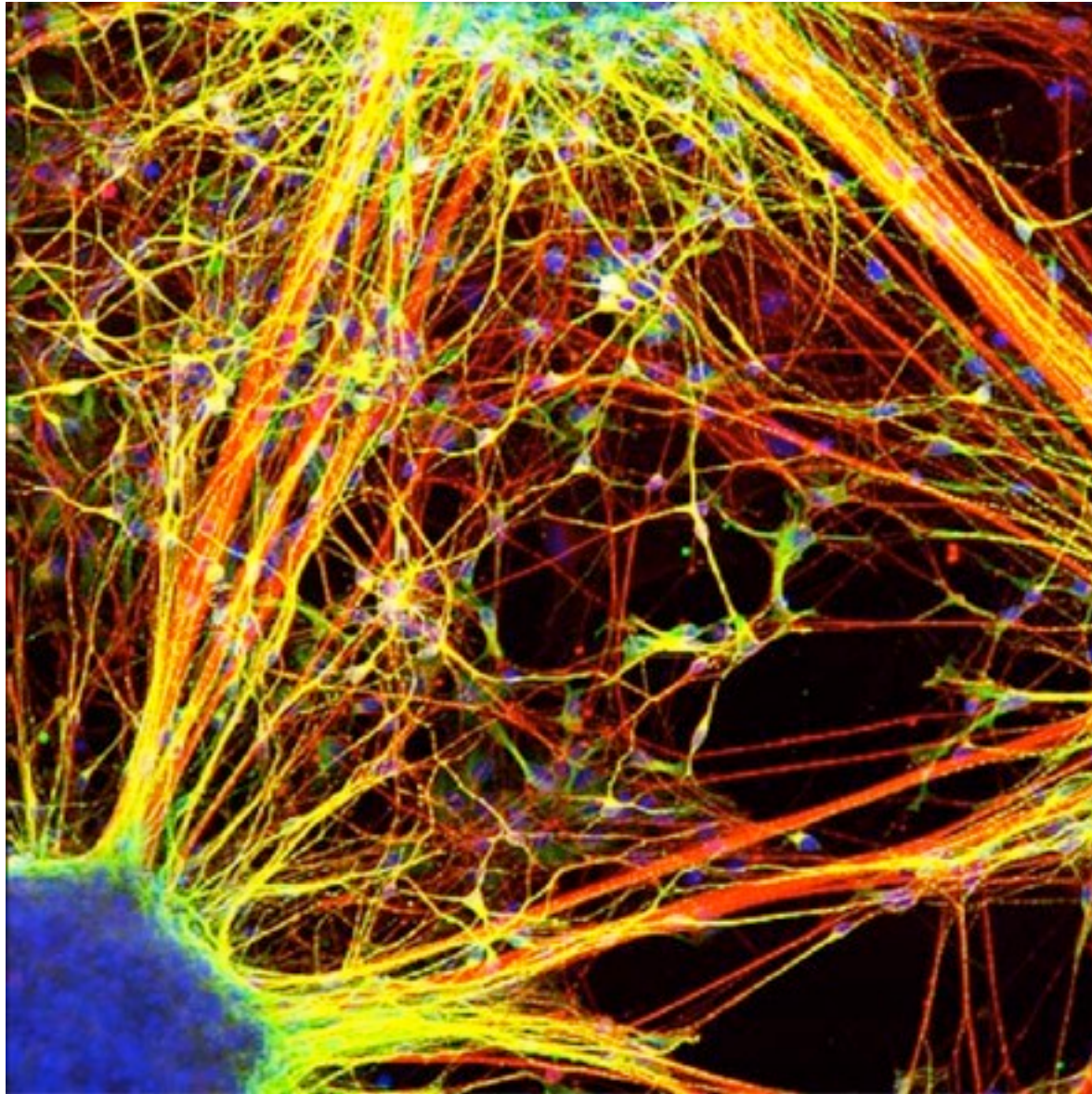




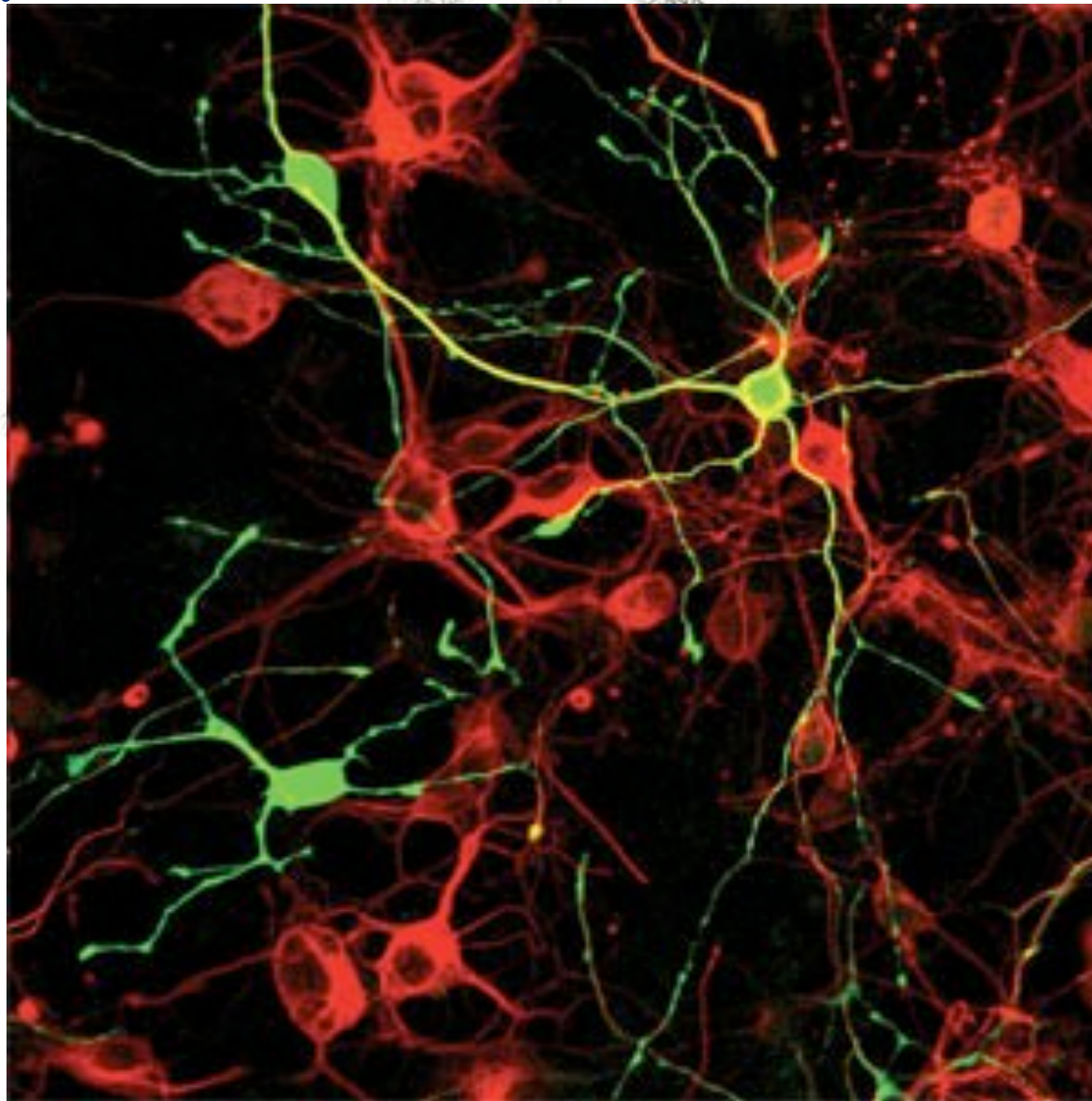




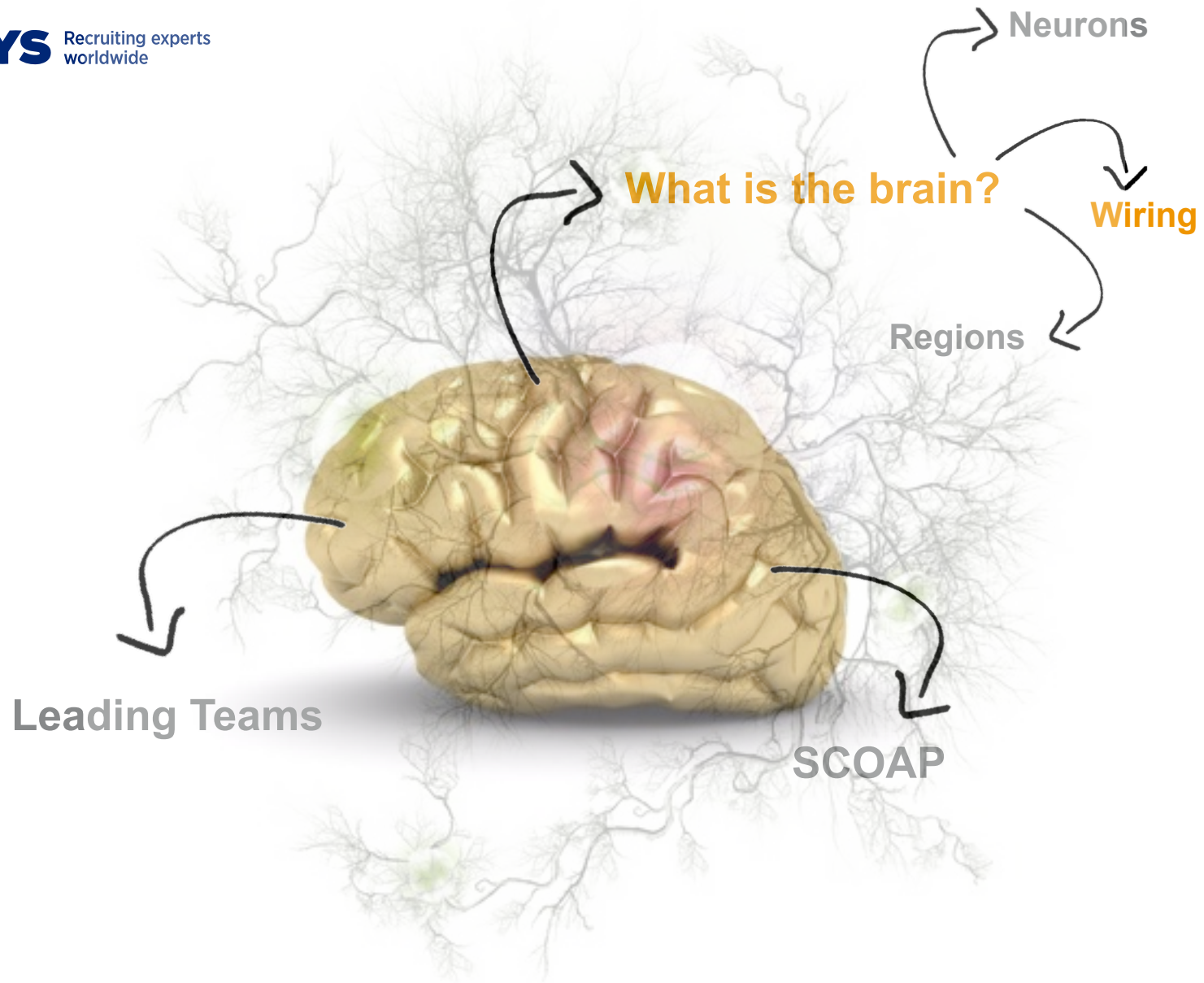
Andy Habermacher, 17th October 2013, "Leading 100 Billion Neurons"

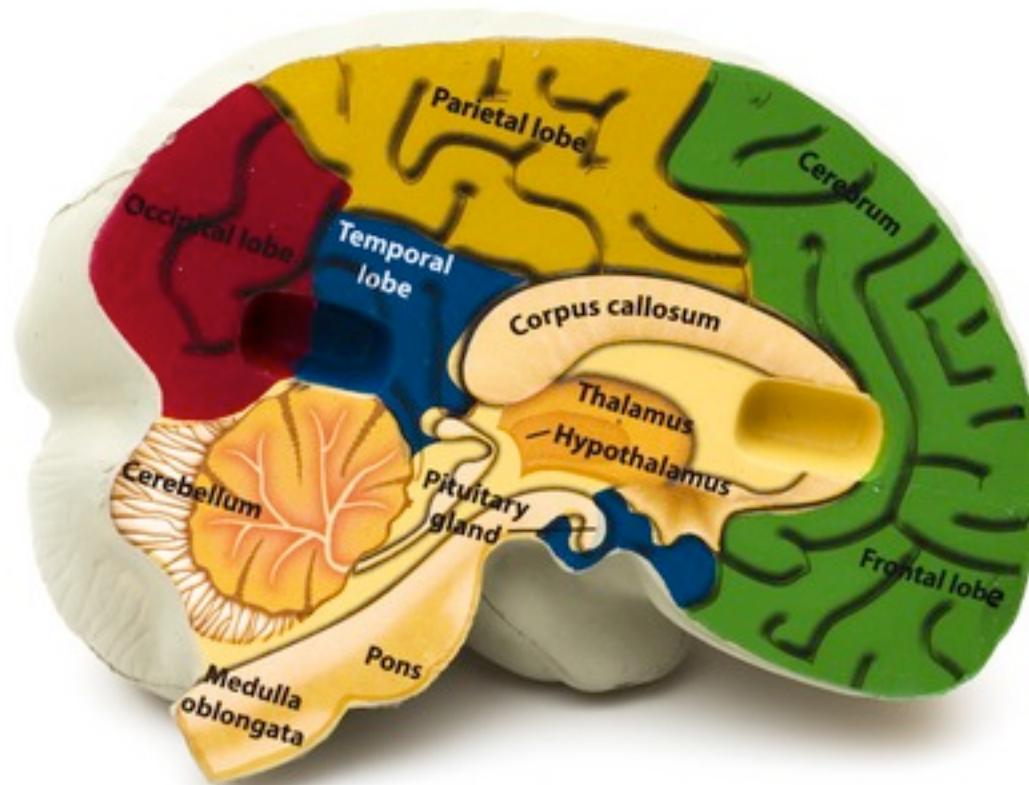


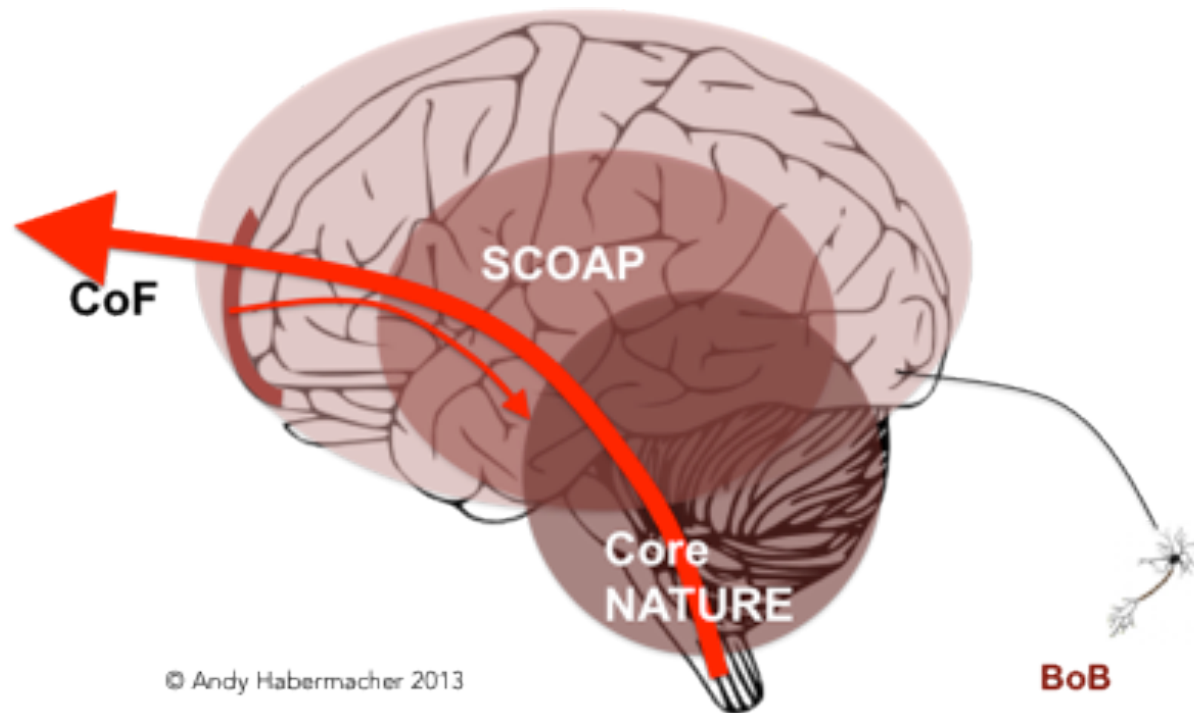
Andy Habermacher, 17th October 2013, "Leading 100 Billion Neurons"

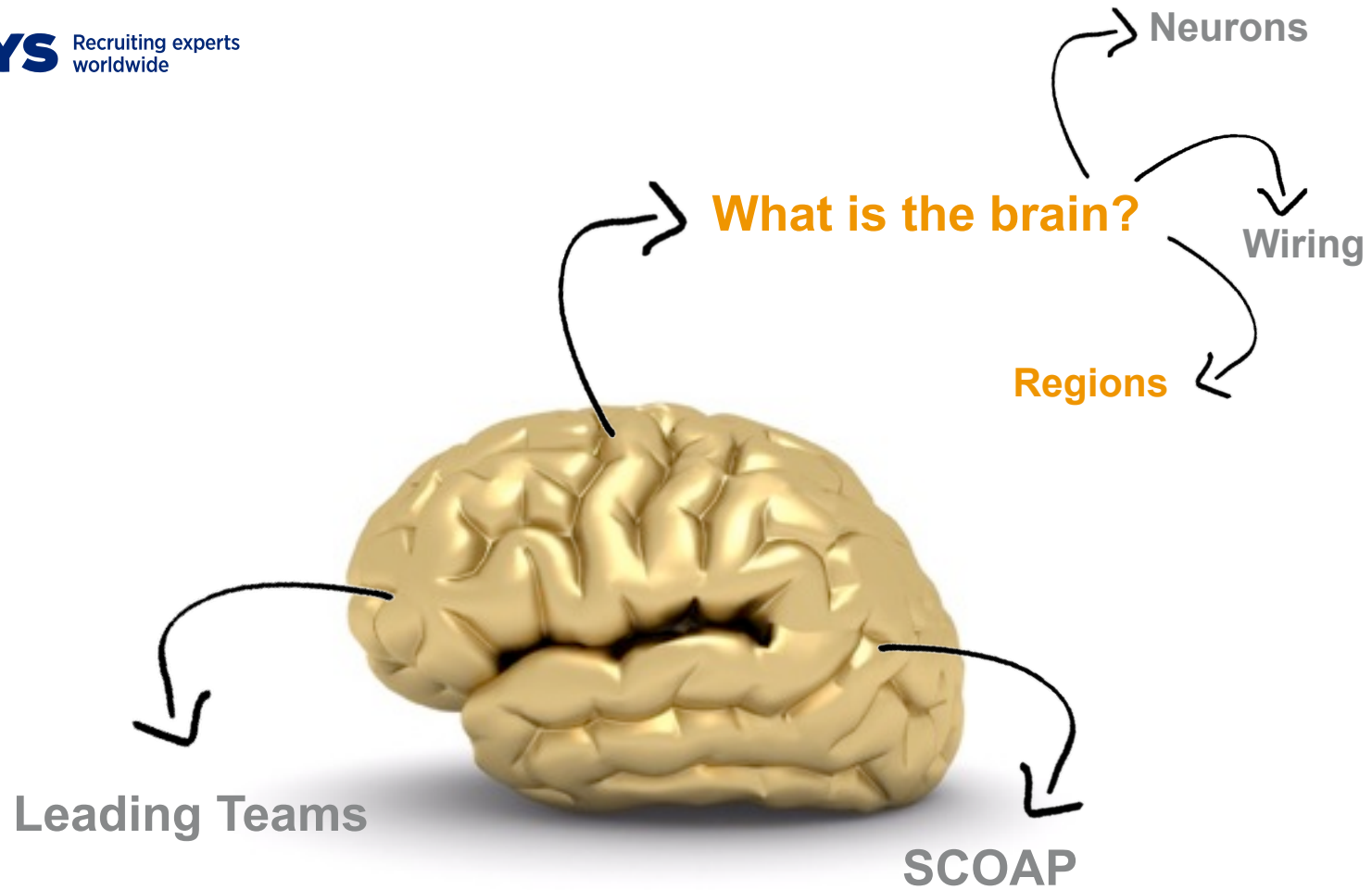


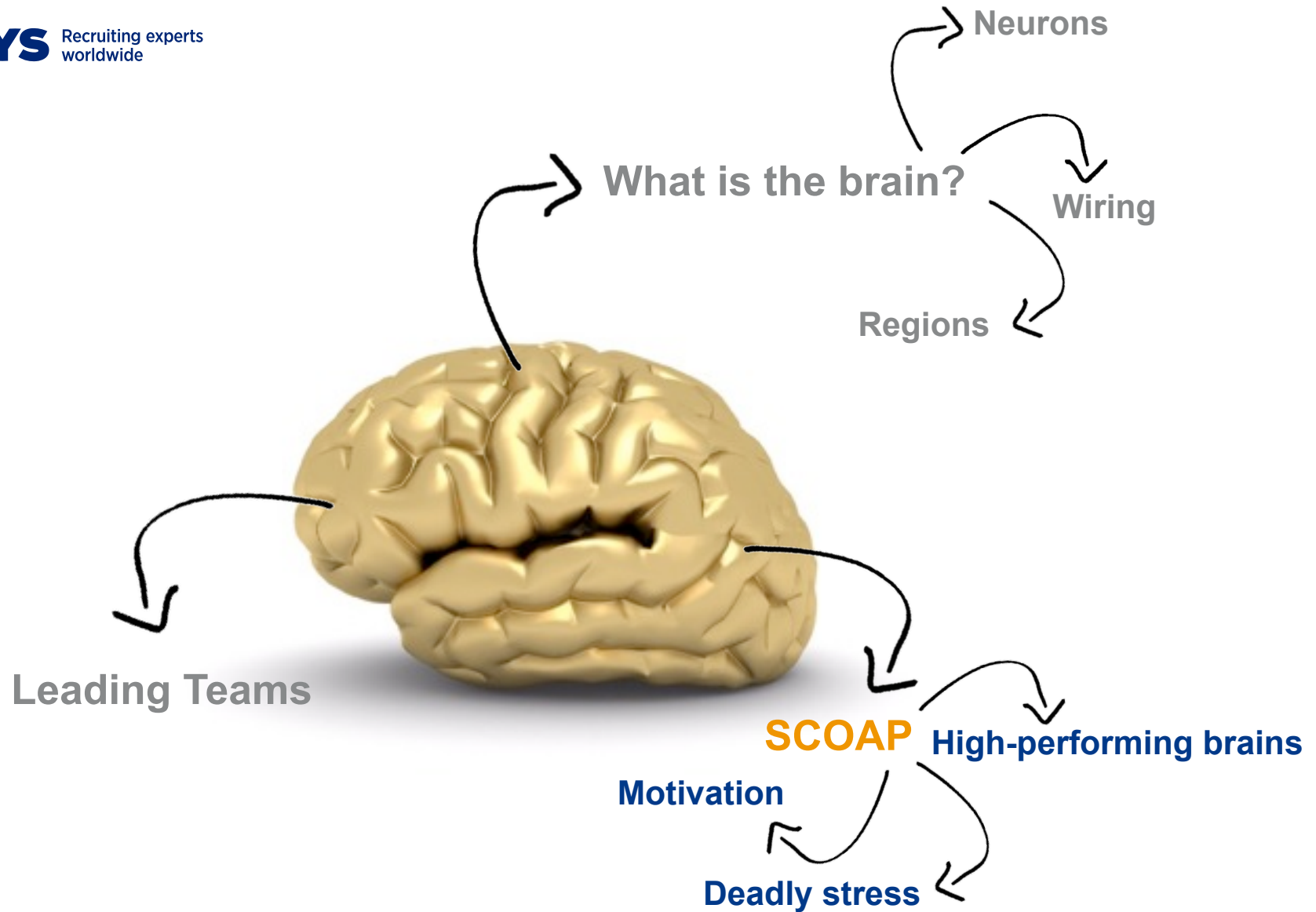
Andy Habermacher, 17th October 2013, "Leading 100 Billion Neurons"











SCOAP

Self-Esteem

Control

Orientation

Attachment

Pleasure

SCOAP

Self-Esteem



SCOAP

Self-Esteem

Control

Orientation

Attachment

Pleasure

SCOAP

Control



SCOAP

Self-Esteem

Control

Orientation

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Pleasure

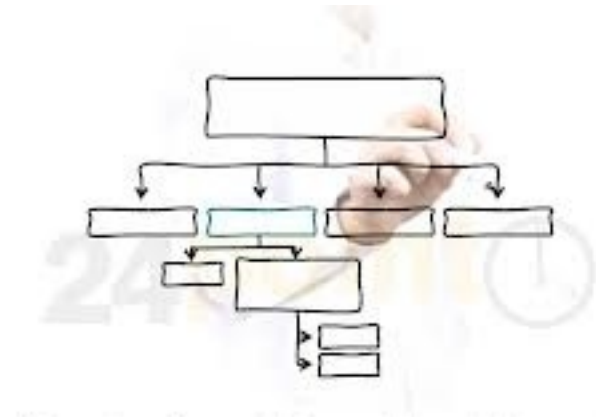
SCOAP

Orientation



SCOAP

Orientation



SCOAP

Self-Esteem

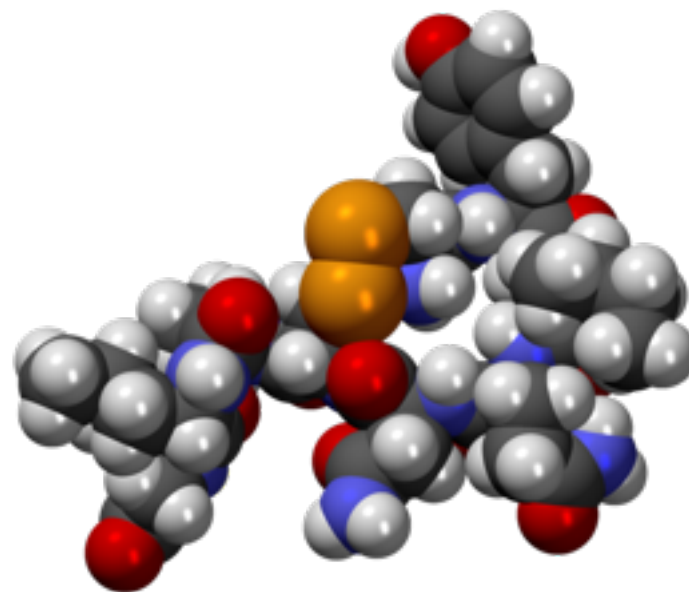
Control

Orientation

Attachment

Pleasure

SCOAP



Attachment

SCOAP

Attachment



SCOAP

Self-Esteem

Control

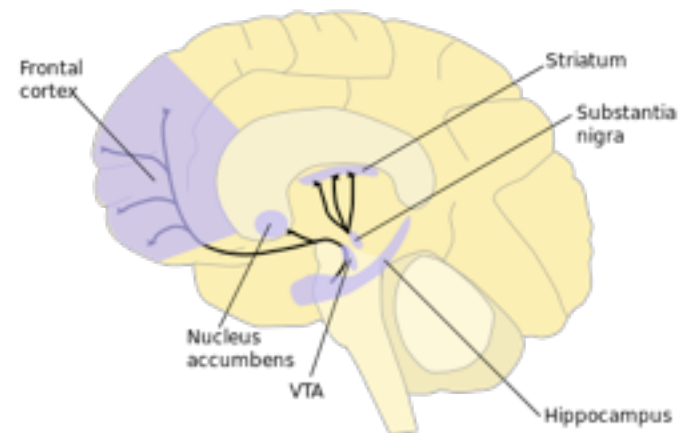
Orientation

Attachment

Pleasure

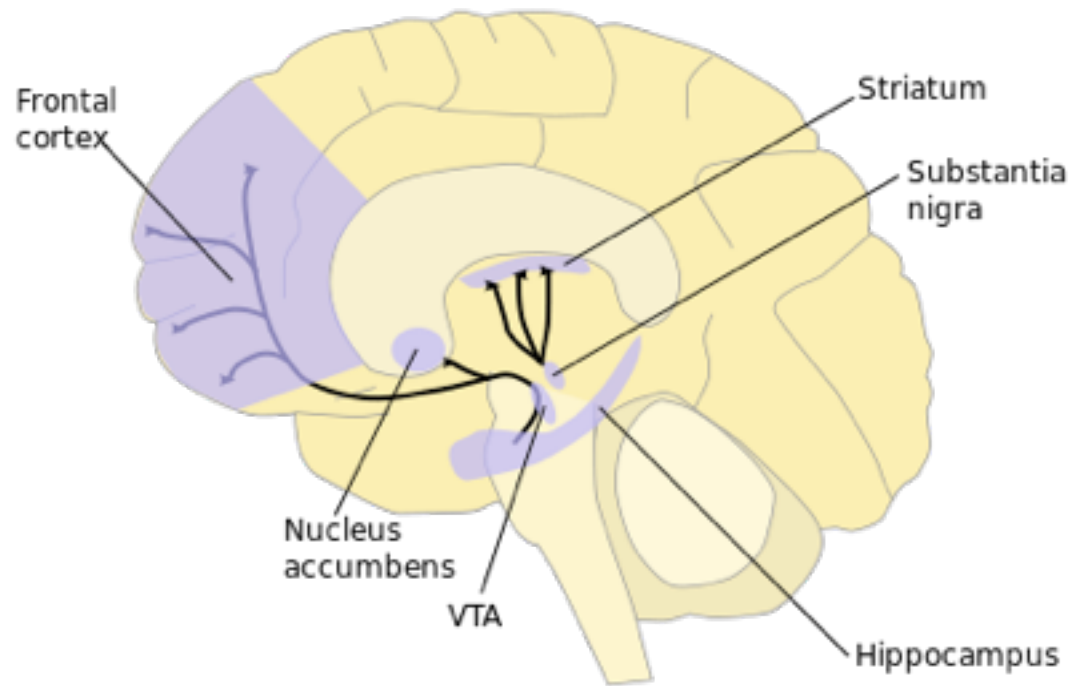
SCOAP

Pleasure



SCOAP

Dopamine



Pleasure

SCOAP

Self-Esteem

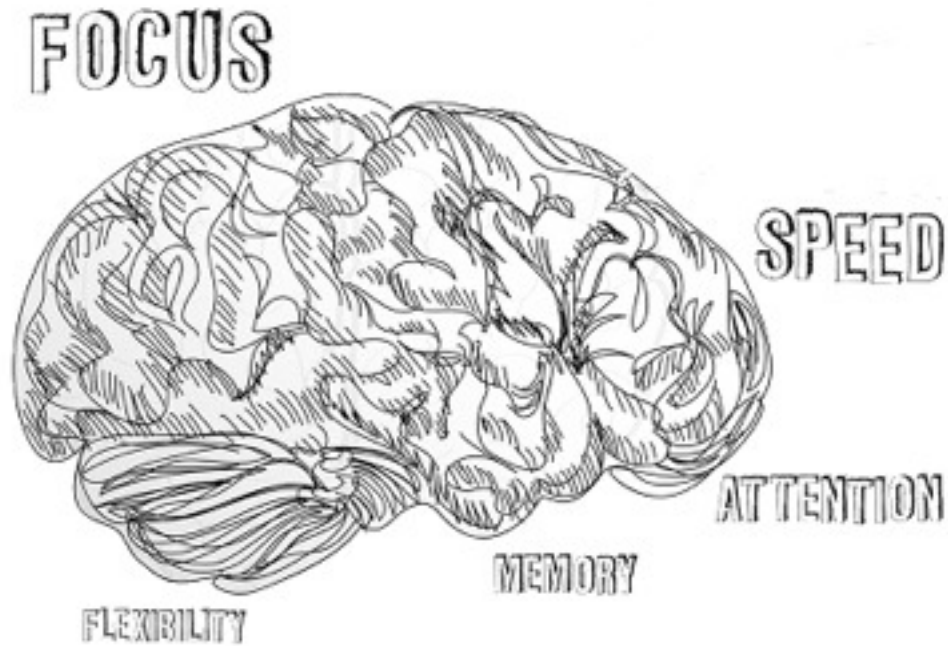
Control

Orientation

Attachment

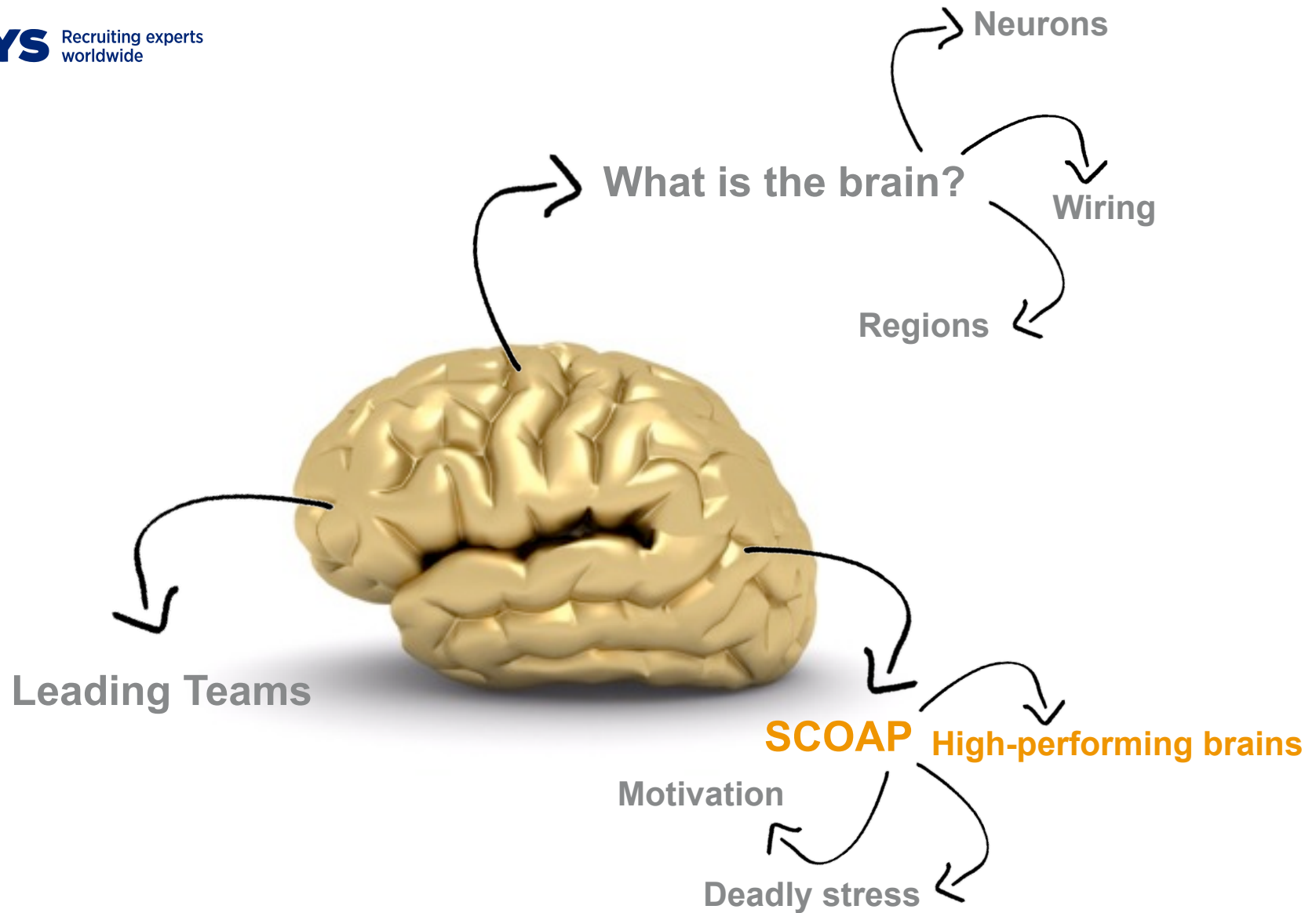
Pleasure

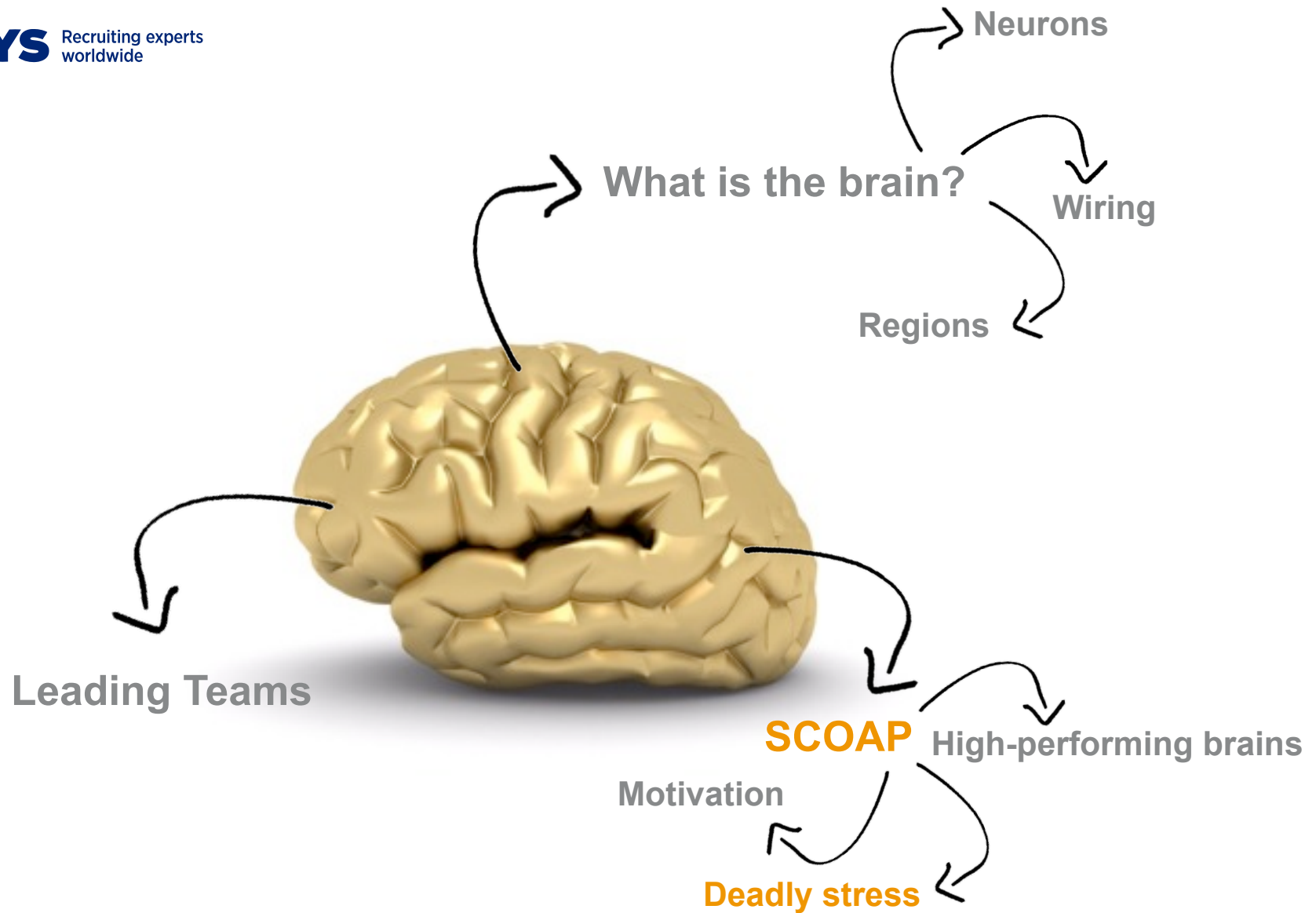
SCOAP



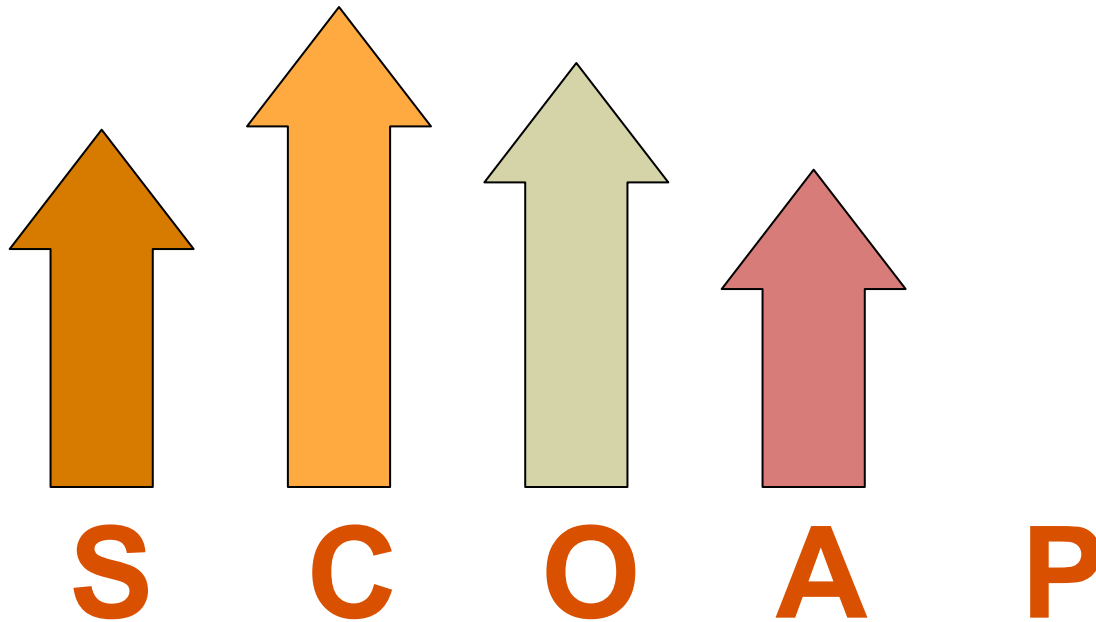
SCOAP

High SCOAP = High hope

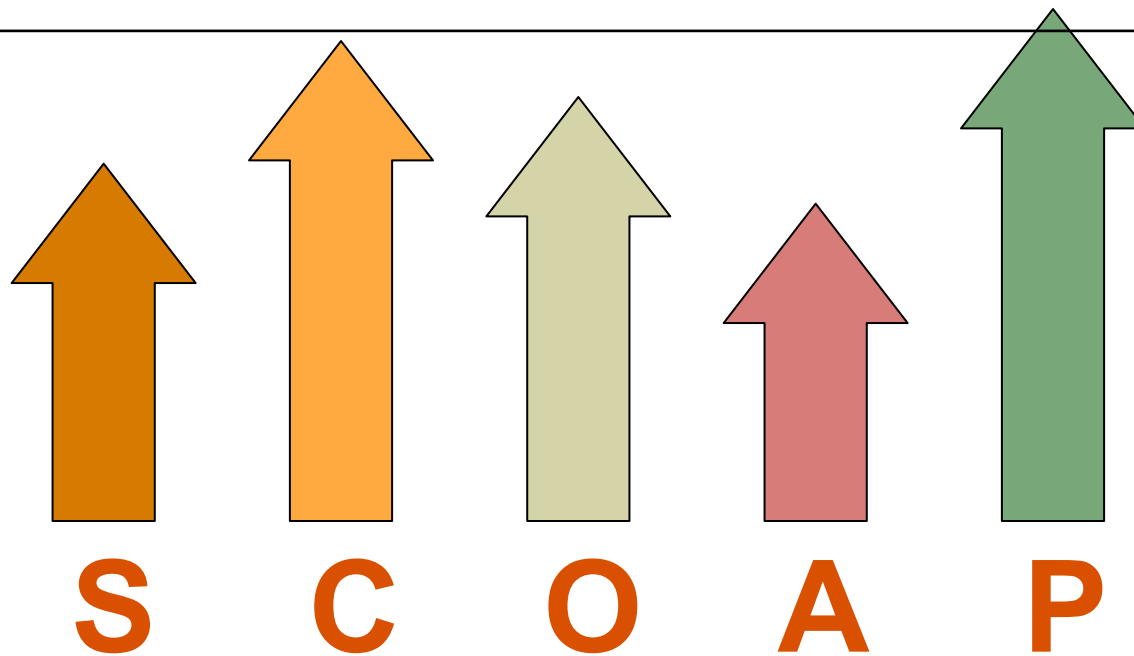




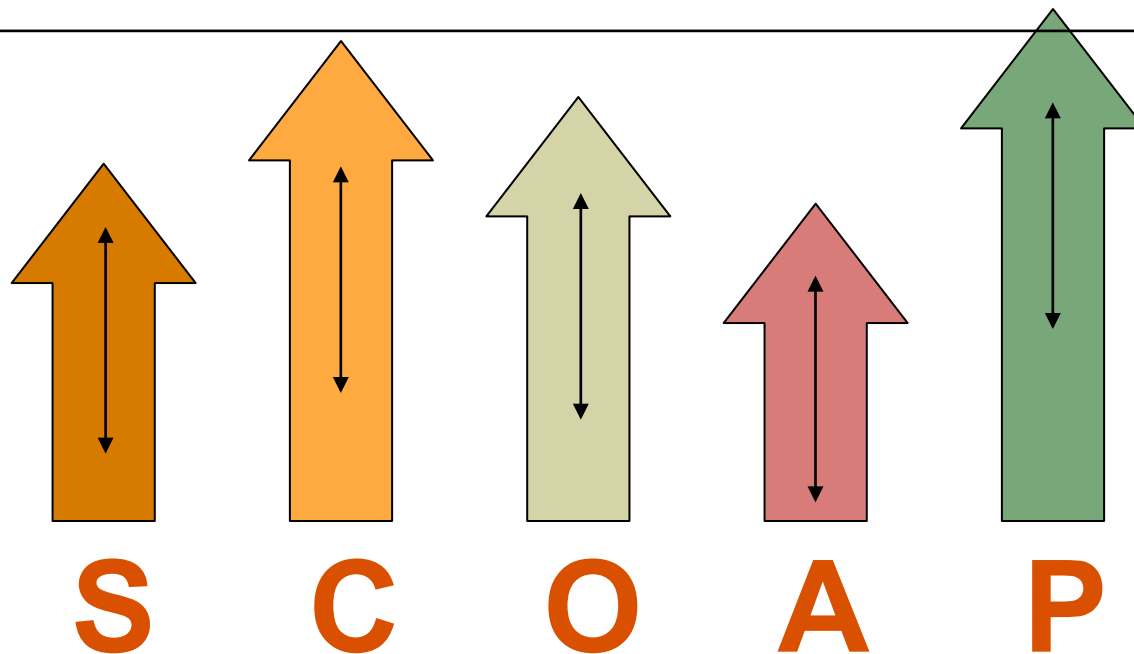
SCOAP



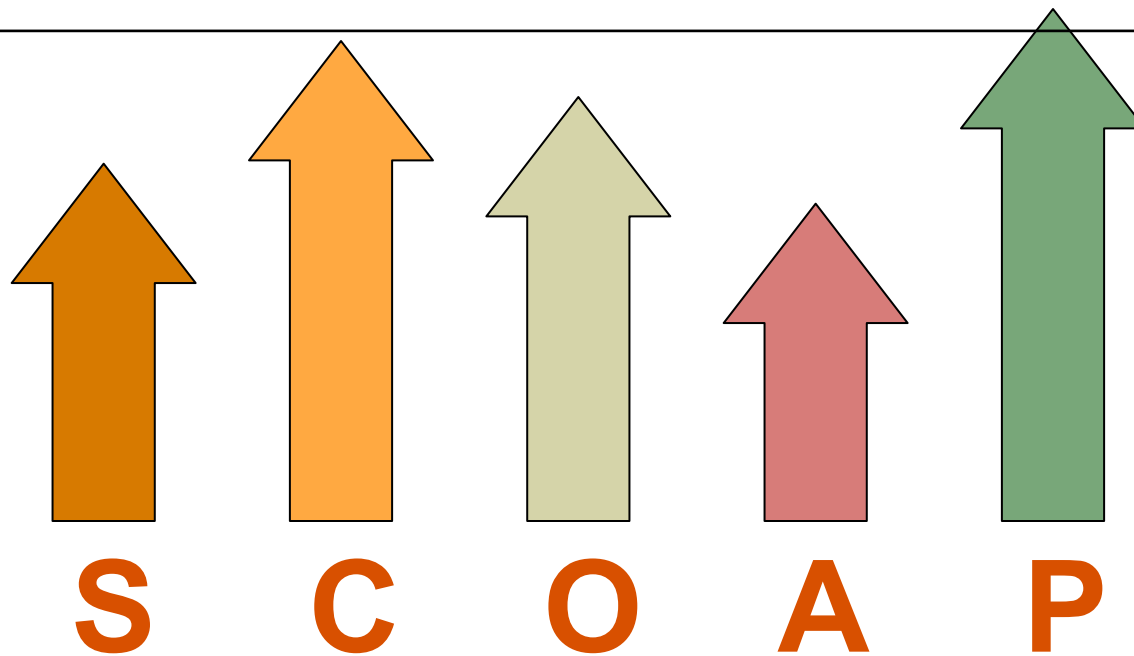
SCOAP



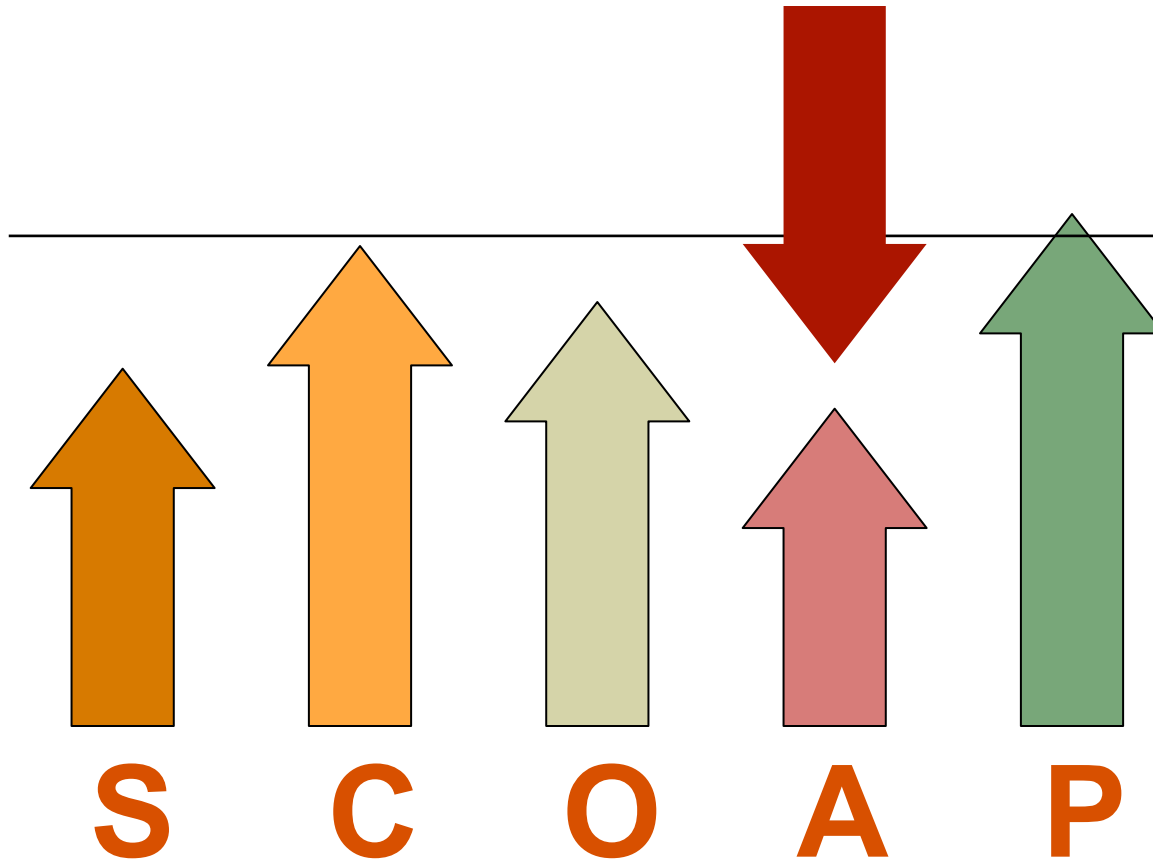
SCOAP - Independent



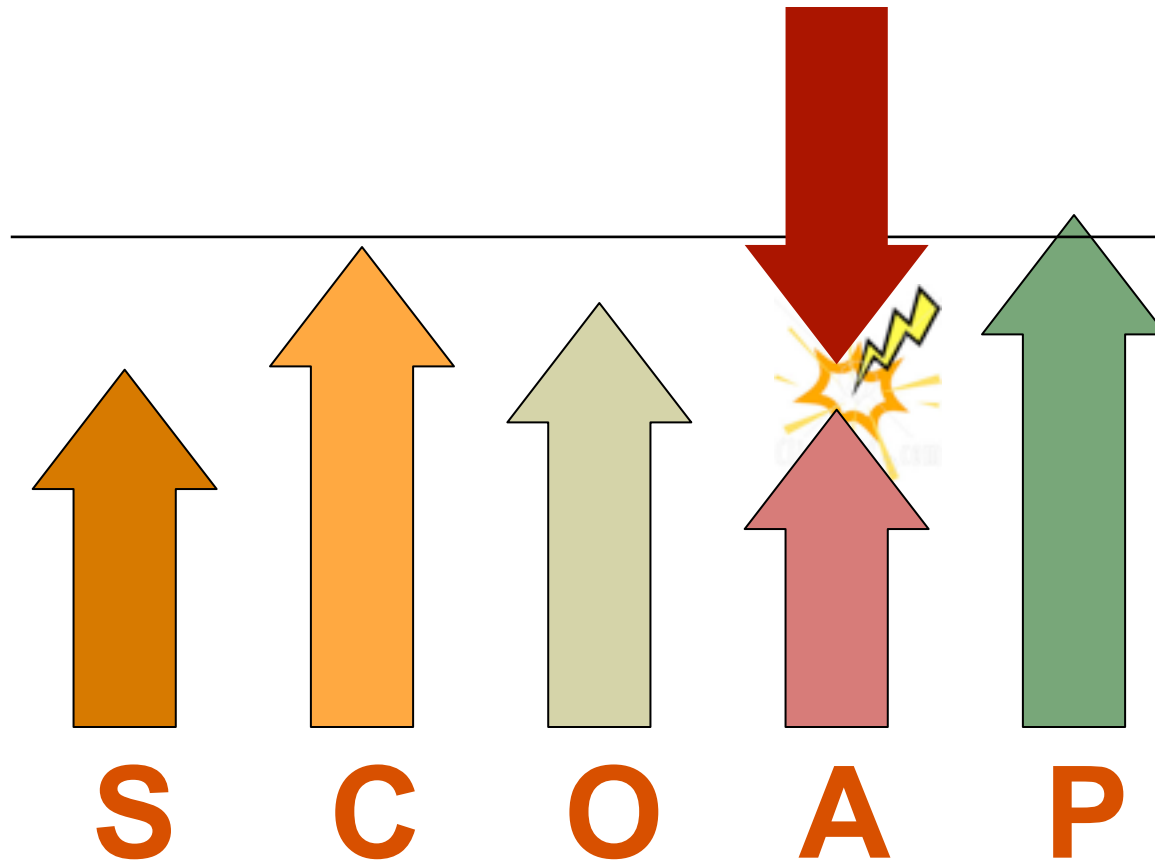
SCOAP - Violation



SCOAP - Violation



SCOAP - Violation

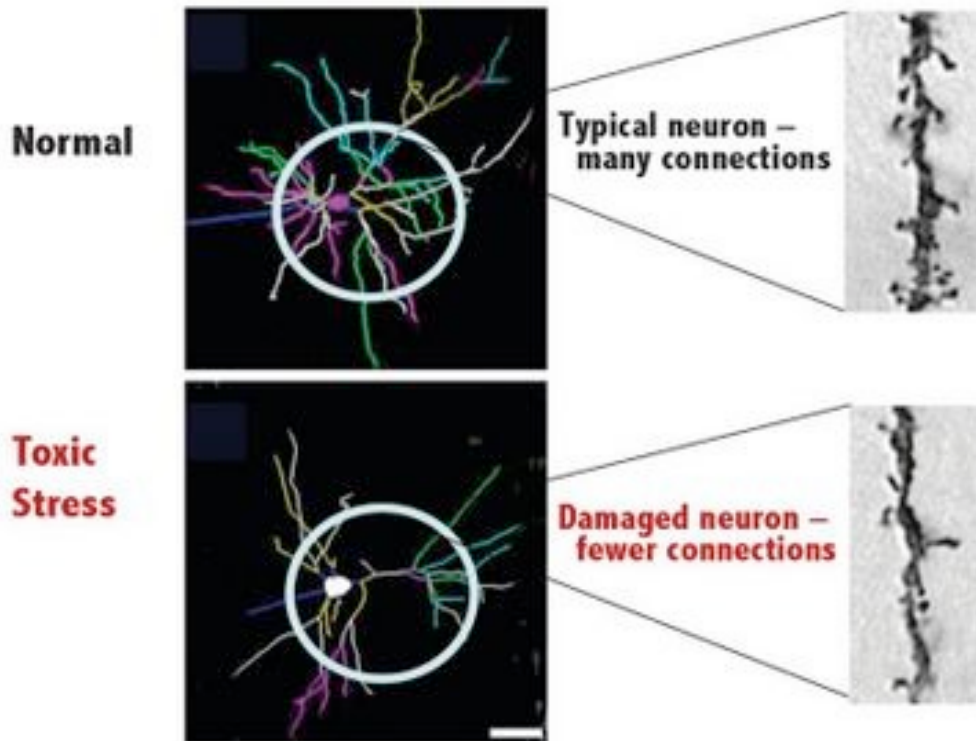


SCOAP - Violation

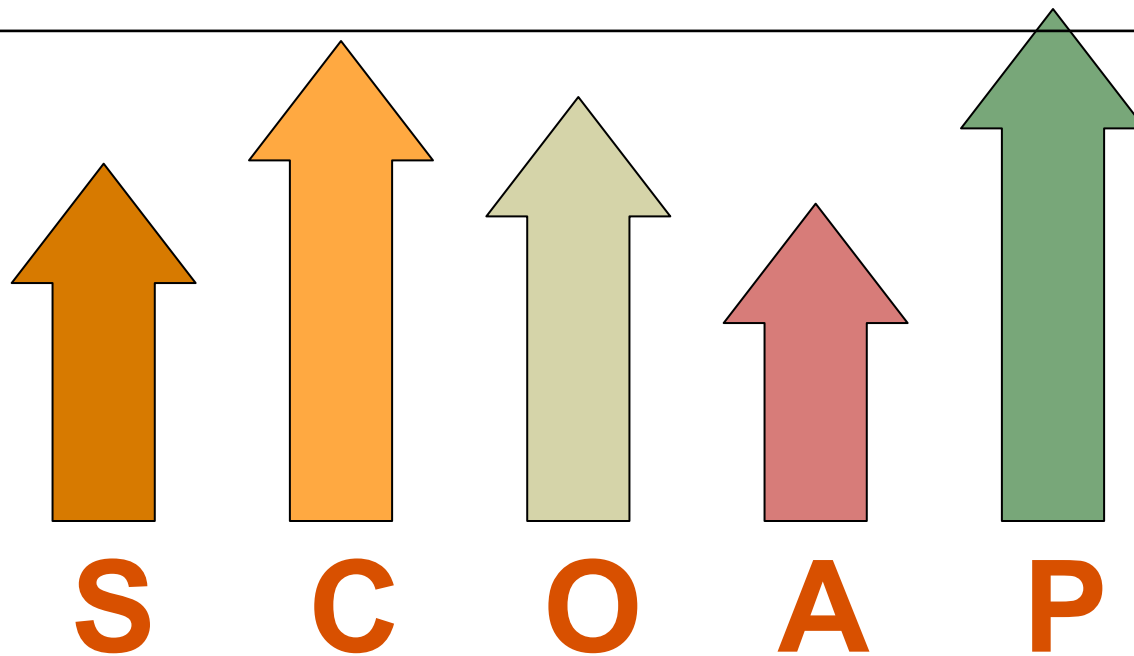


Toxic Stress

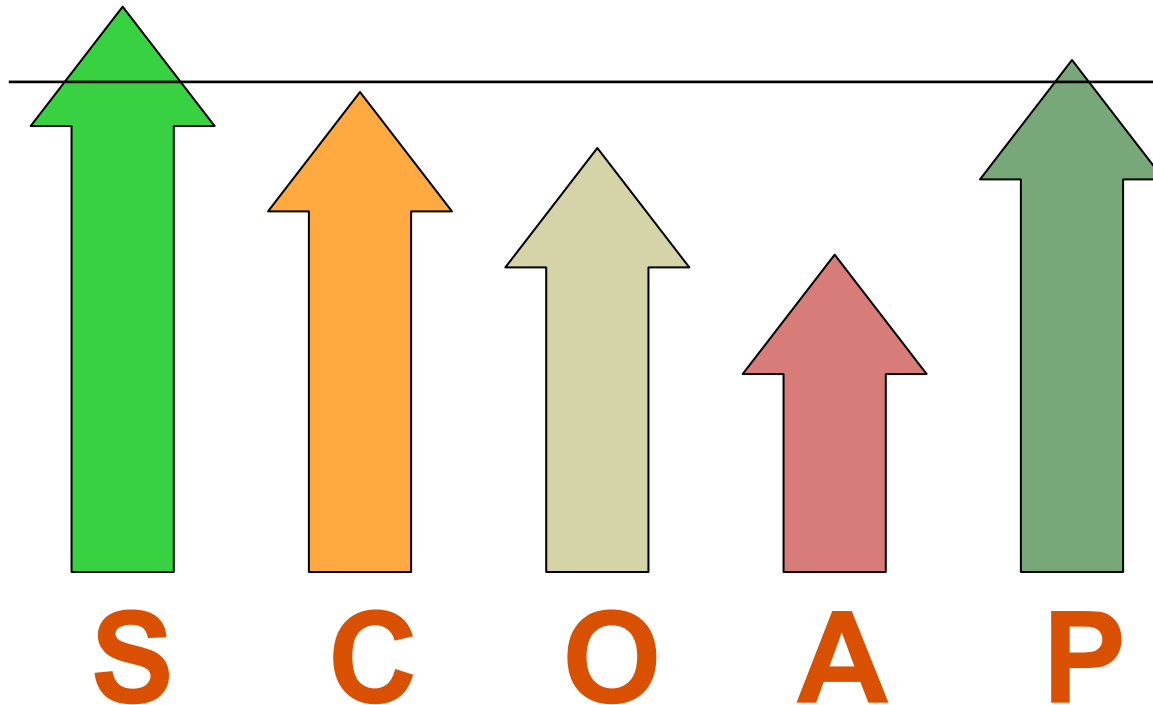
Persistent Stress Changes Brain Architecture



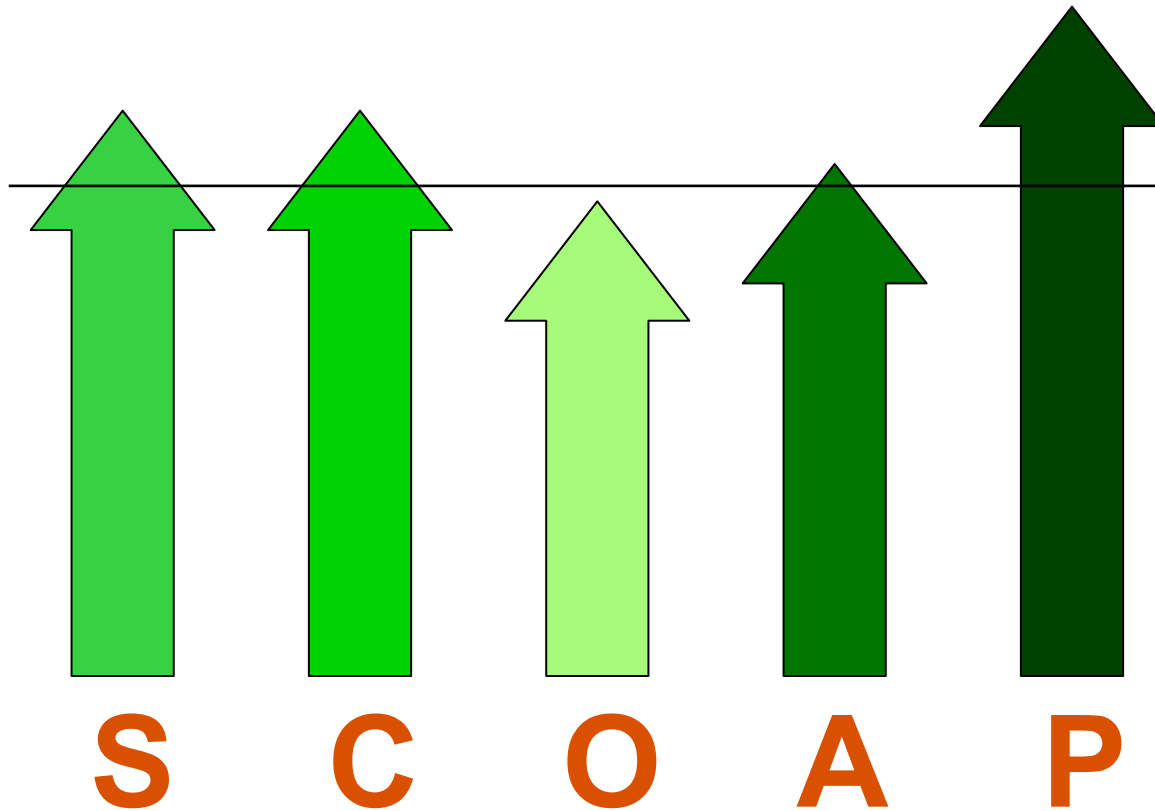
SCOAP - Knock On



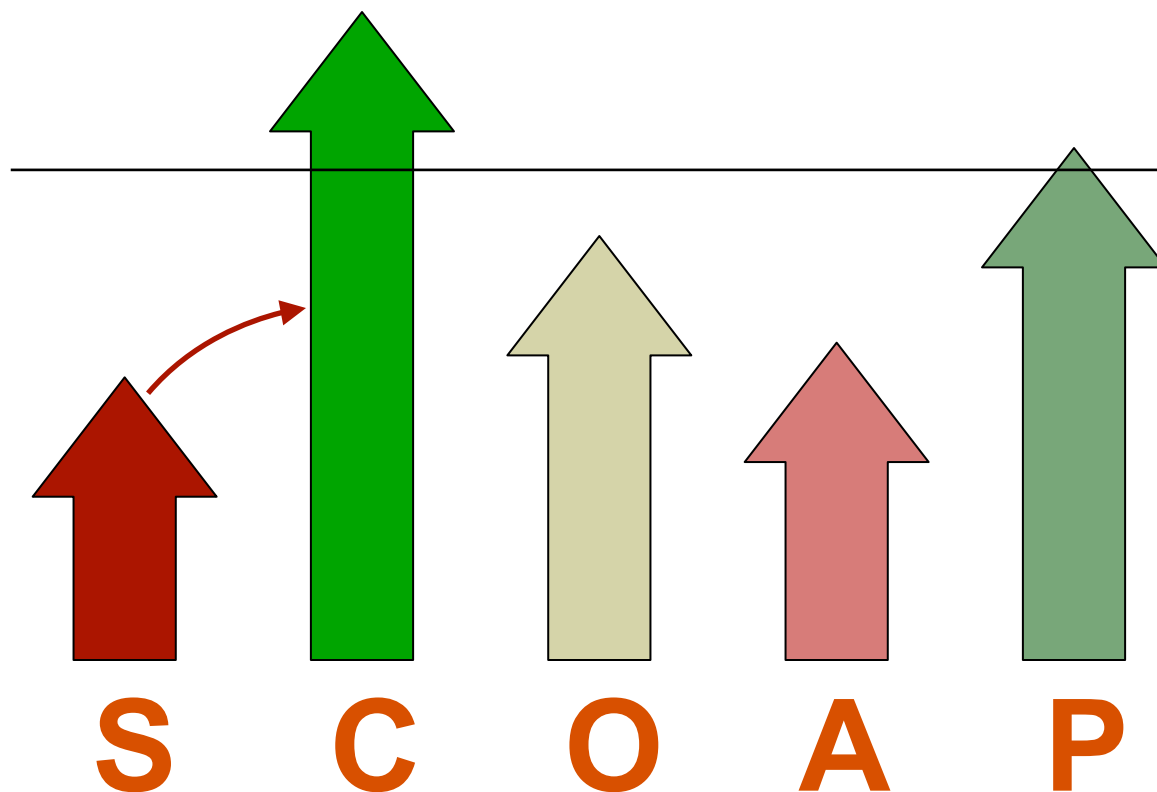
SCOAP - Knock On

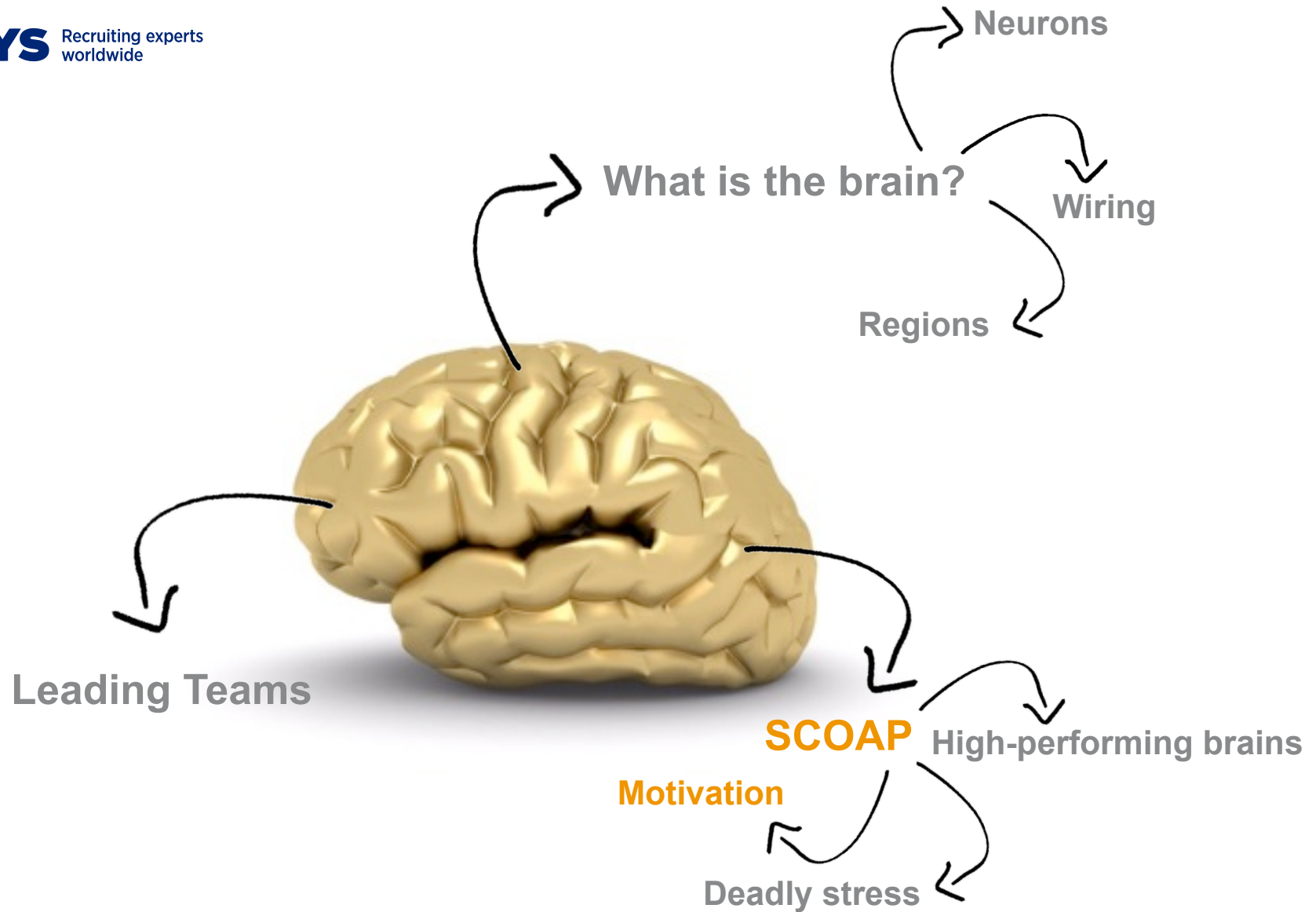


SCOAP - Knock On

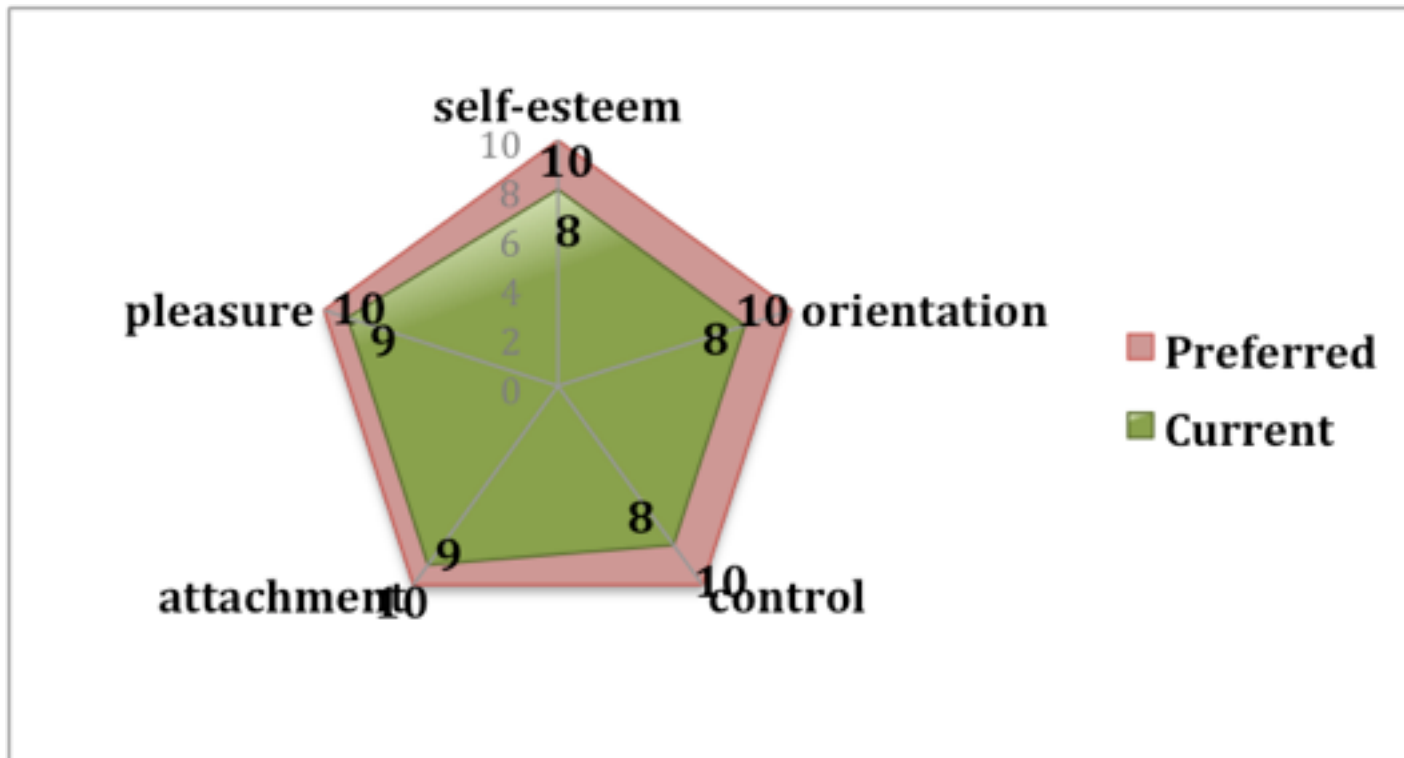


SCOAP - Compensation

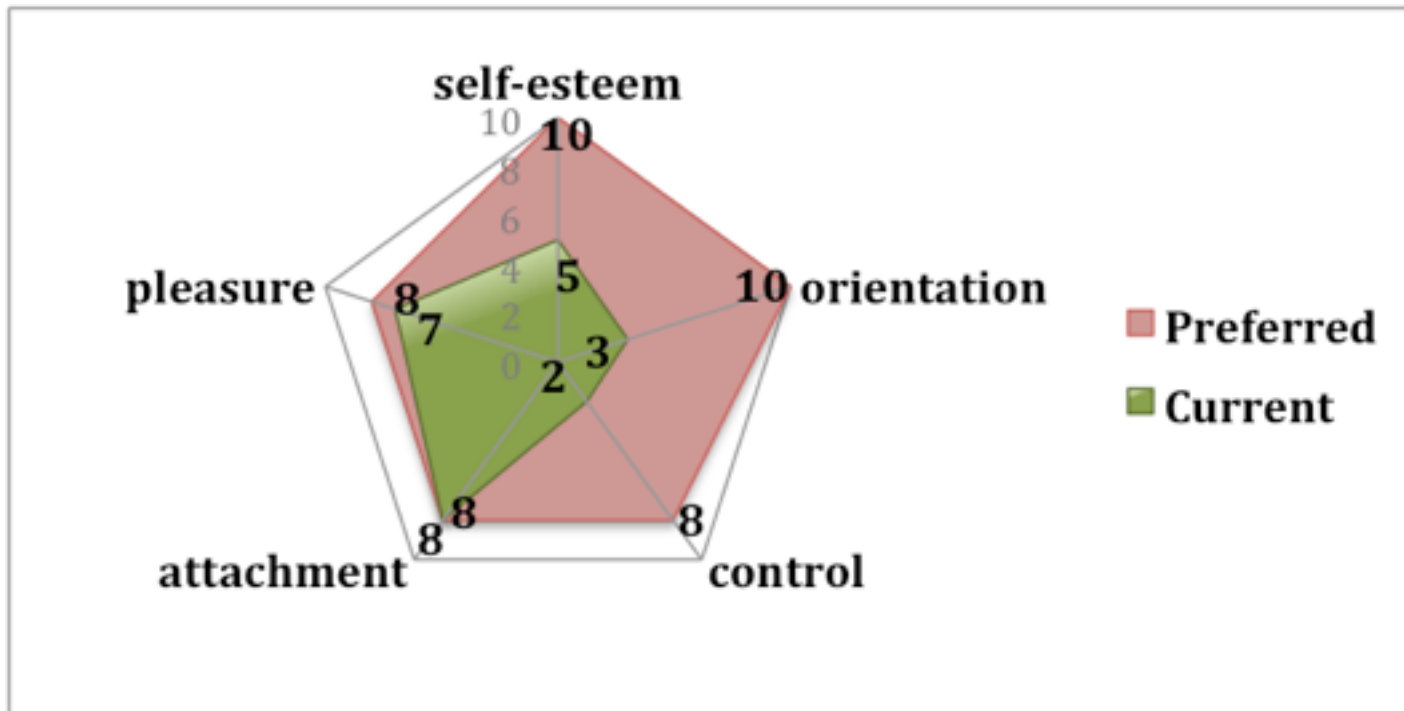




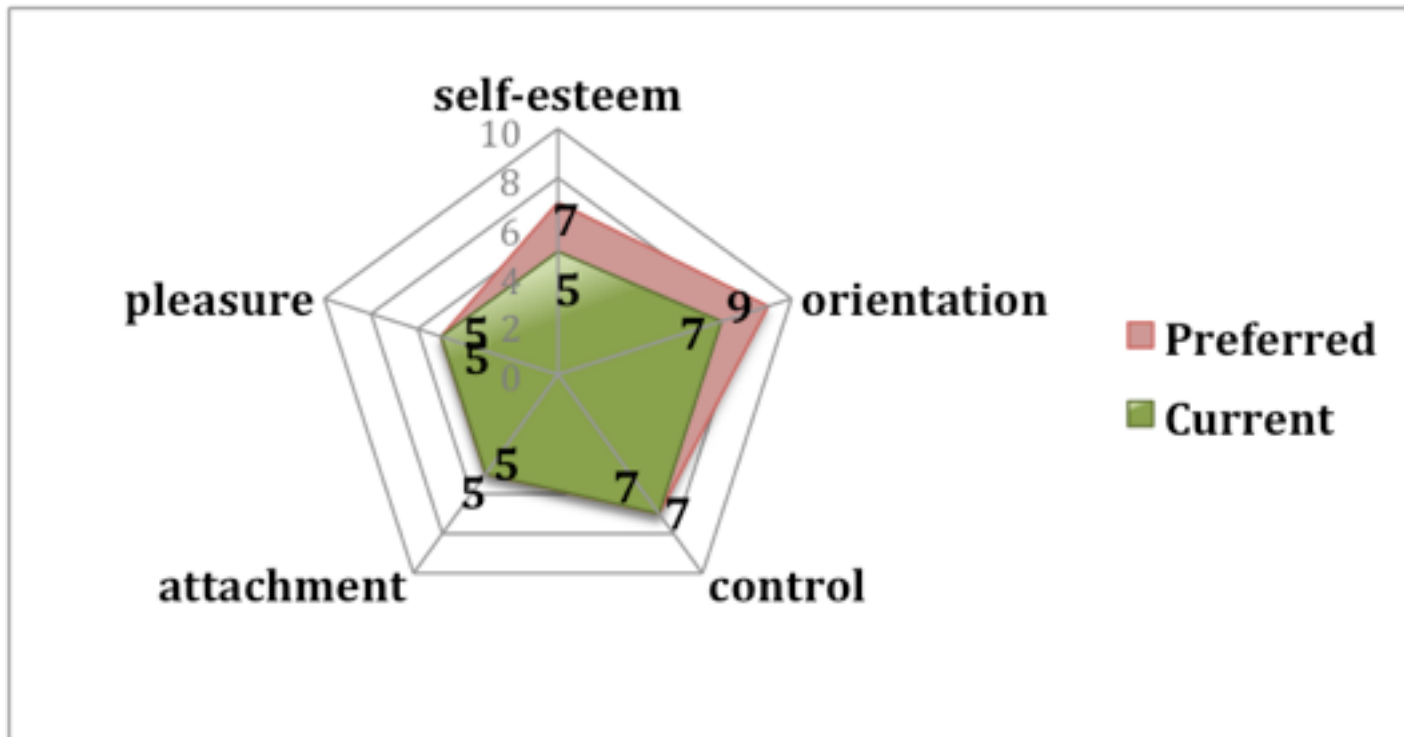
SCOAP Profile



SCOAP Profile



SCOAP Profile



Human motivation is our underlying will to fulfil or protect our SCOAP.

Approach

Avoidance

Human motivation is our underlying will to fulfil or protect our SCOAP.

Approach

GO-Type

Avoidance

NO-Type

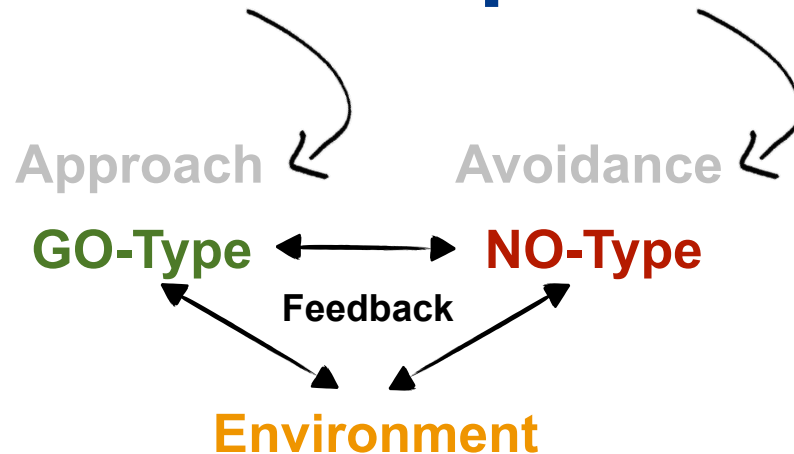
Human motivation is our underlying will to fulfil or protect our SCOAP.

Approach Avoidance

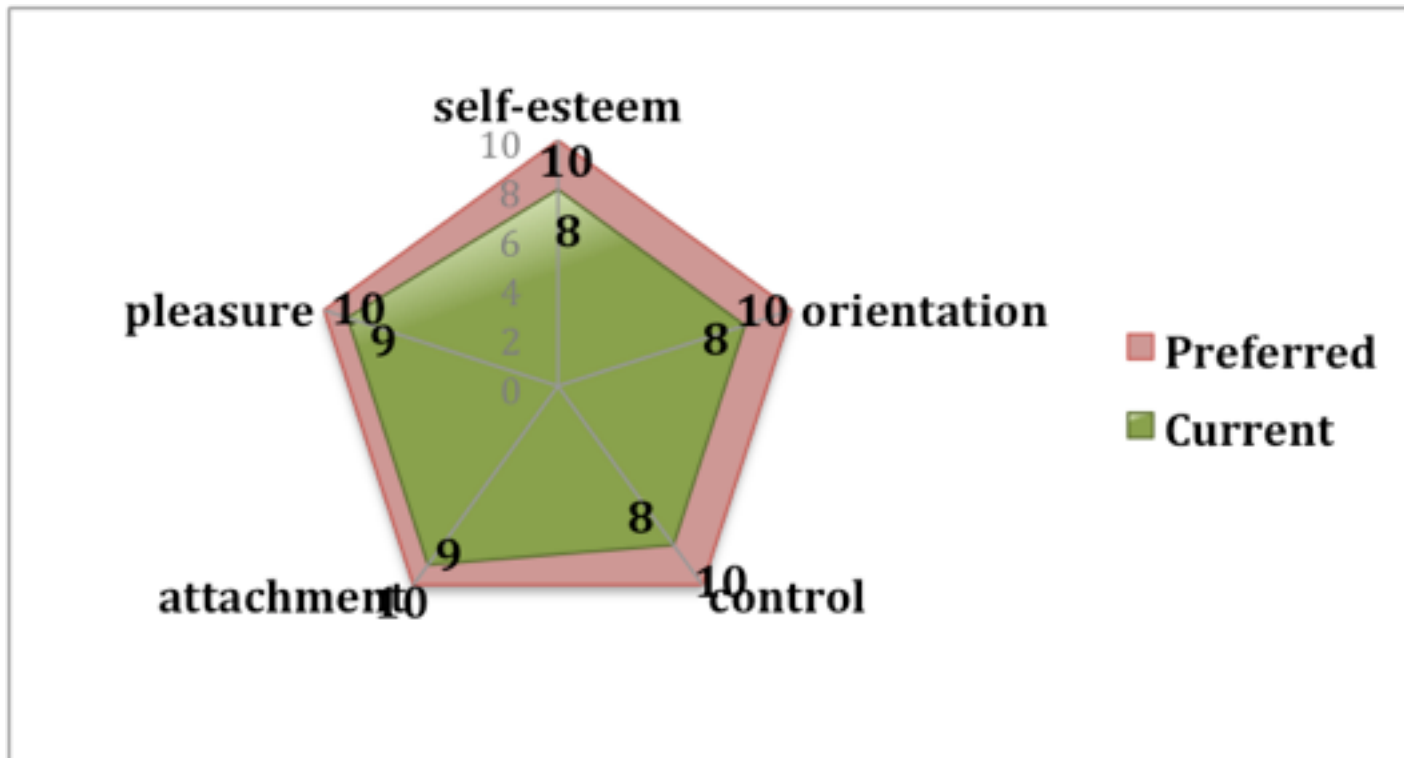


NO-Type
GO-Type

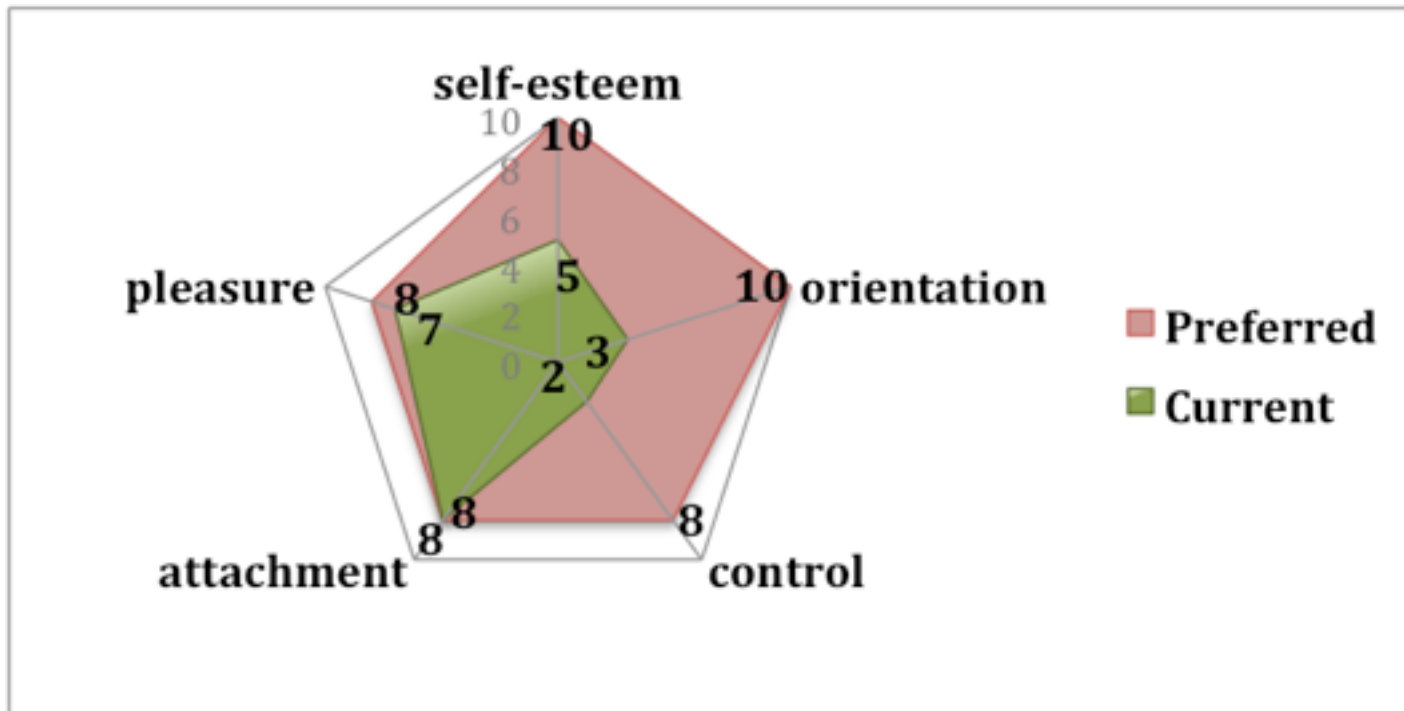
Human motivation is our underlying will to fulfil or protect our SCOAP.



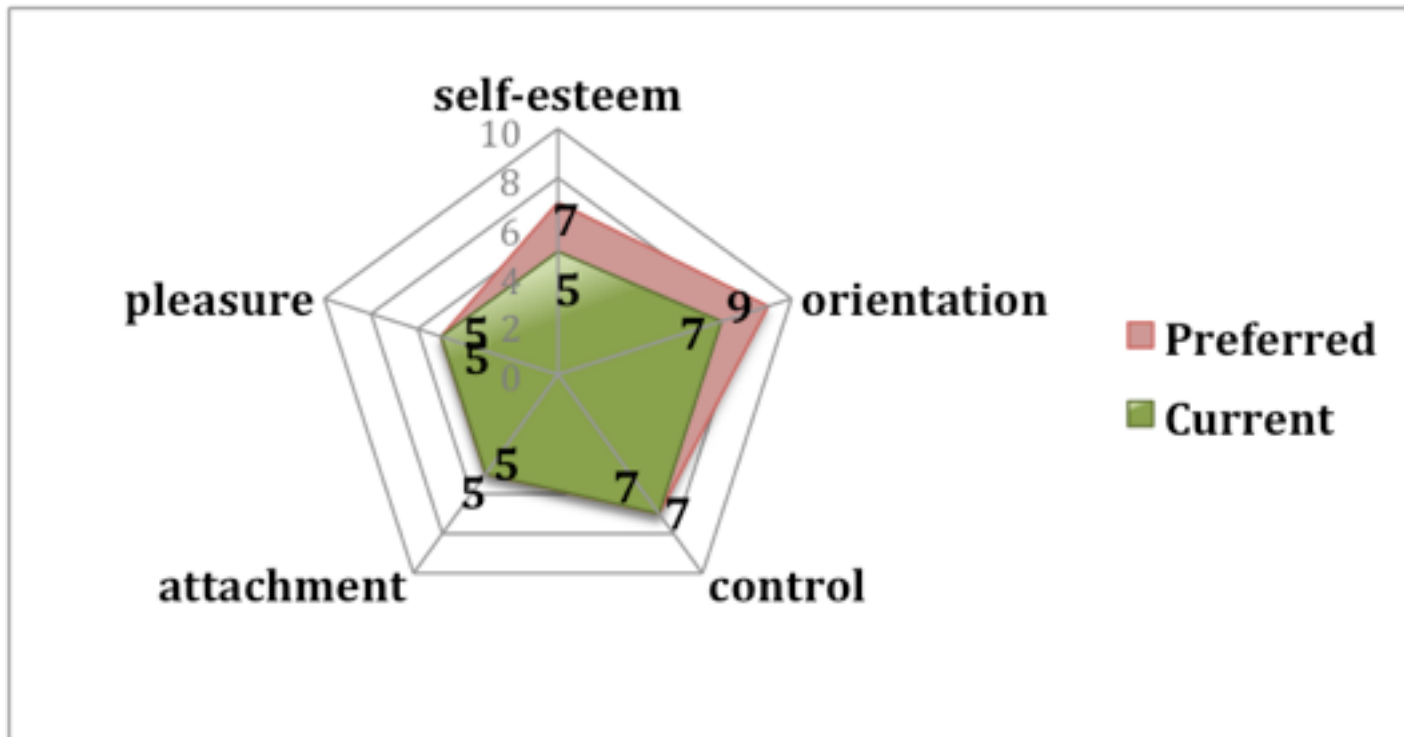
SCOAP Profile

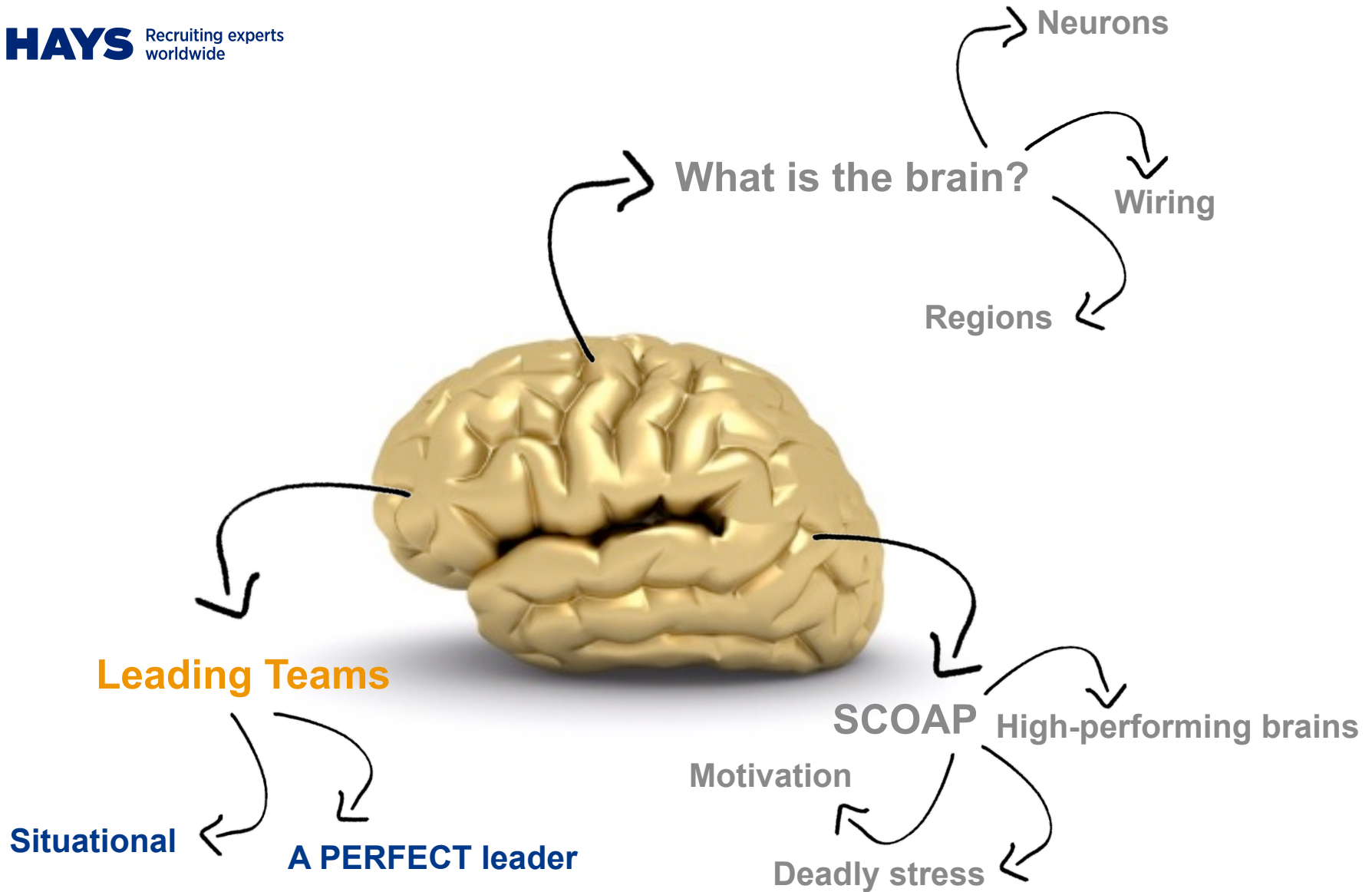


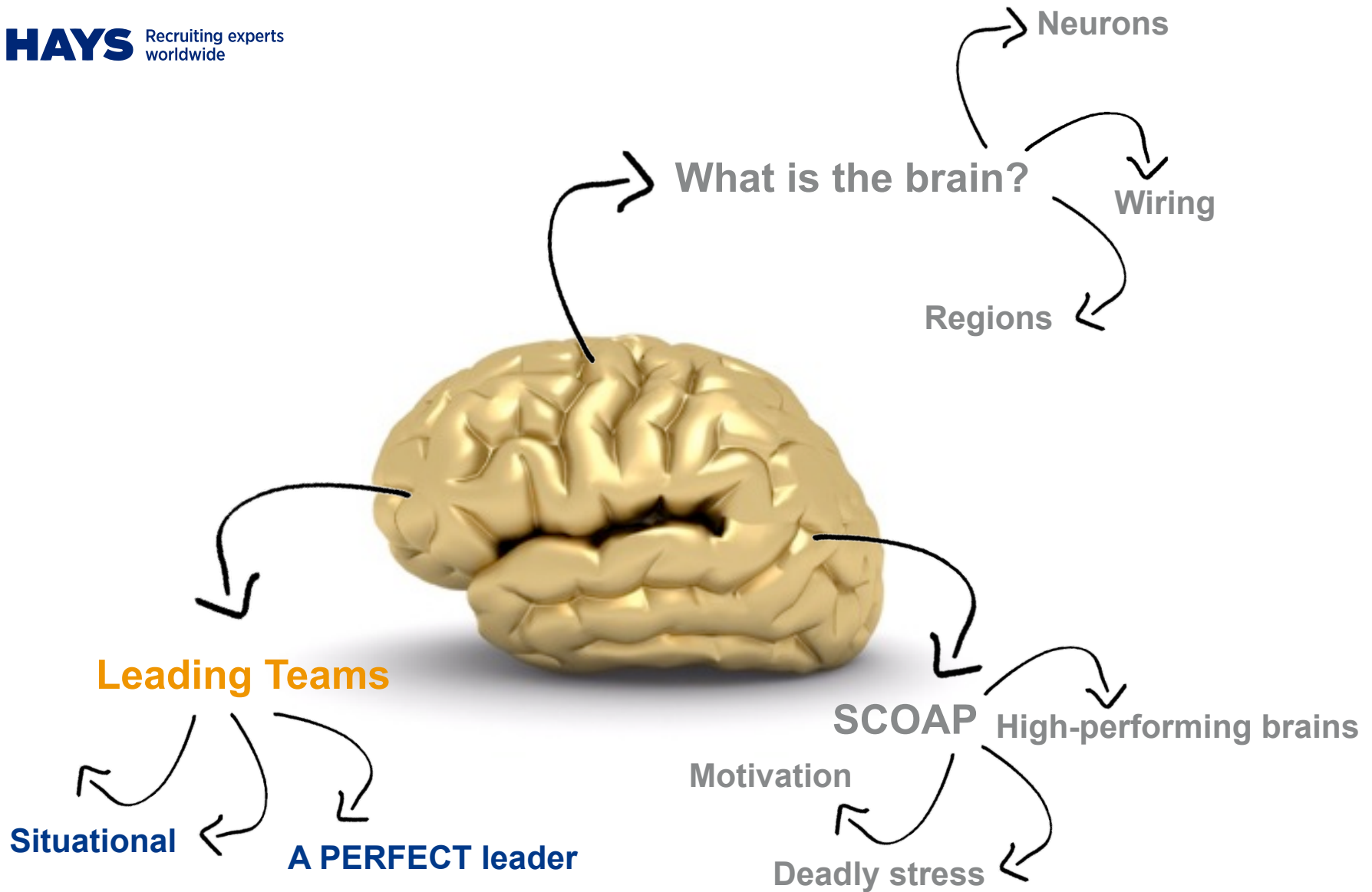
SCOAP Profile

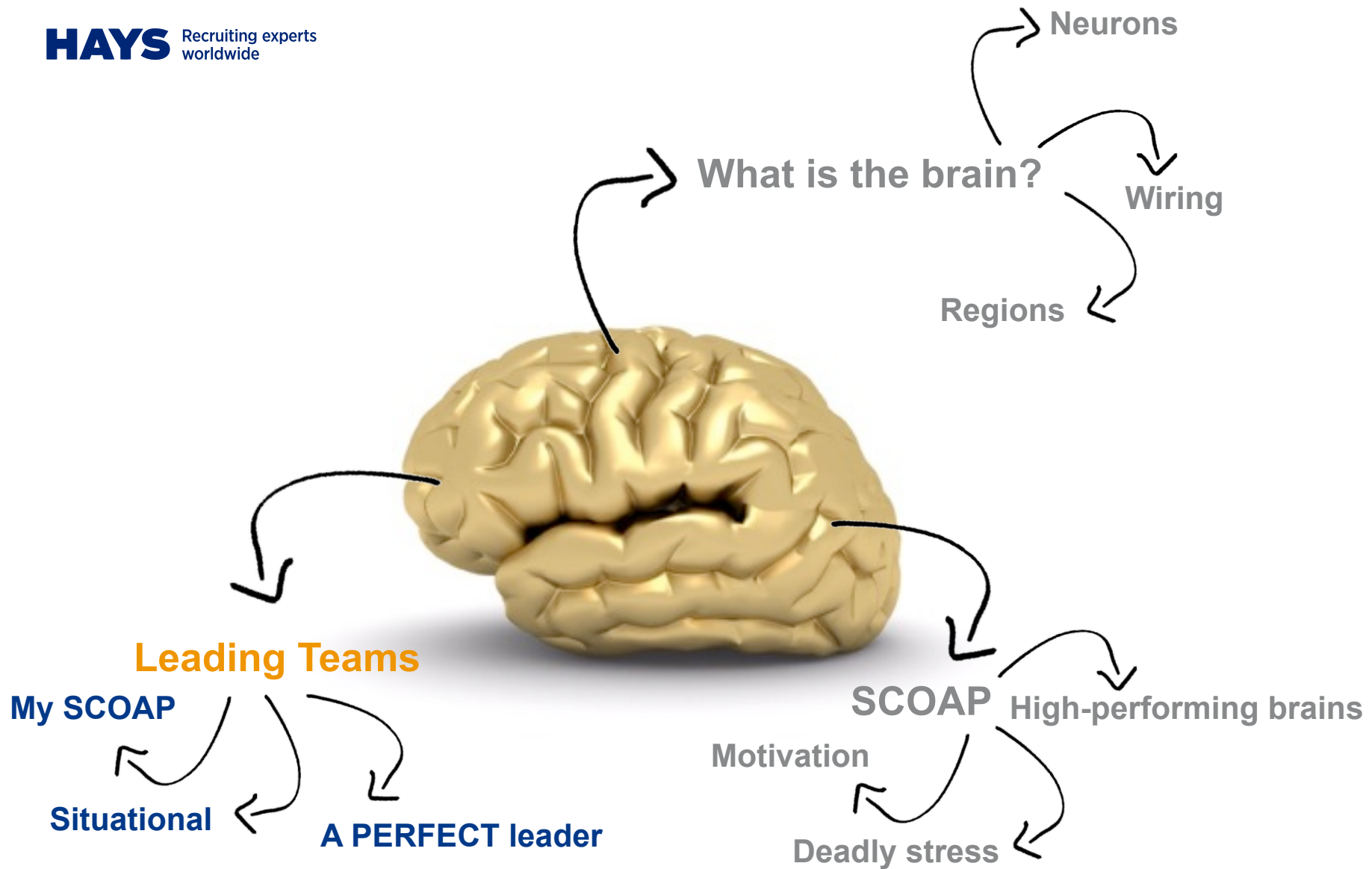


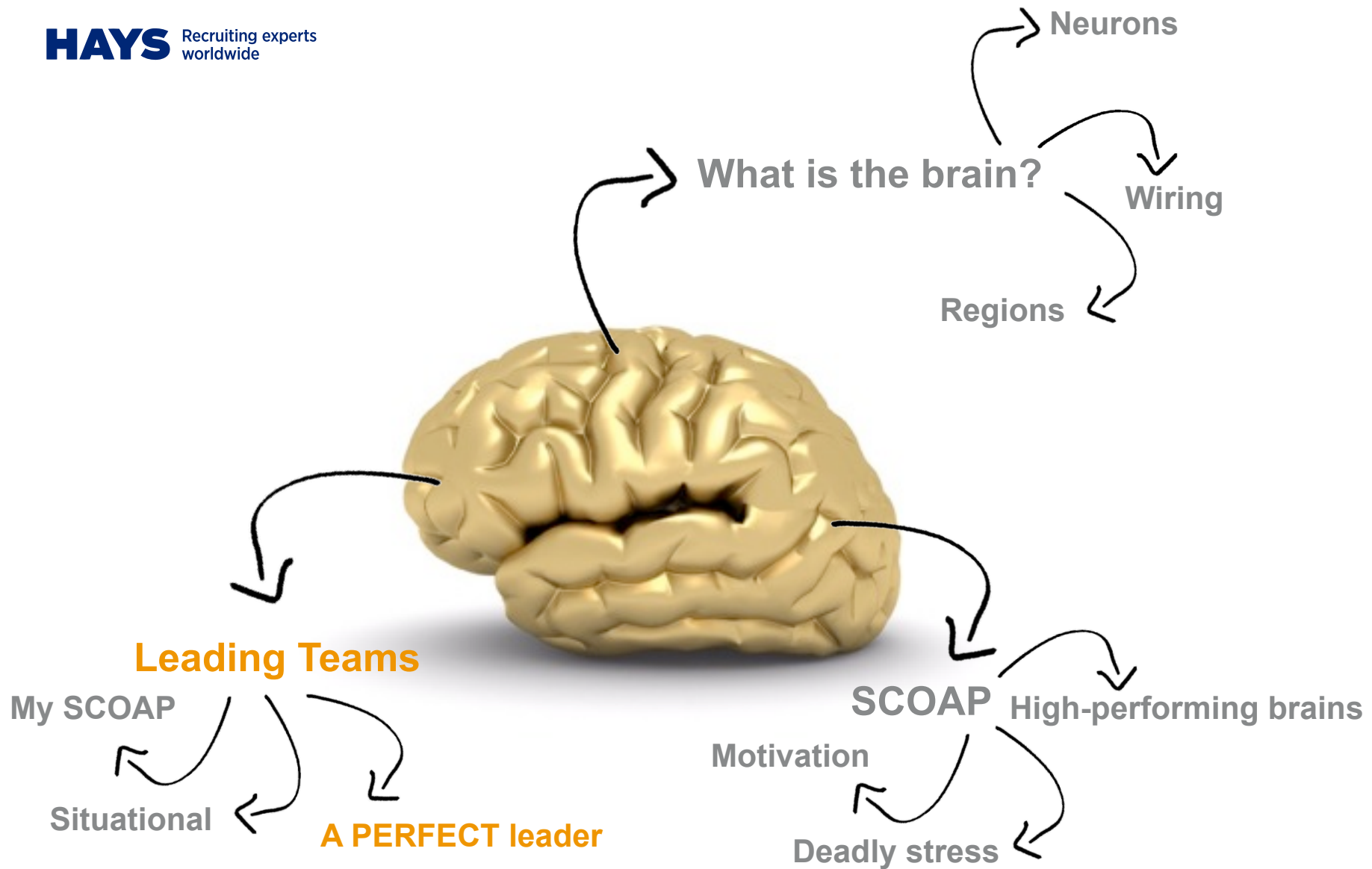
SCOAP Profile











A PERFECT Leader

P
E
R
F
E
C
T

Potential: develop and support the potential of each employee

Encourage: encourage employees to take on new challenges and develop

Response: give regular and consistent feedback

Freedom: allow as much freedom as possible

Emotions: emotional leadership

Communication: regular communication at the same level

Transparency: be transparent in behaviour and communication

P

E

R

F

E

C

T

Self-Esteem

Control

Orientation

Attachment

Pleasure

Potential: develop and support the potential of each employee

Encourage: encourage employees to take on new challenges and develop

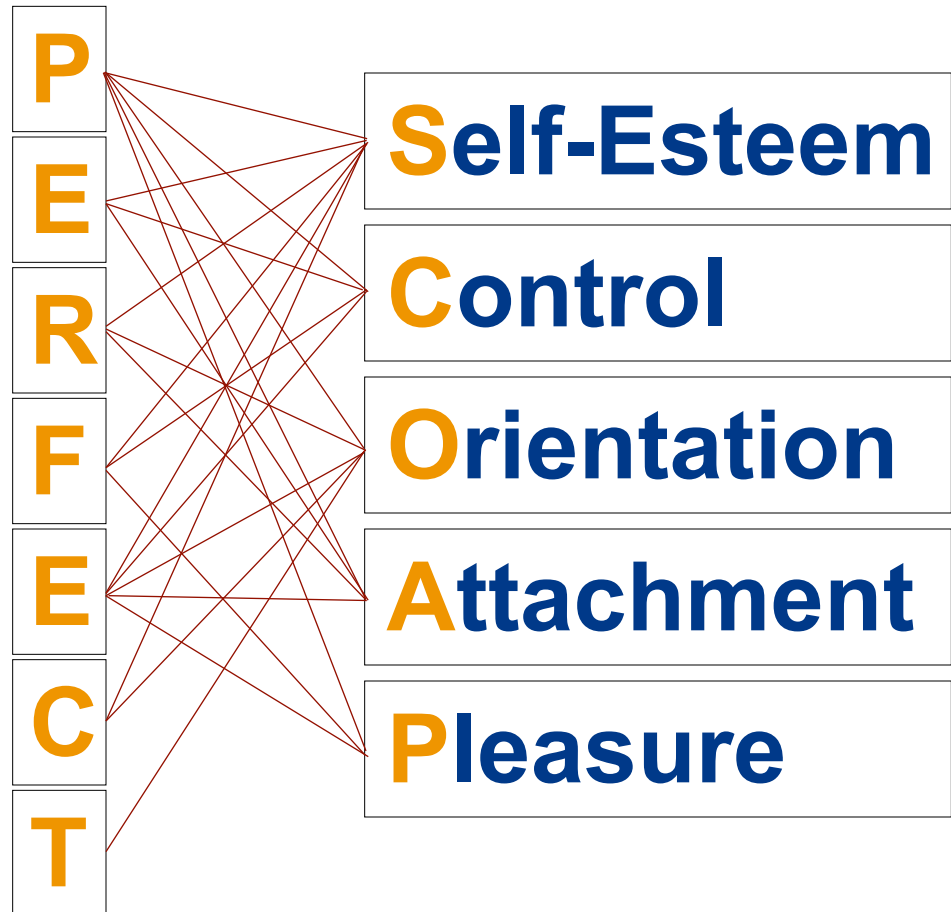
Response: give regular and consistent feedback

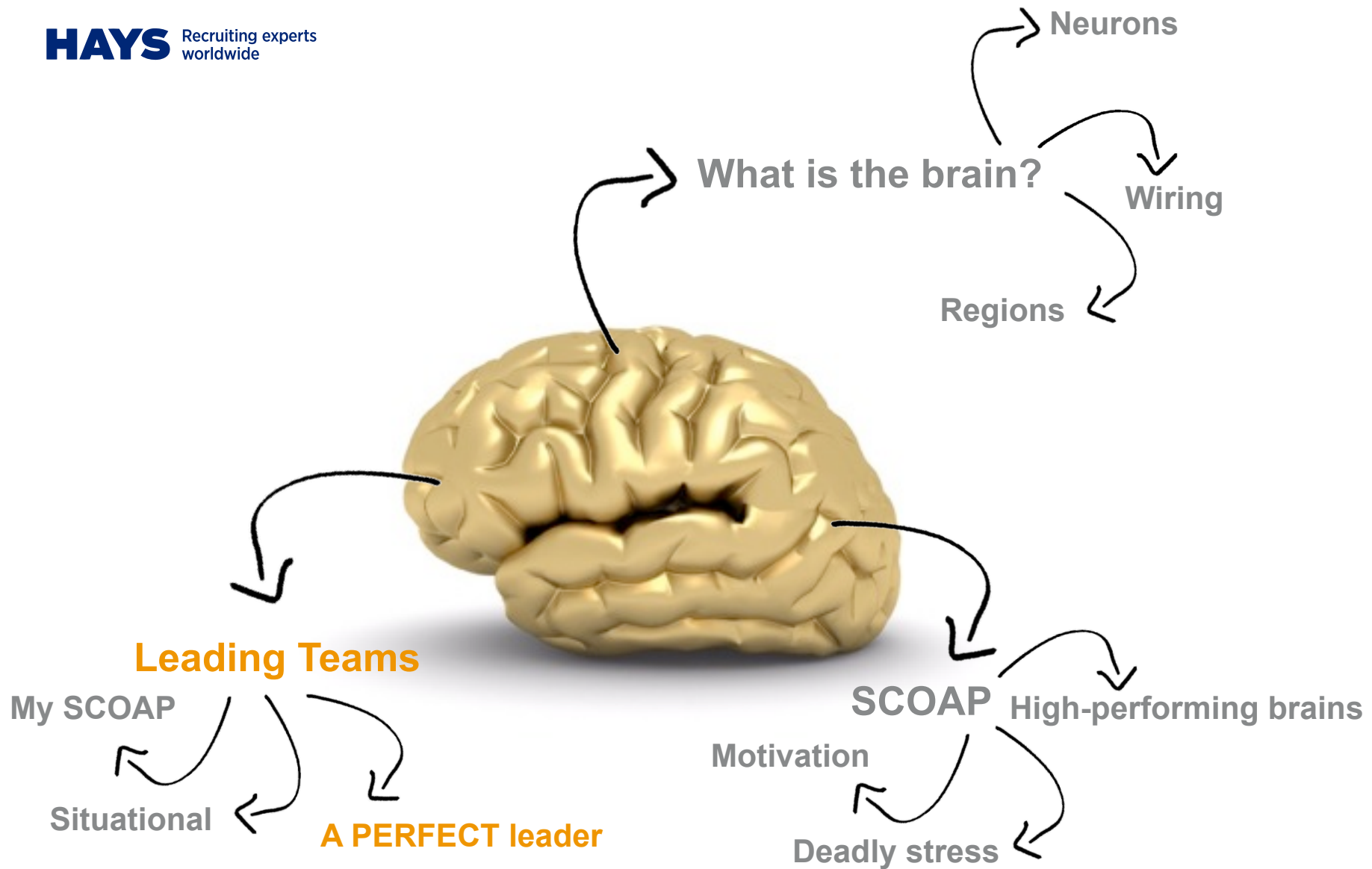
Freedom: allow as much freedom as possible

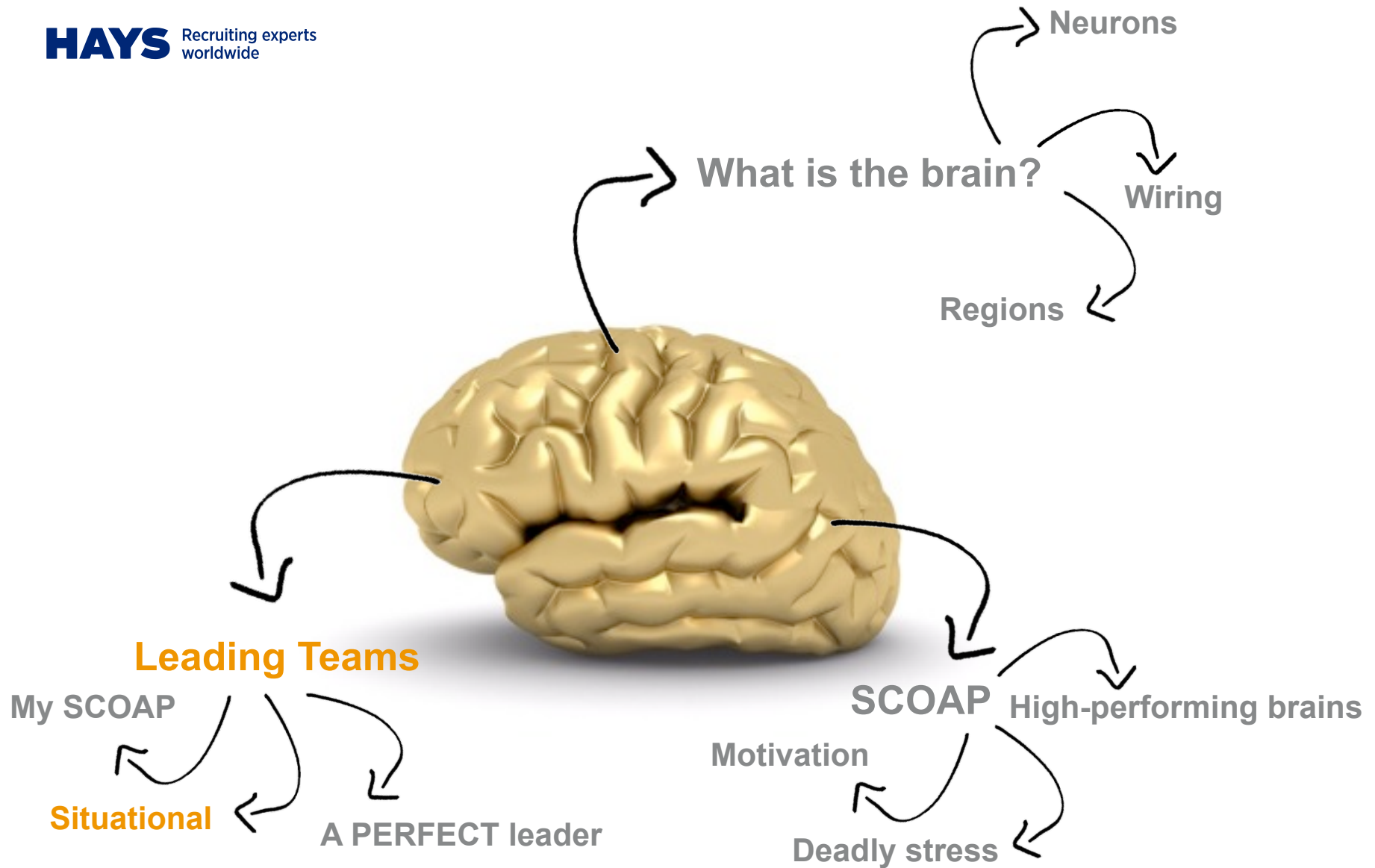
Emotions: emotional leadership

Communication: regular communication at the same level

Transparency: be transparent in behaviour and communication







Crises

Crises



Fear!



Crises

→ Fear!



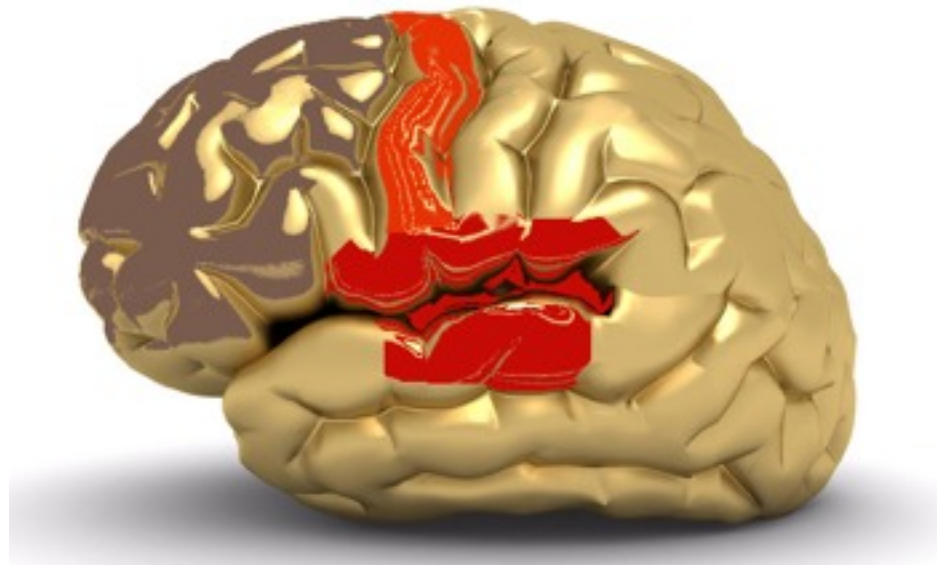
Crises

→ Fear!



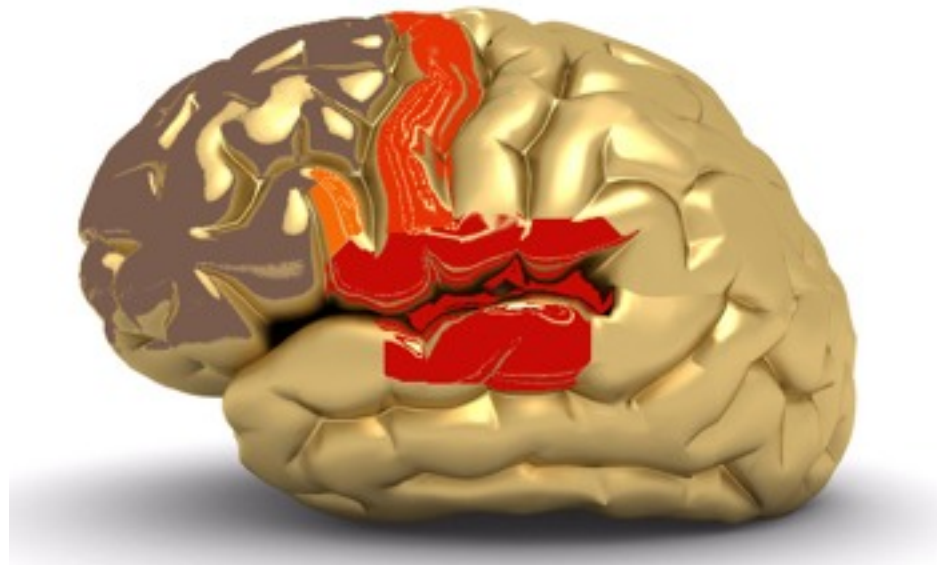
Crises

→ Fear!



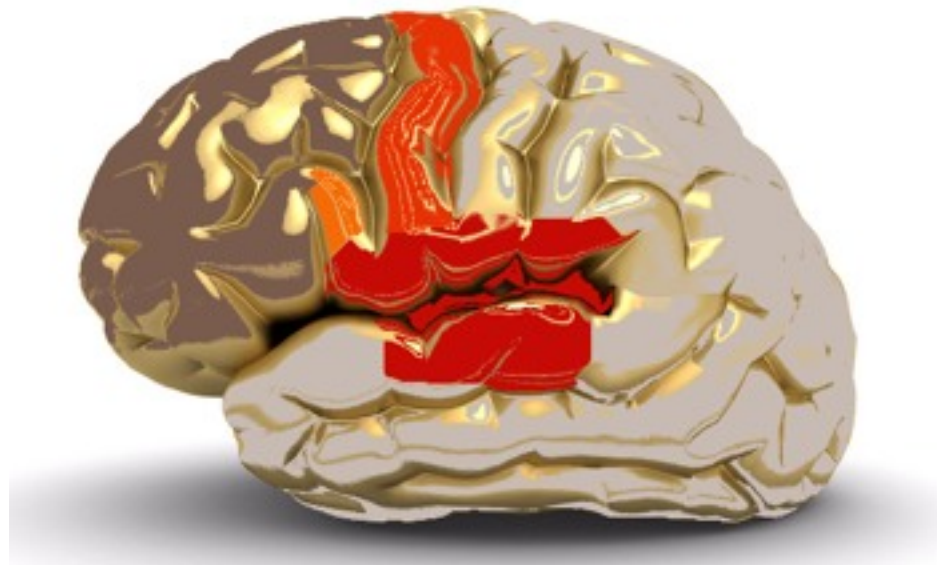
Crises

→ Fear



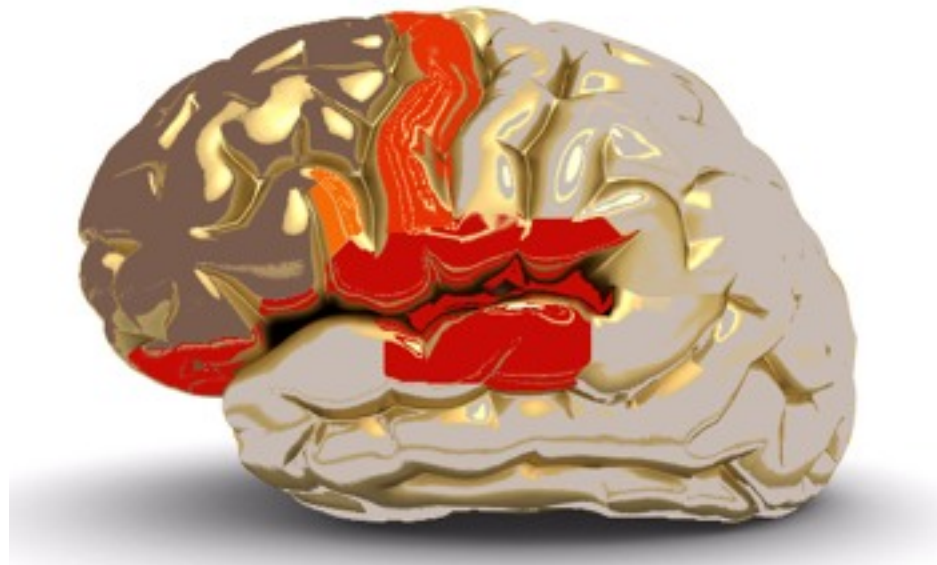
Crises

→ Fear



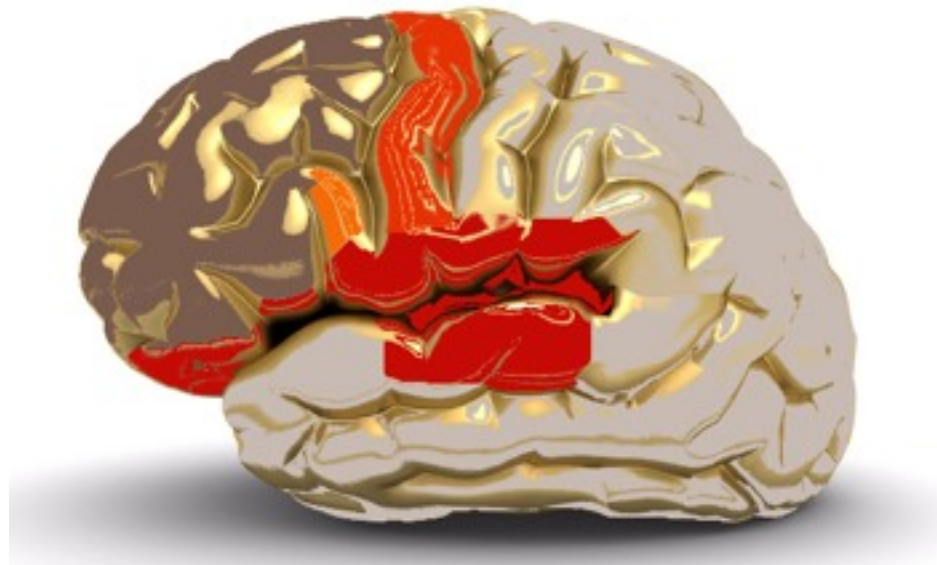
Crises

→ Fear

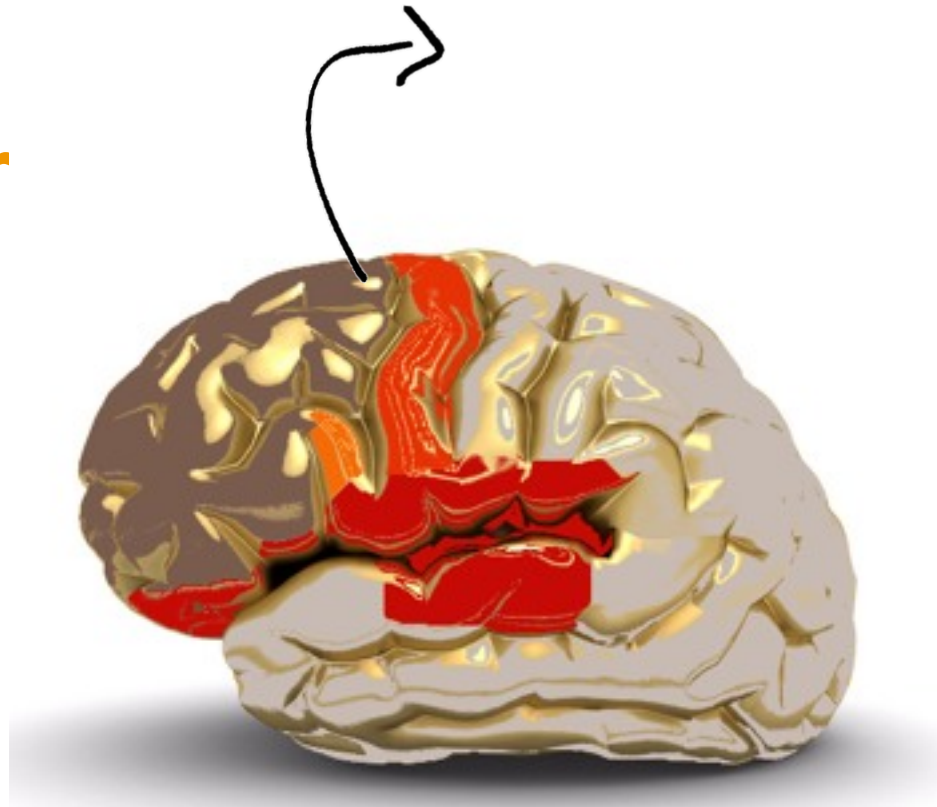


Crises

→ Fear



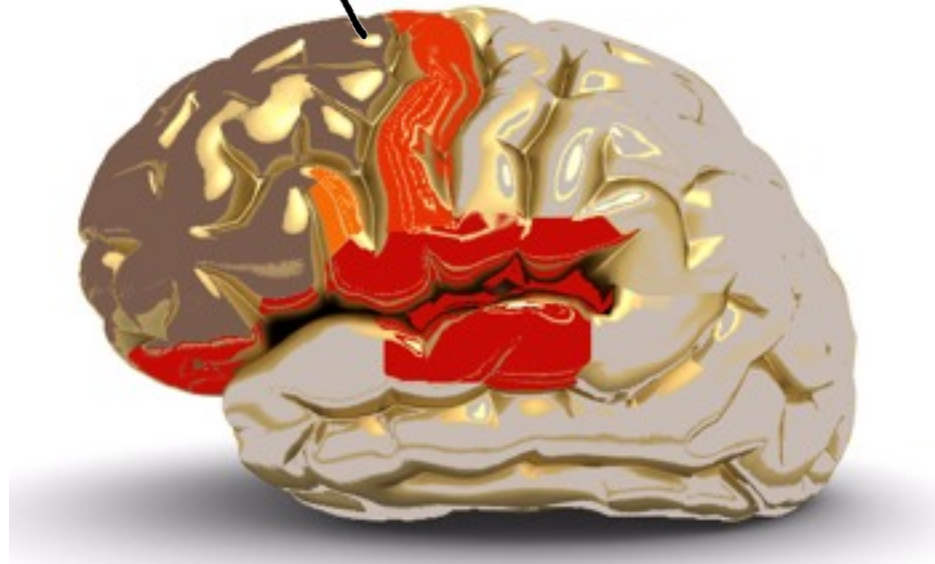
Crises



Crises

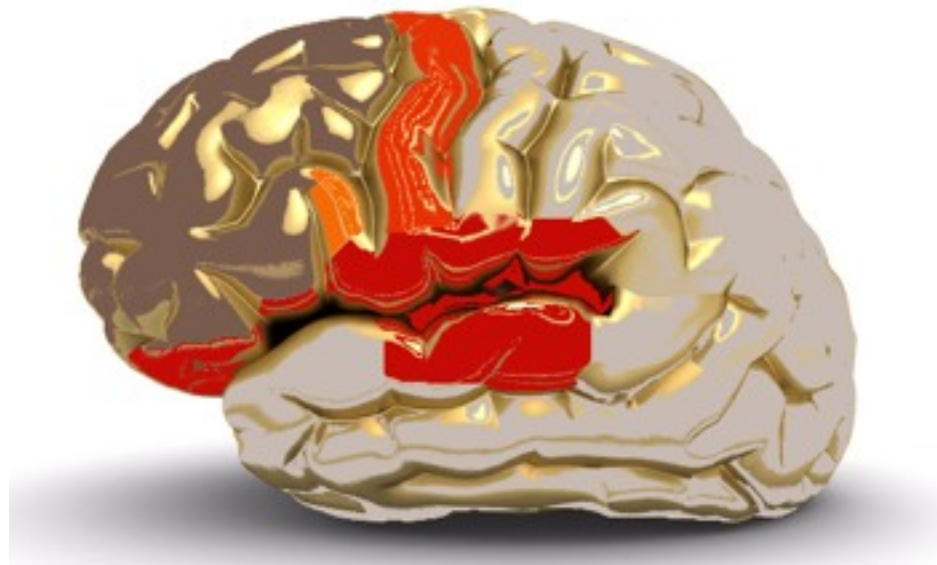
Fear

- Reduced cognitive ability
- Reduced ability to deal with complexity
- Reduced short-term memory
- Increased emotionality
- Emotionally driven decisions
- Negative focus
- Inability to see positive
- Over action (headless chicken)
- Under action
- Aggressive action
- Protective behaviours



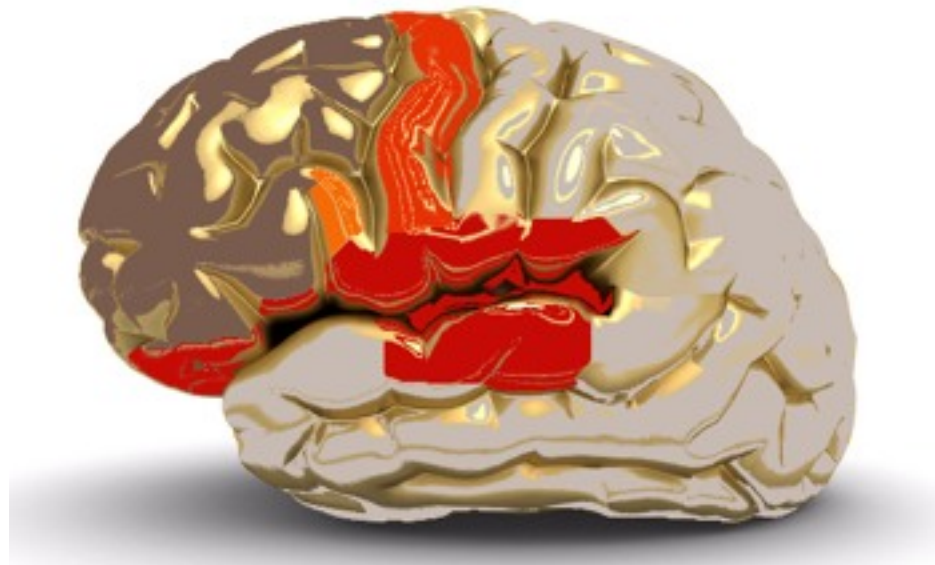
Crises

→ Fear



Crises

→ Fear



S C O A P

Crises

Ritualised
communication

Emotional
release

Simple clearly
defined actions

Limit context
and time frames

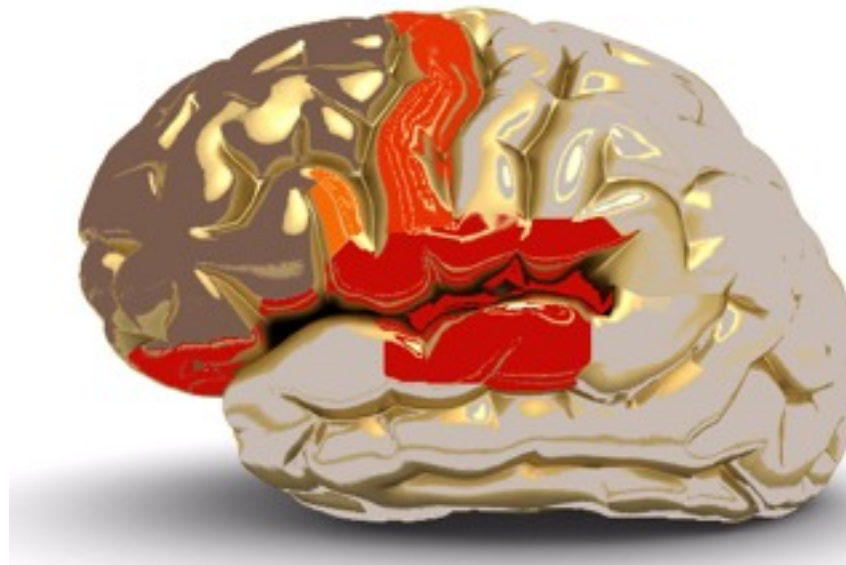
Listen to
employees

Involve everyone
in solution

Create a
powerful vision

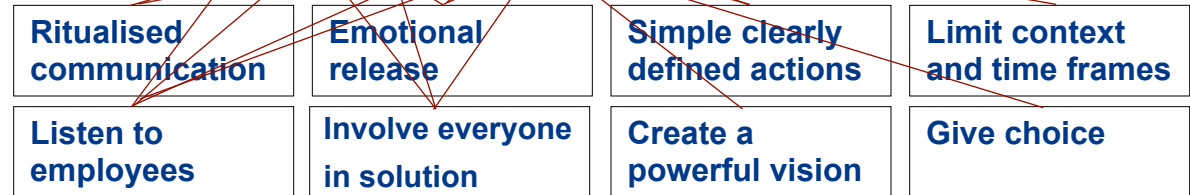
Give choice

Fear

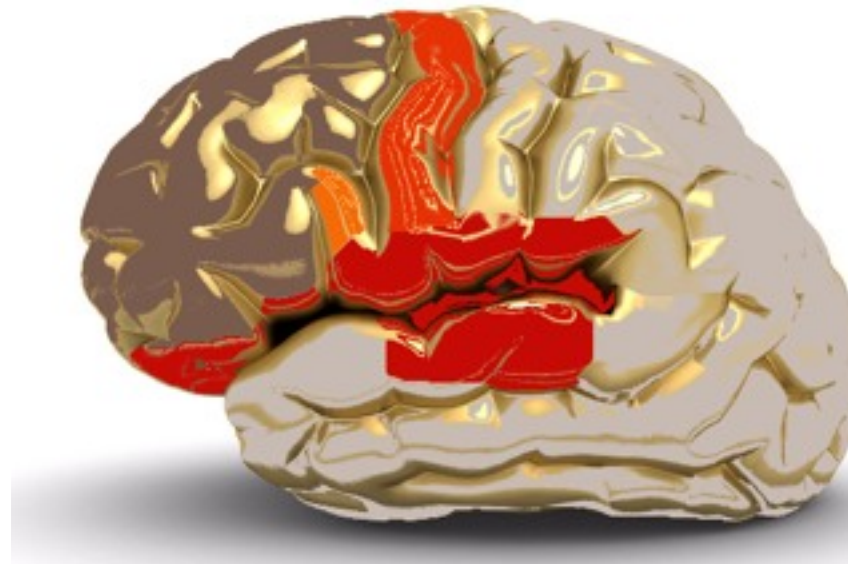


S C O A P

Crises



Fear



Crises

→ Fear!

→



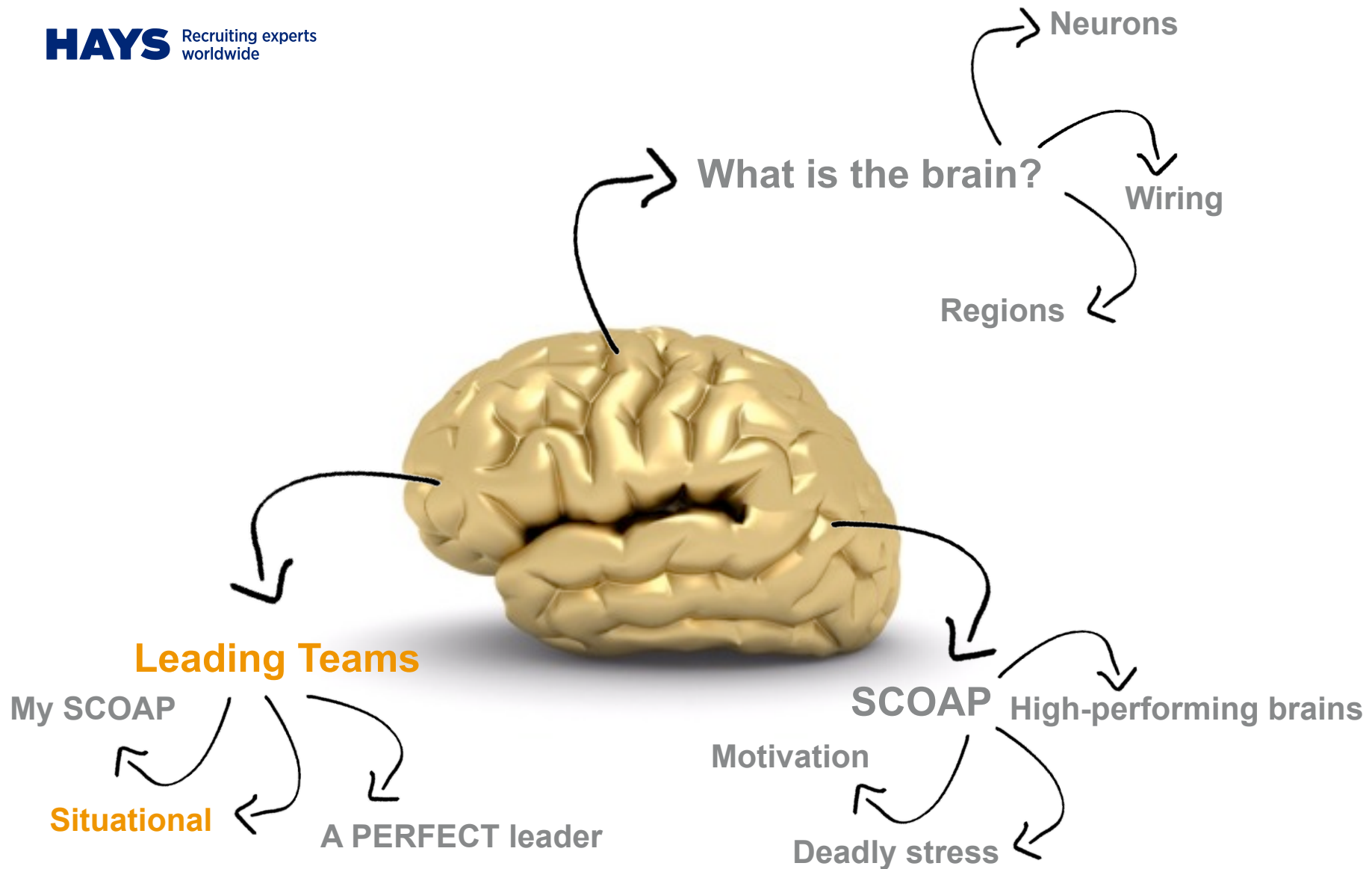
Crises

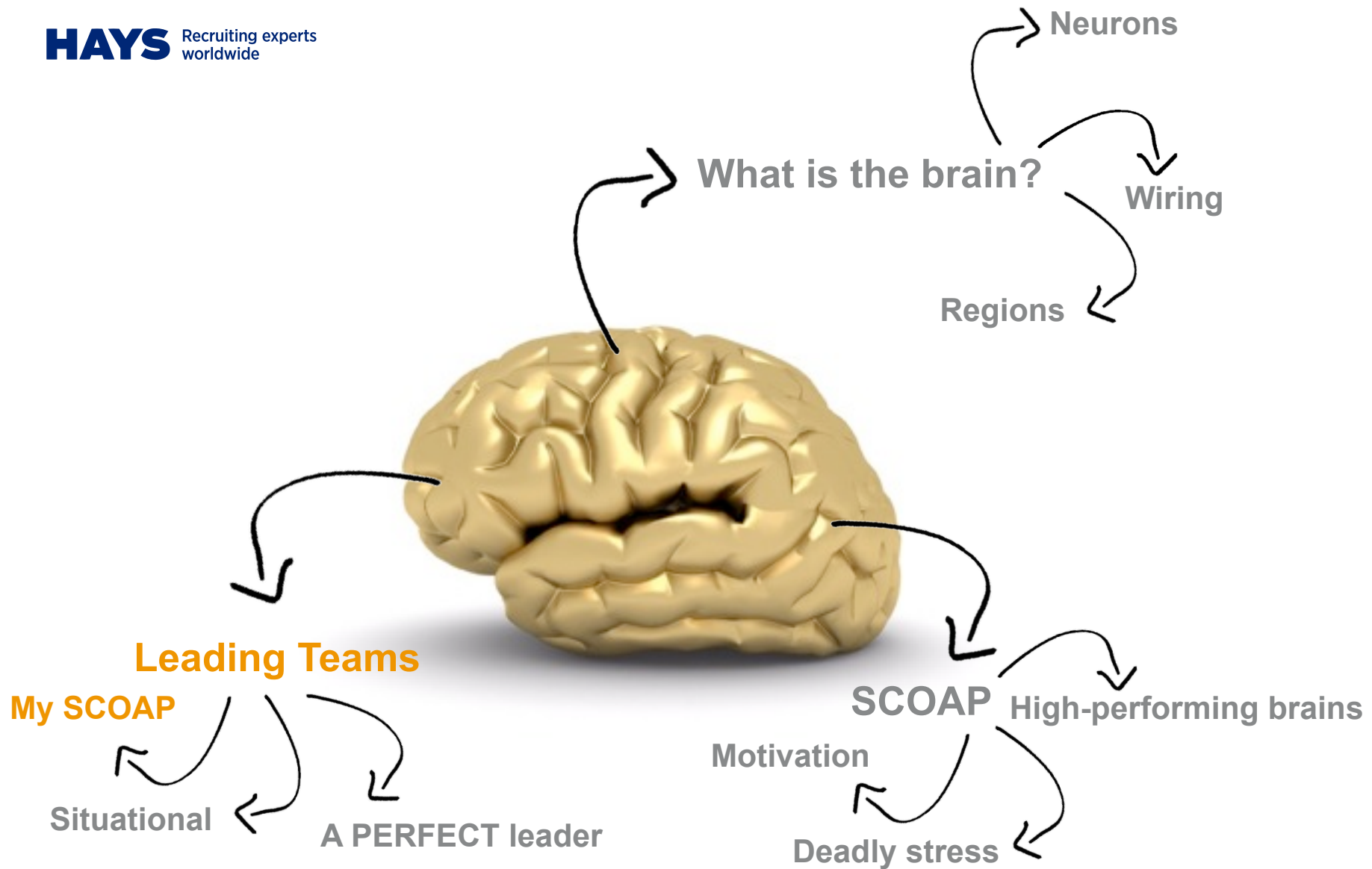


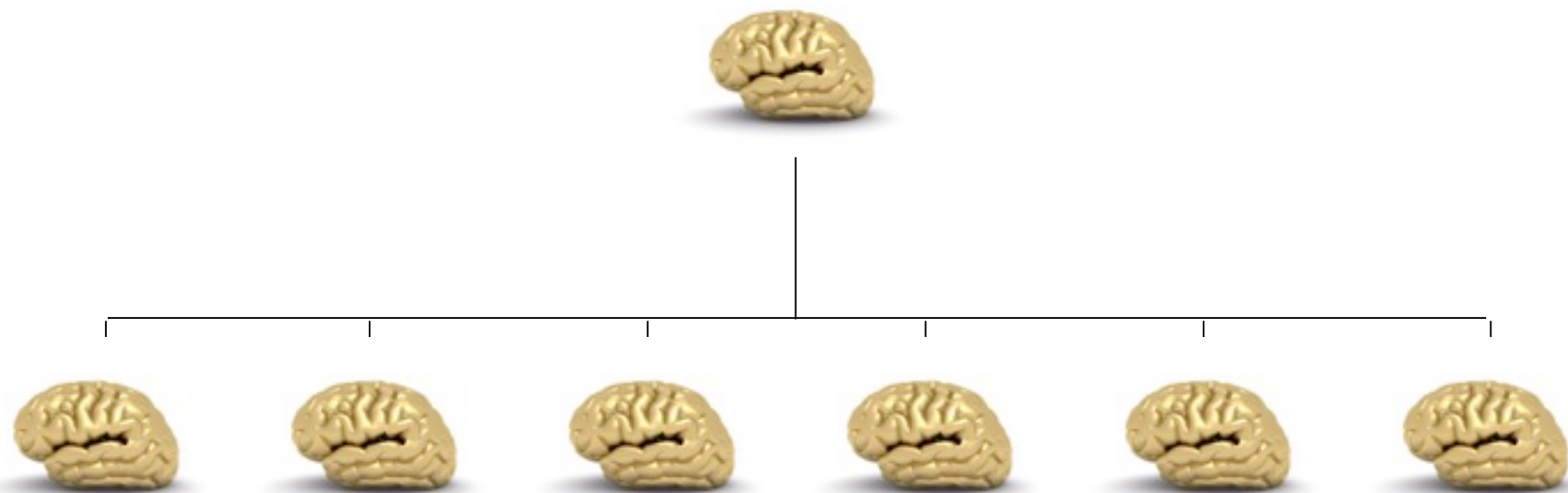
Fear!

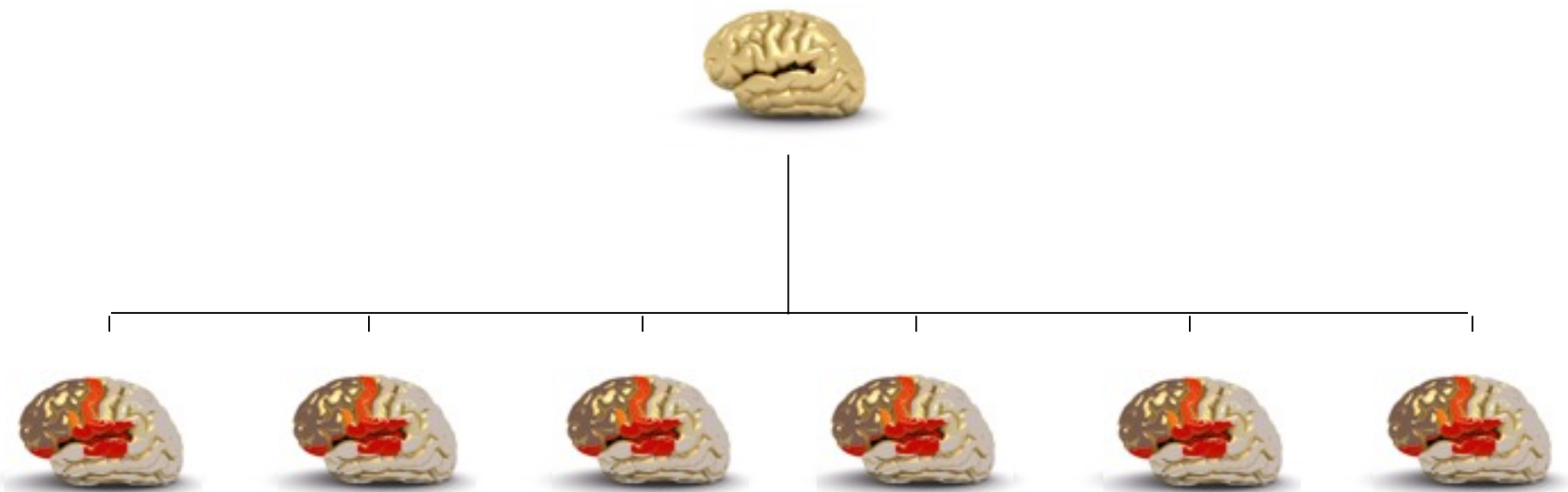


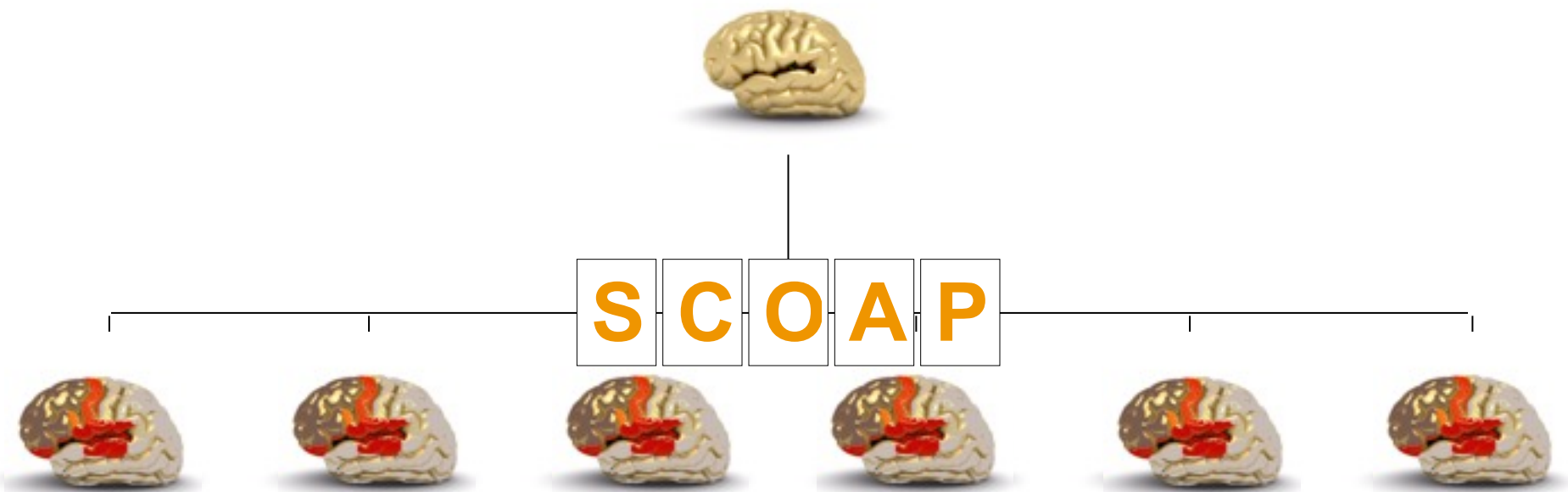
**If you ain't got SCOAP,
you ain't got hope!**

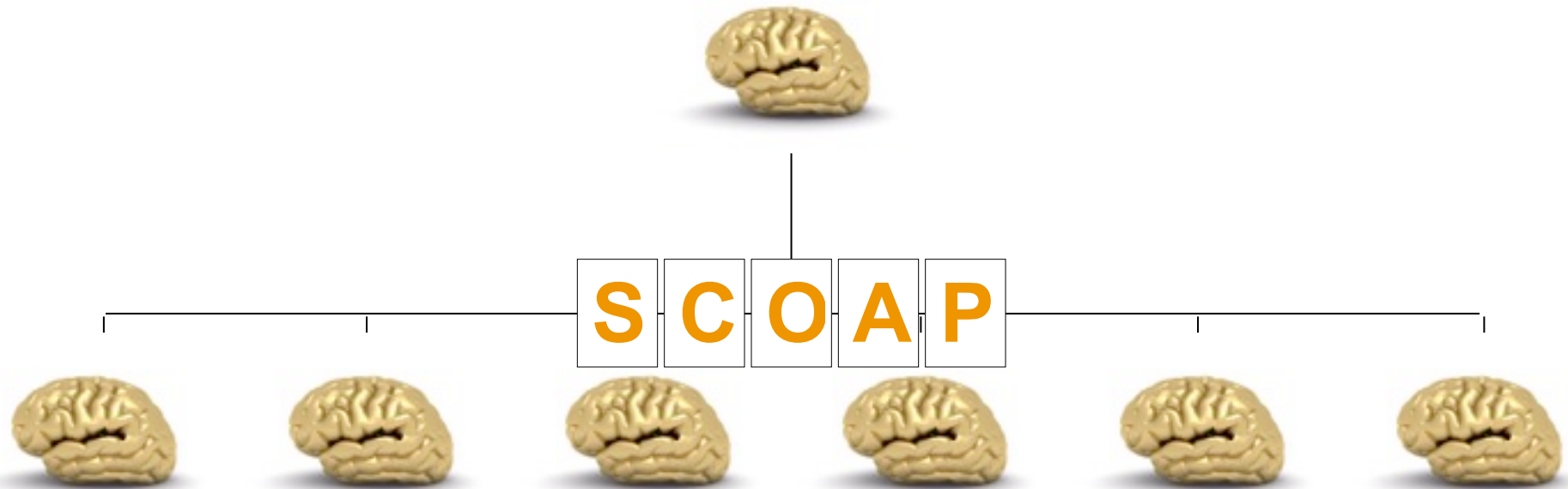


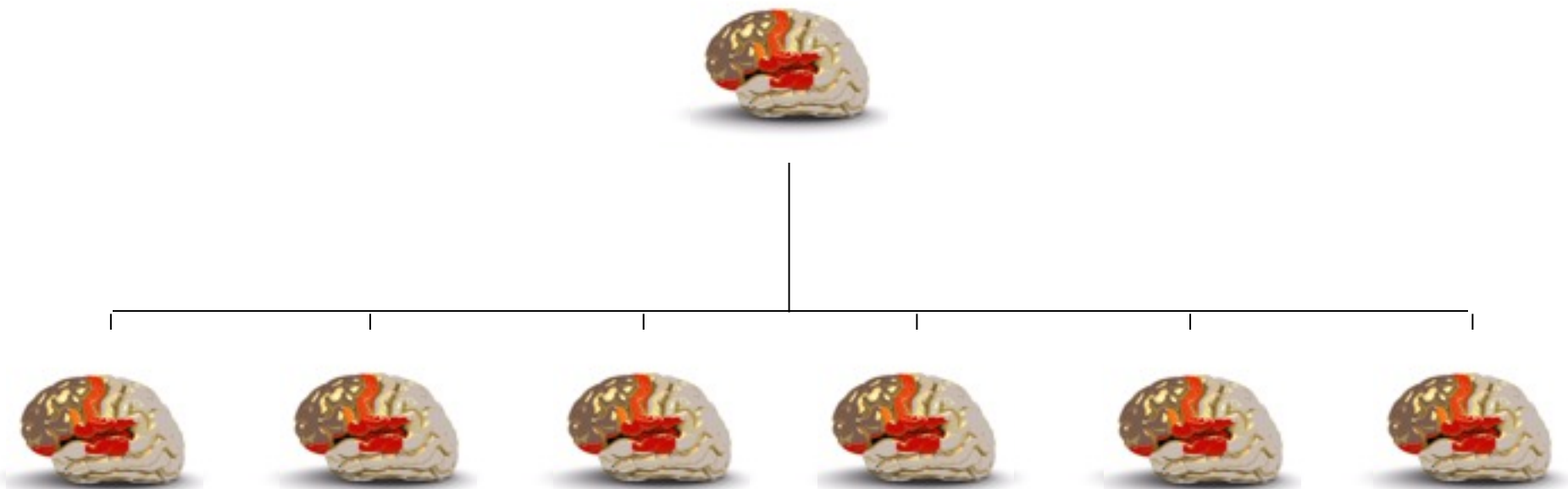






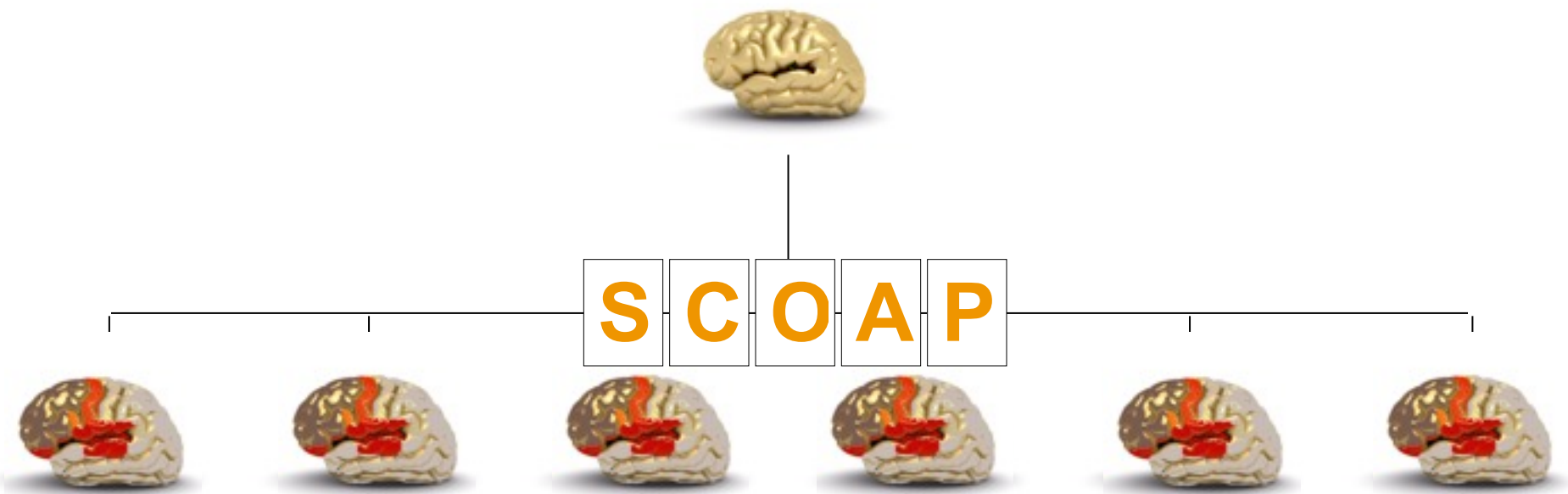


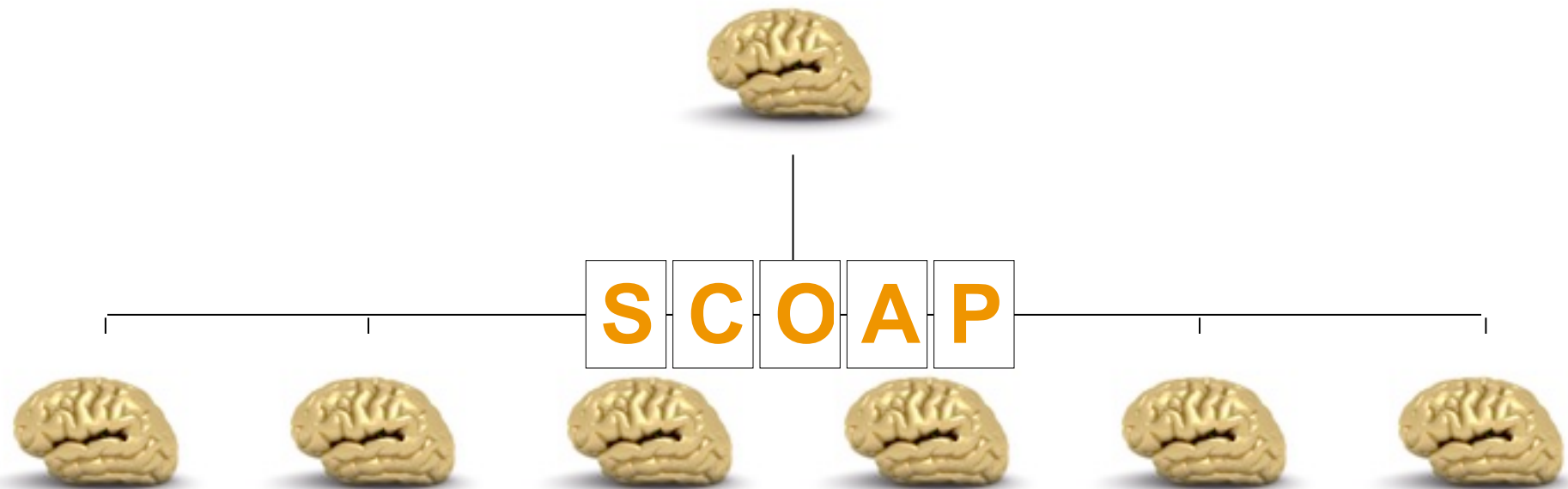


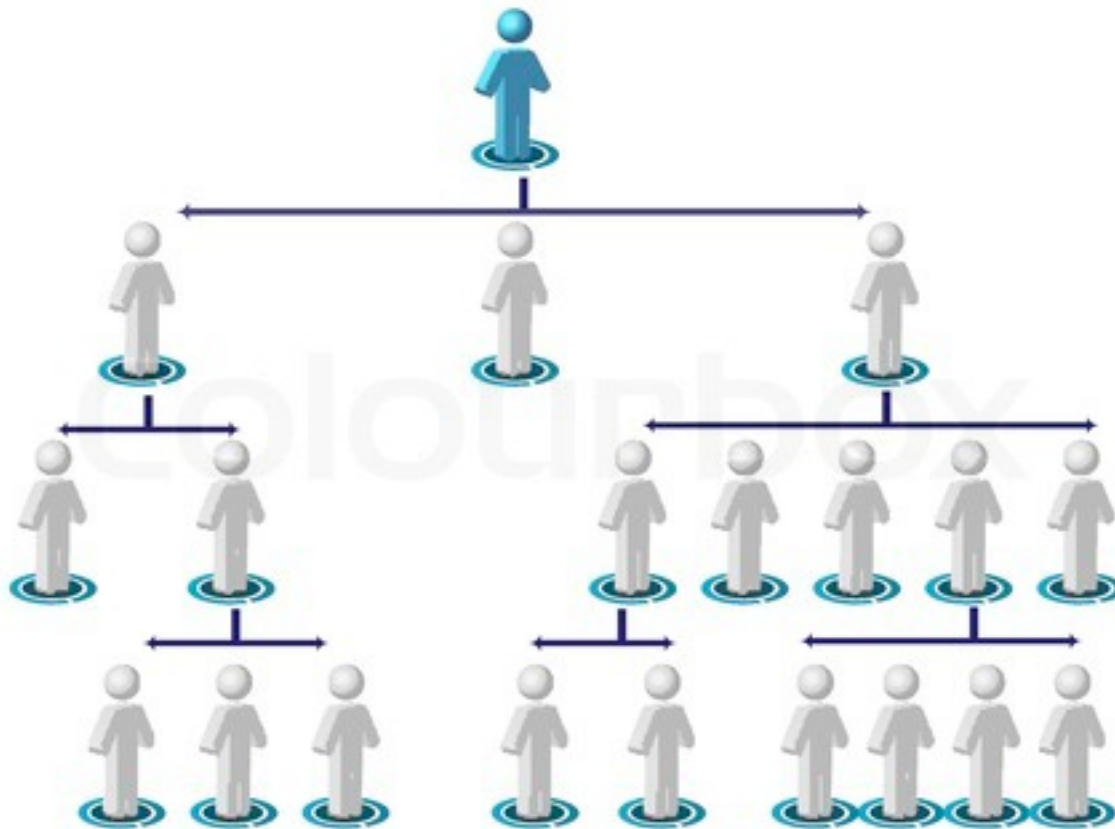


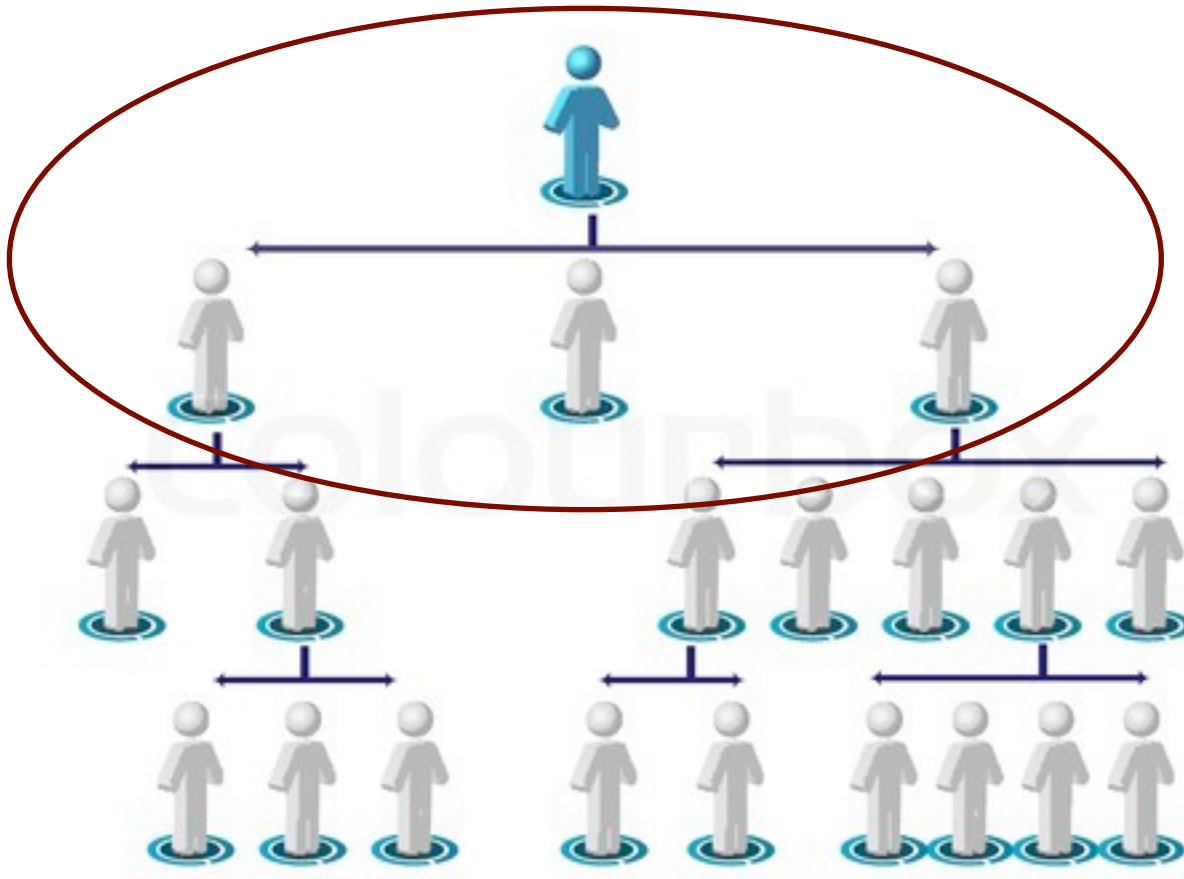
S C O A P

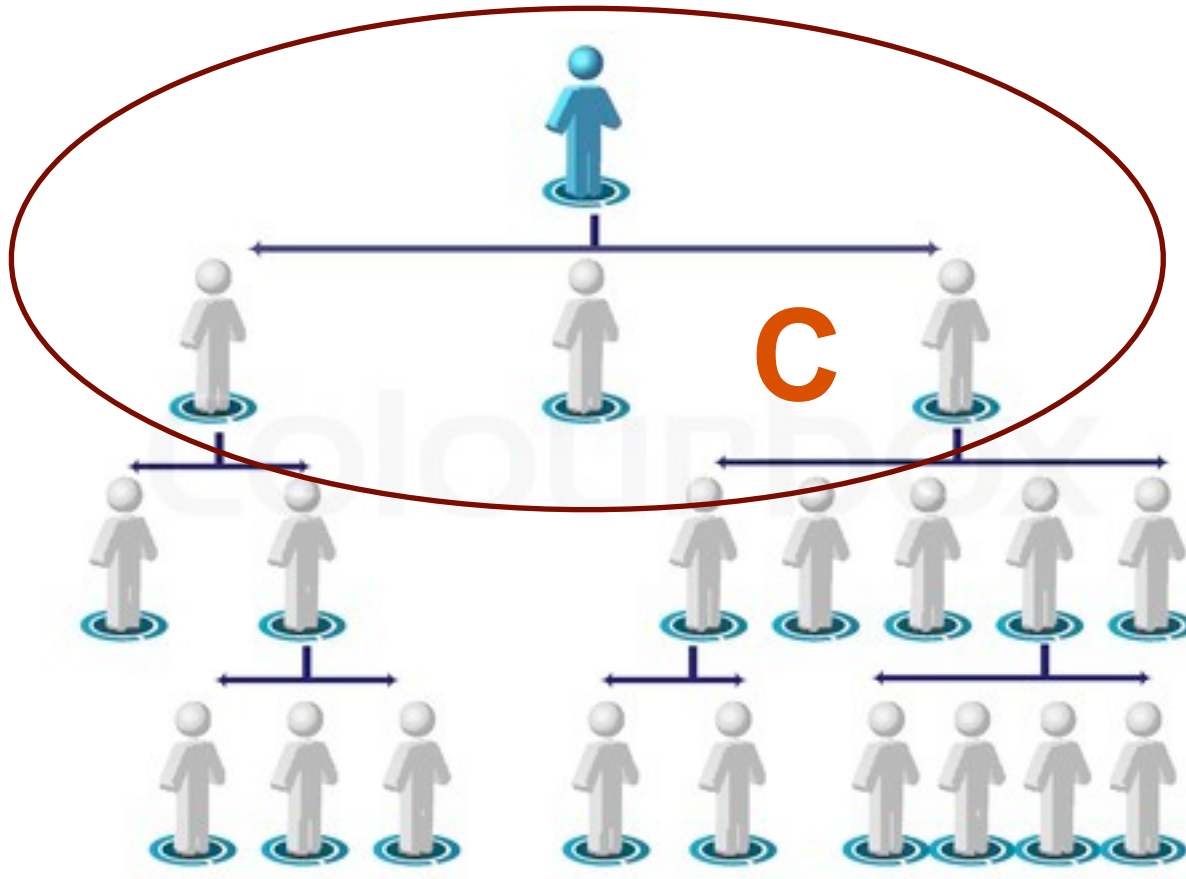


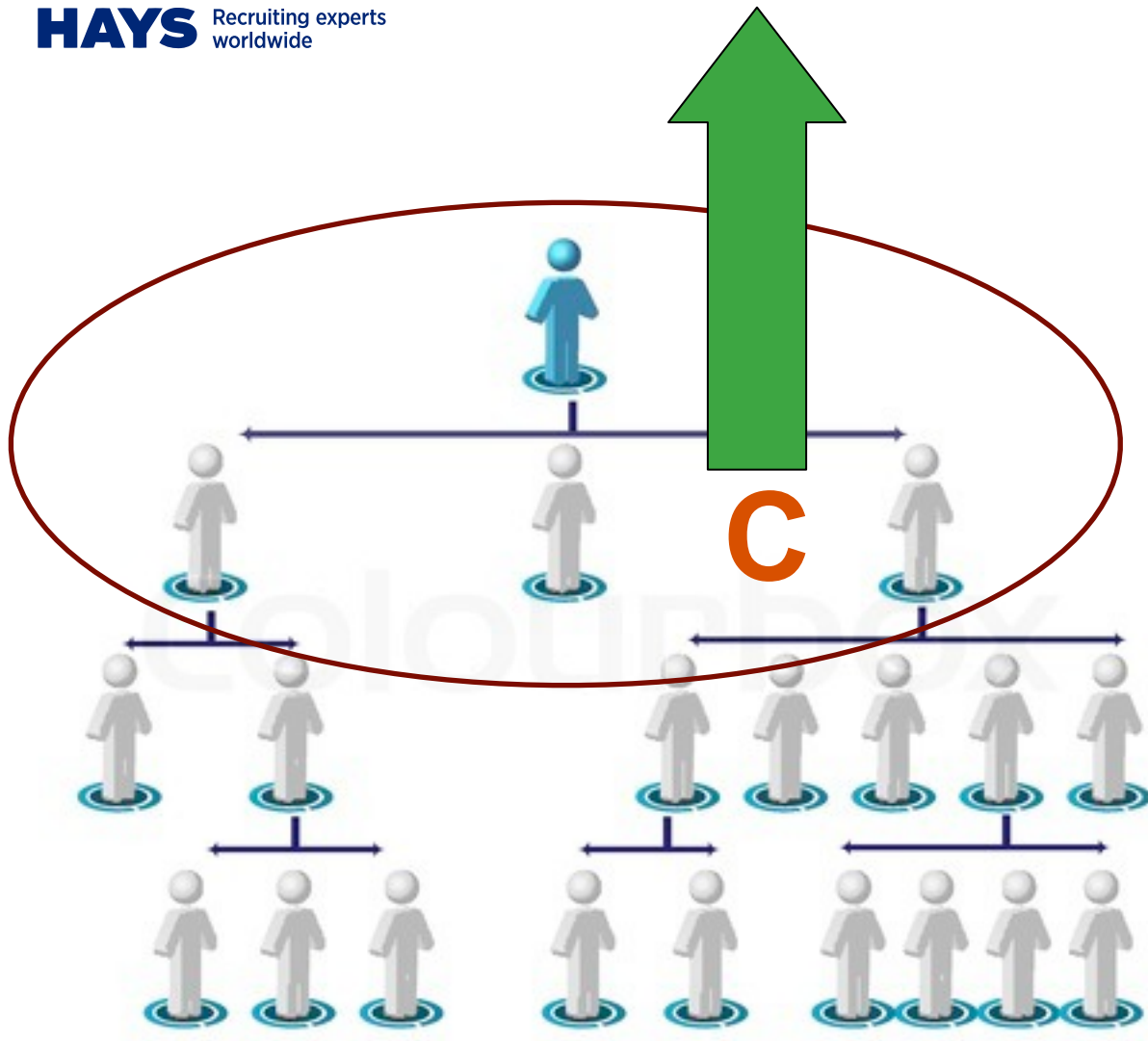


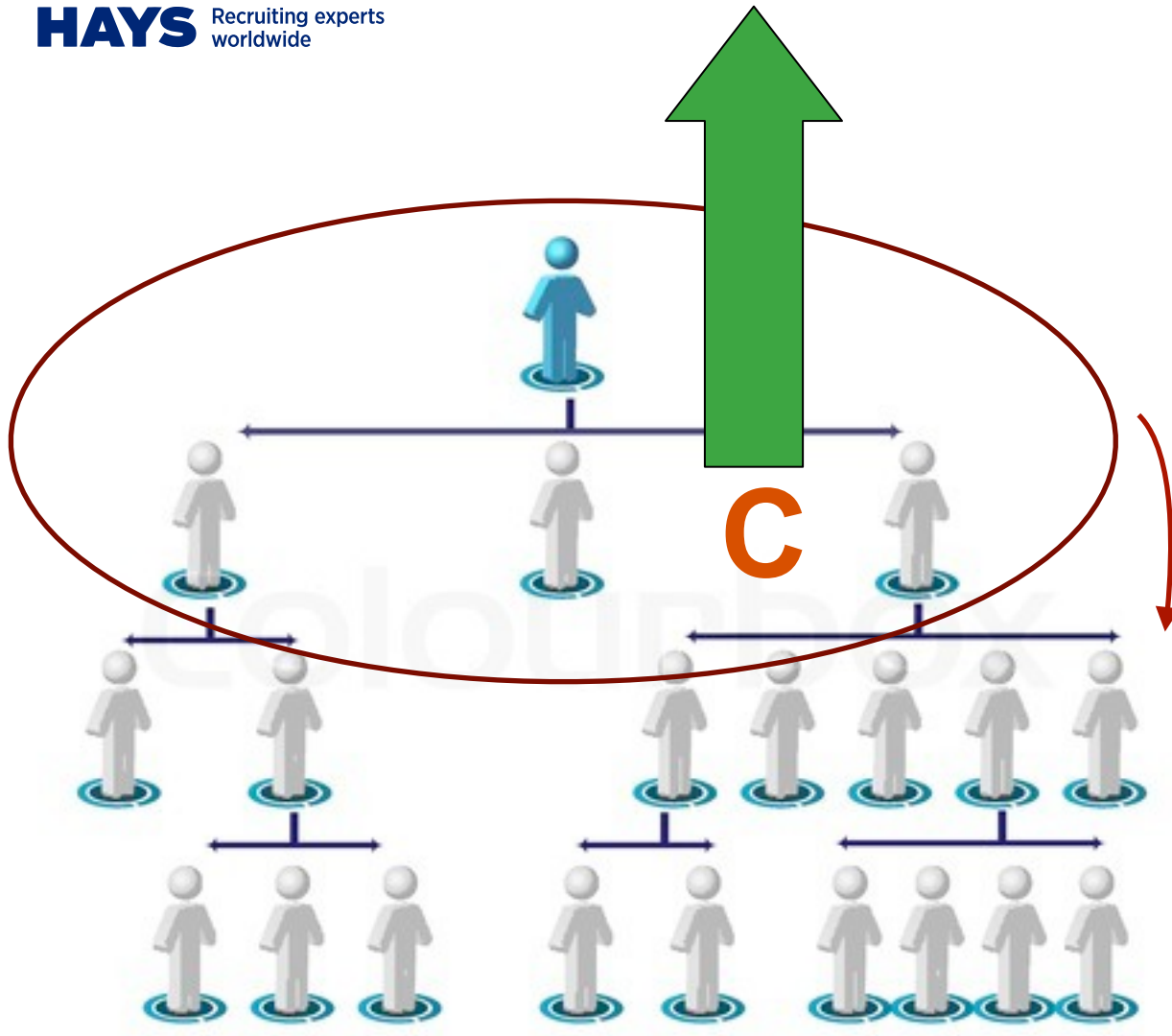


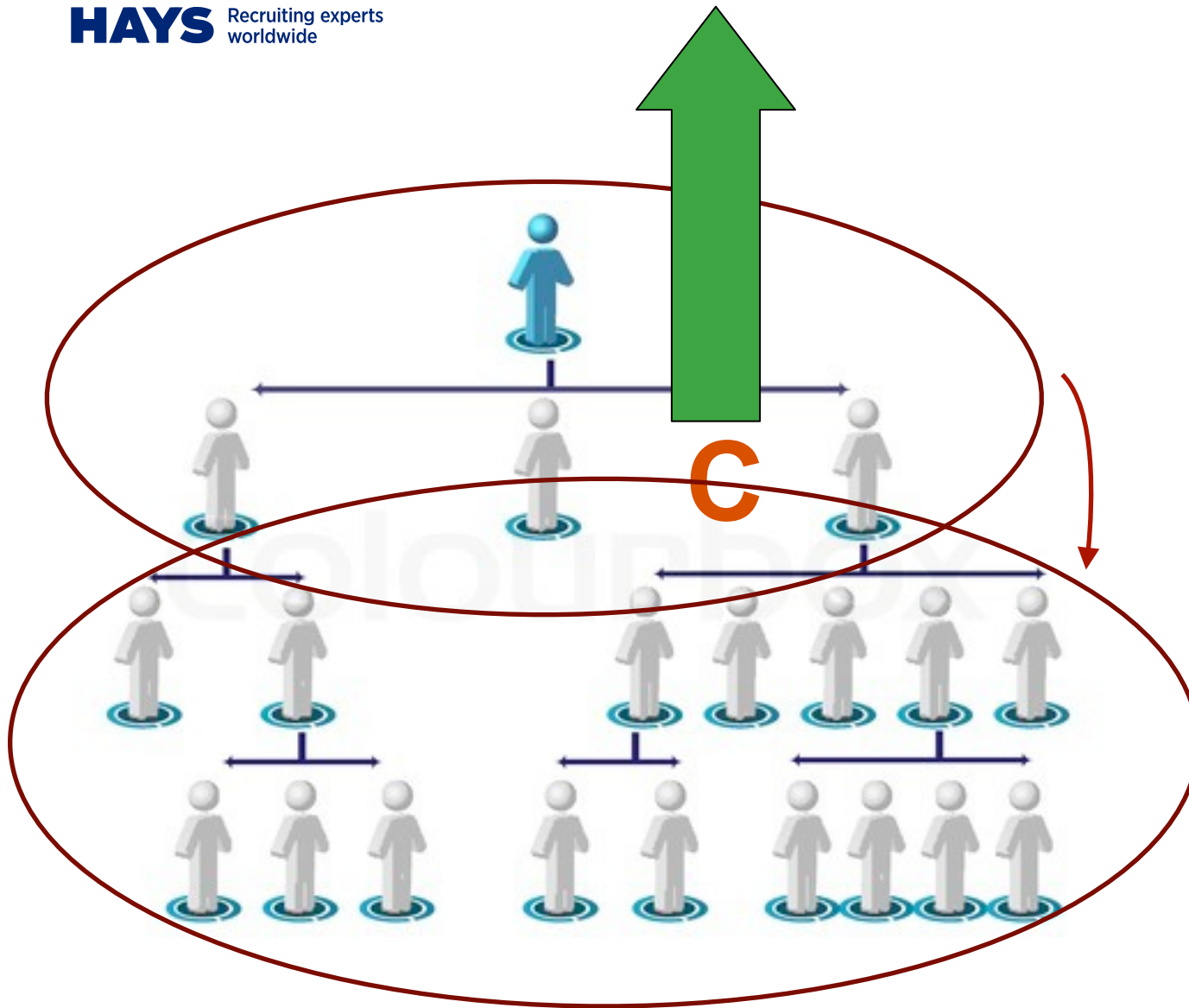


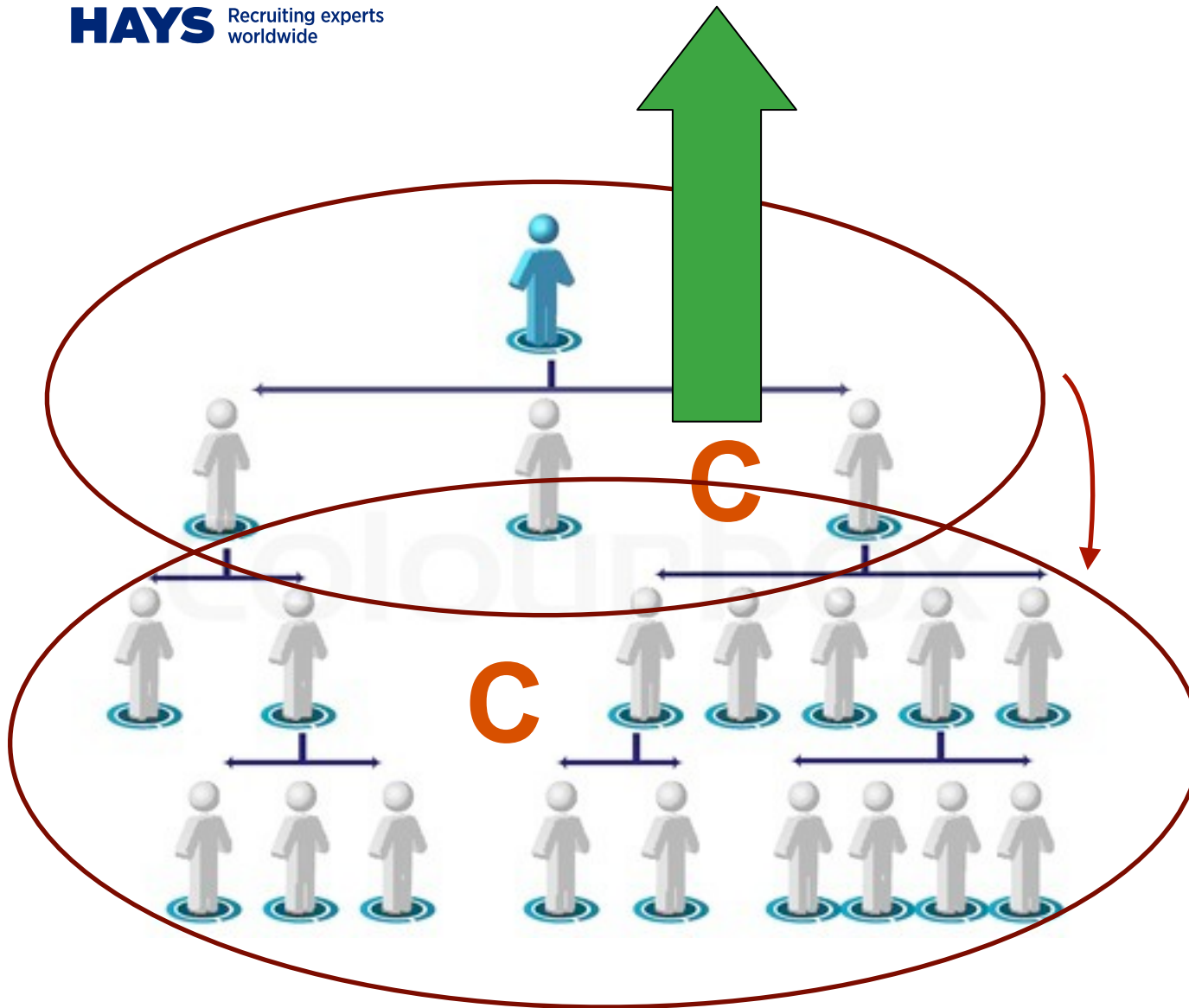


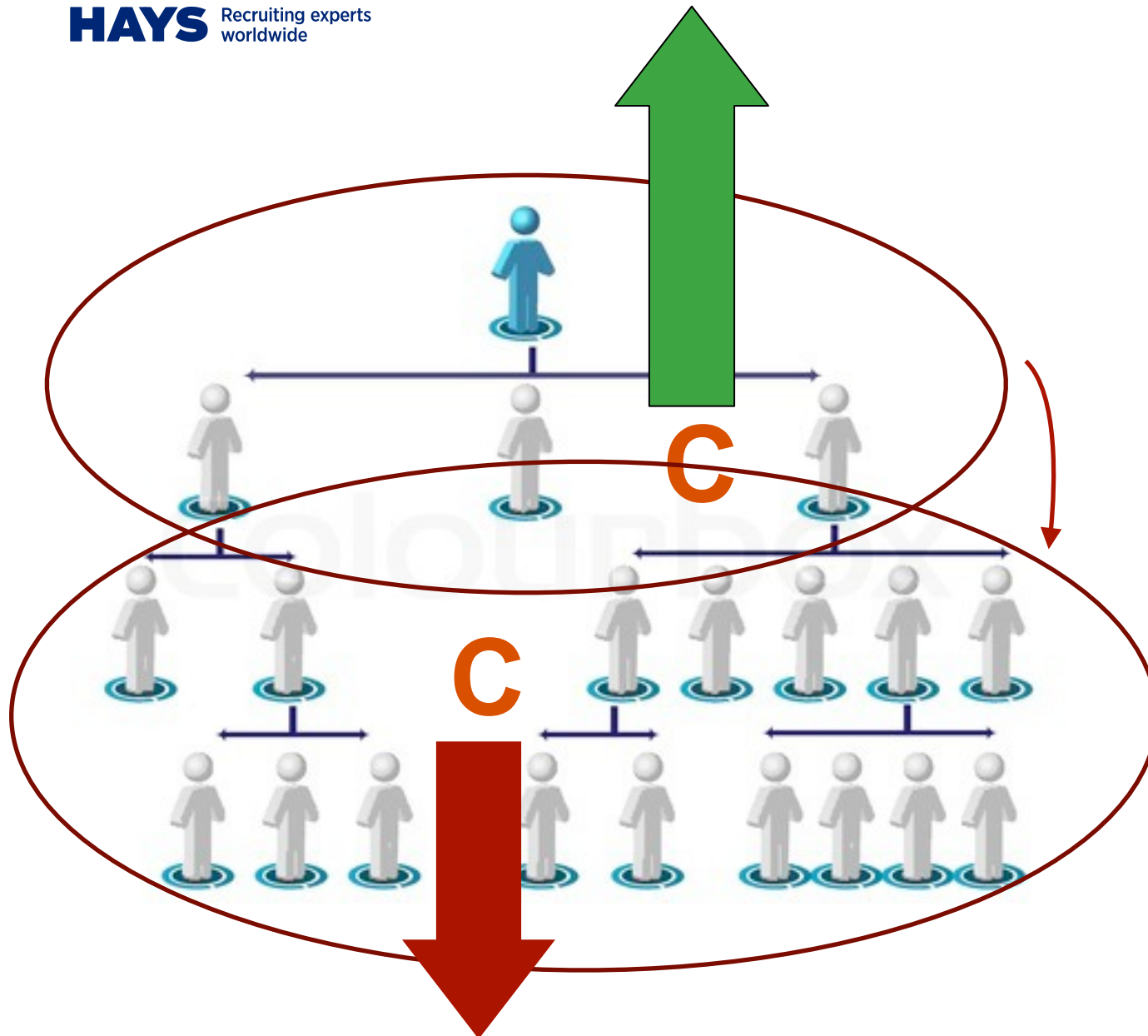


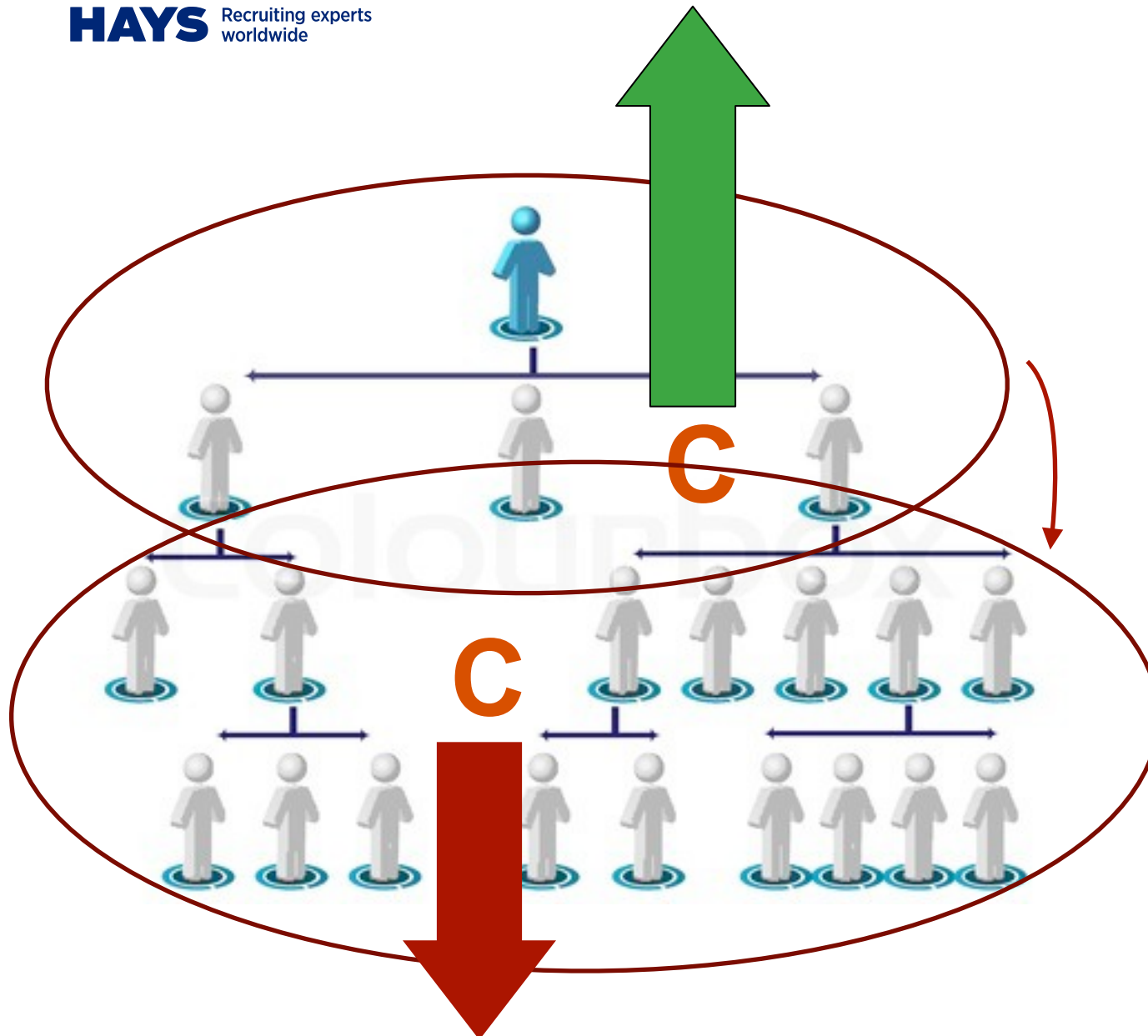




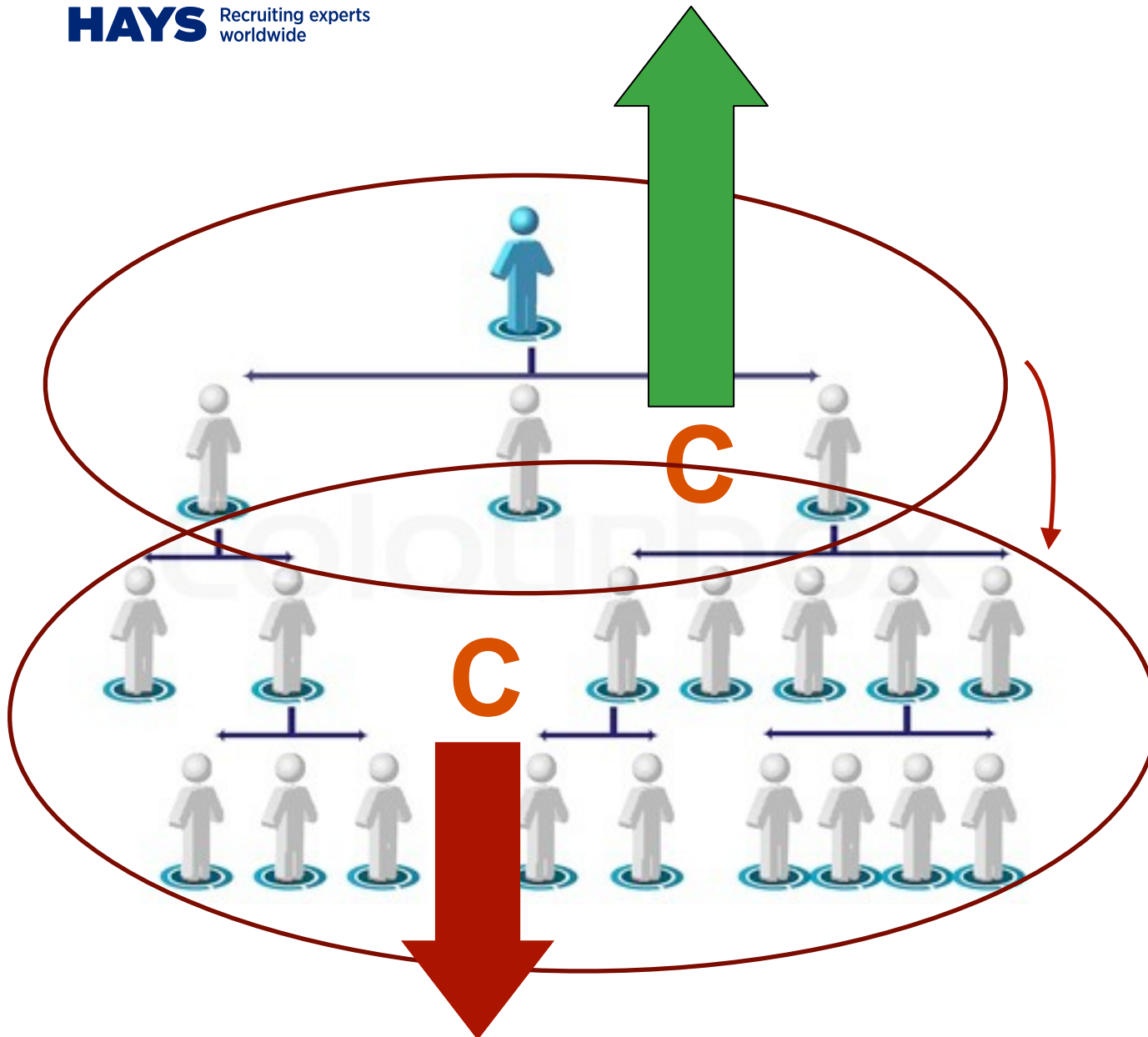


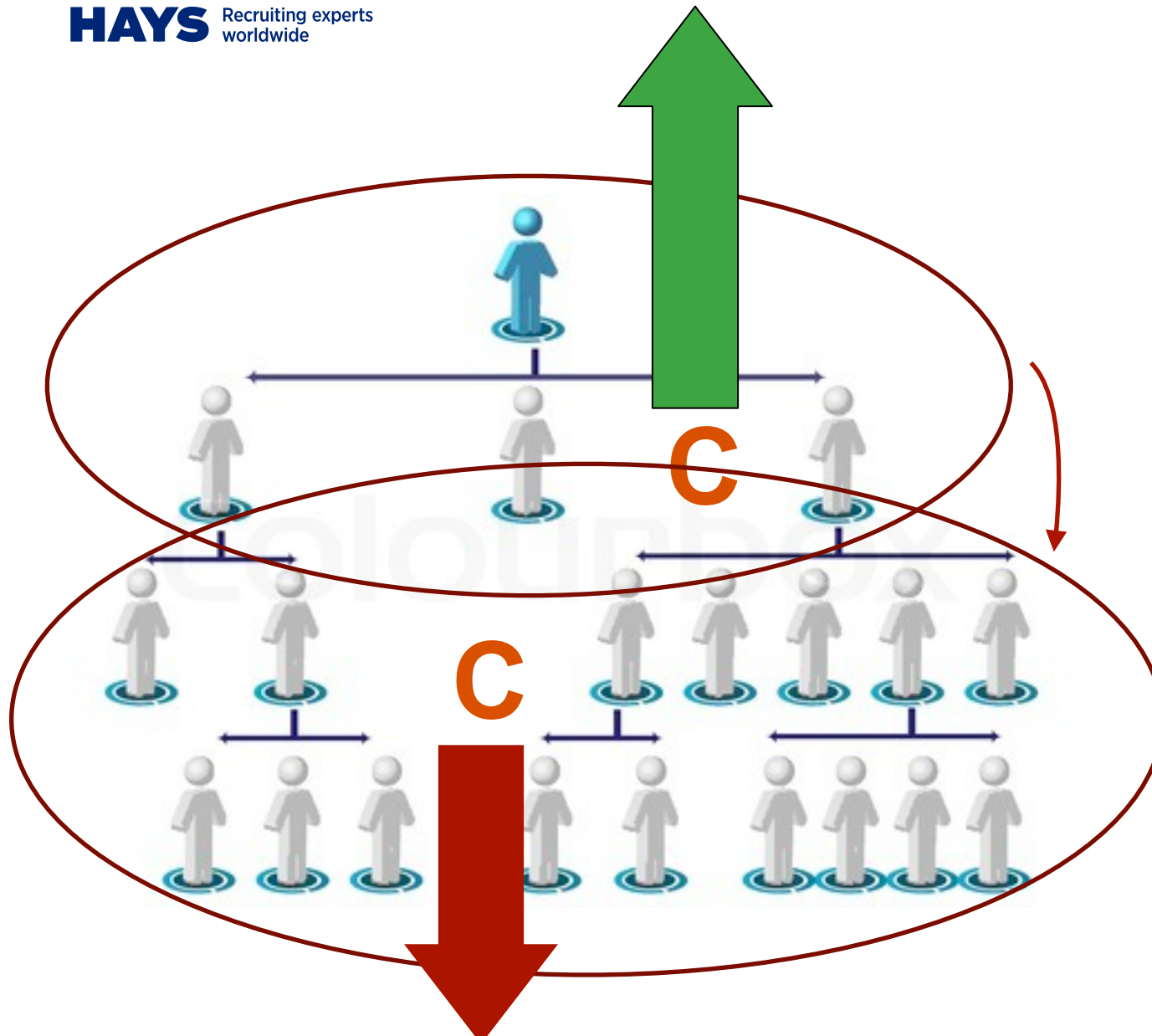




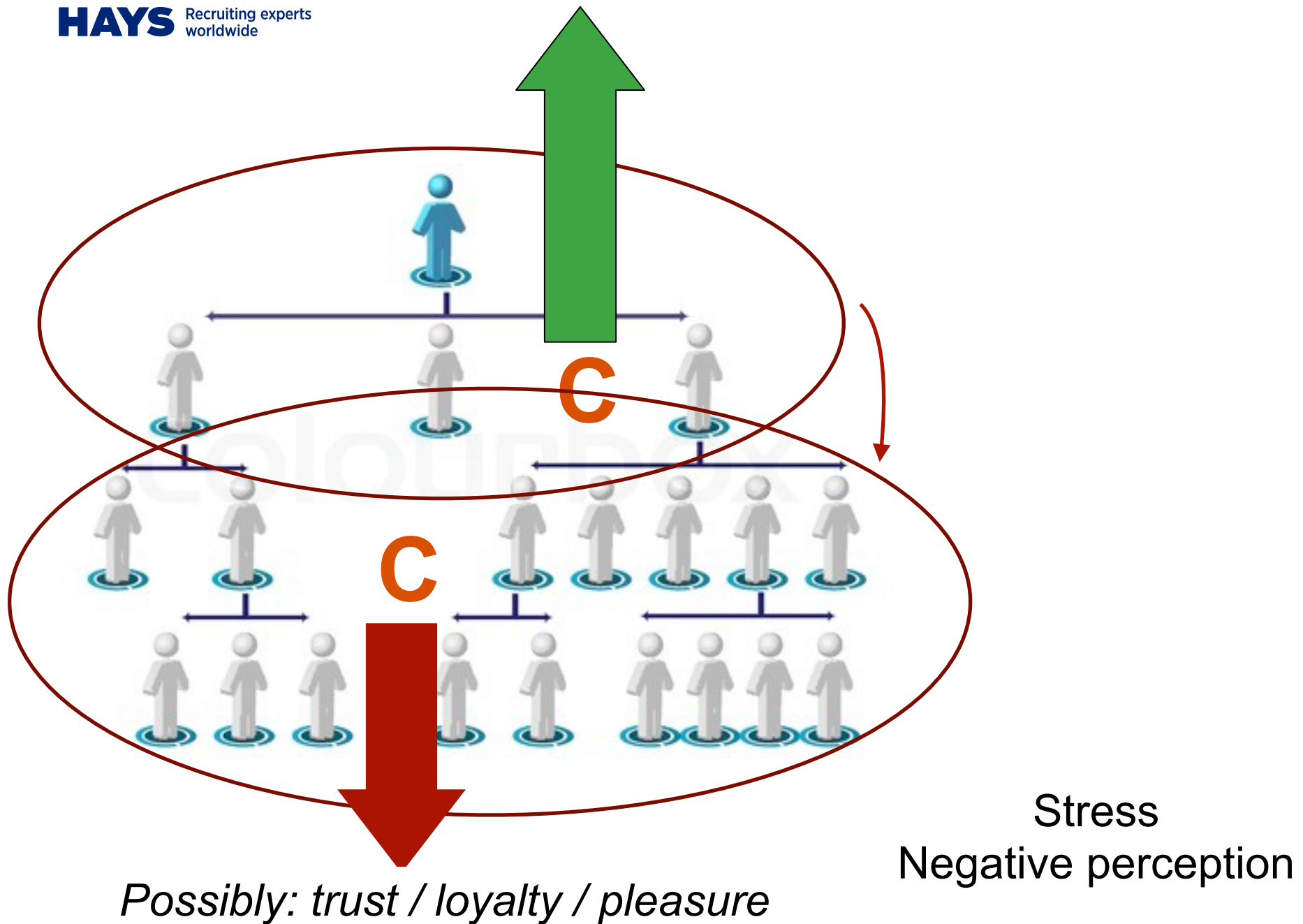


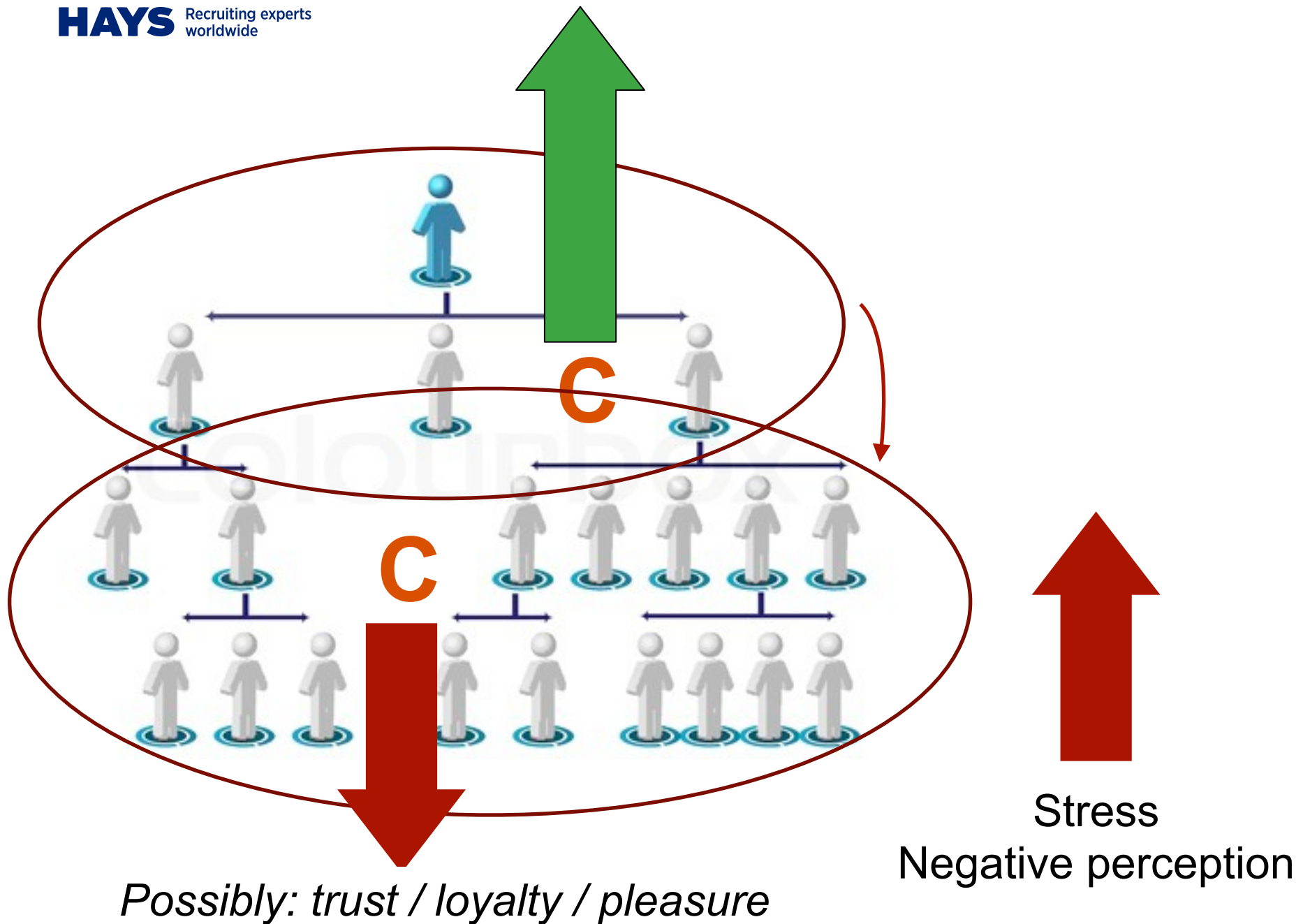
Motivation / Performance / Cognitive ability

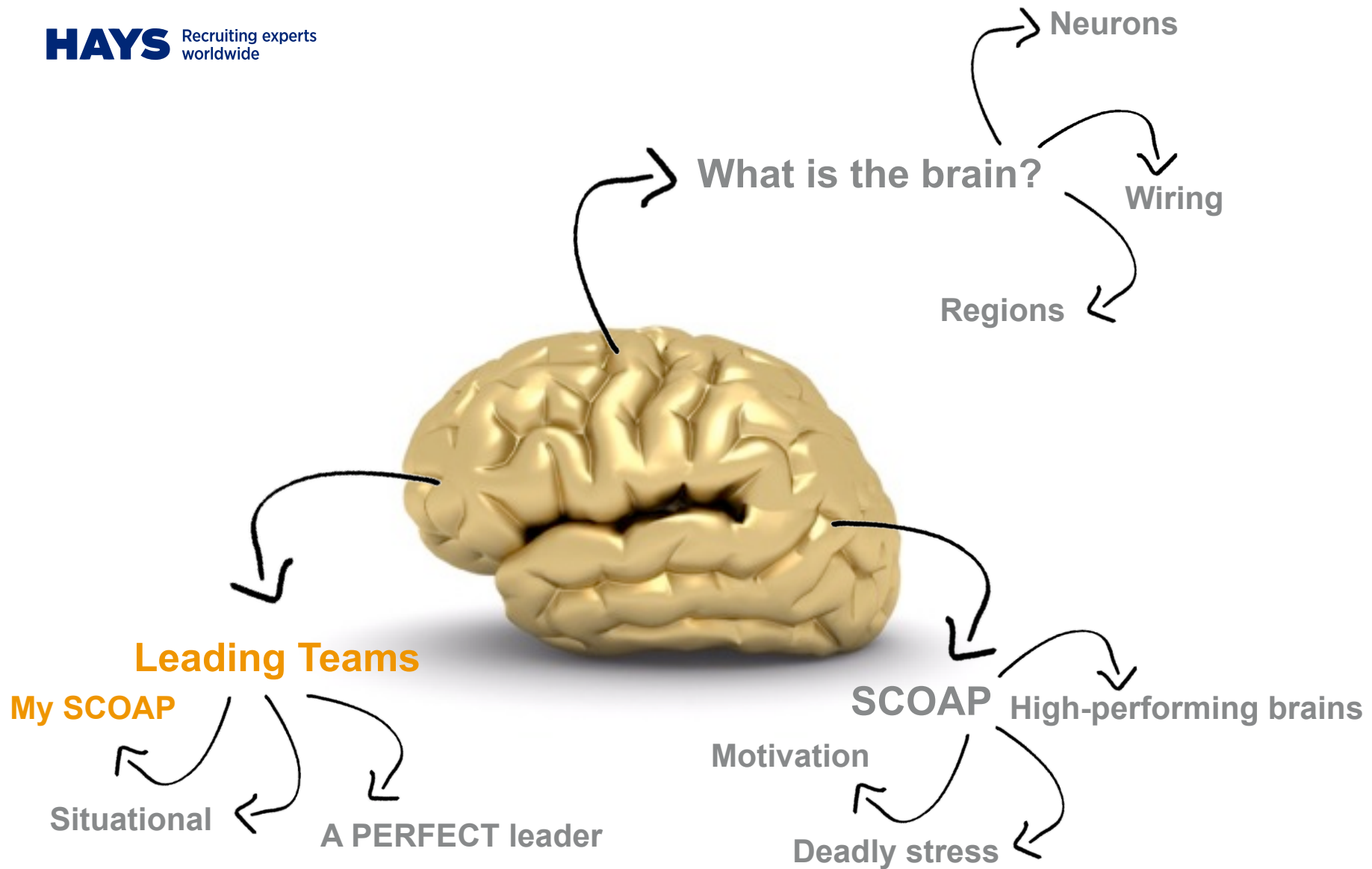


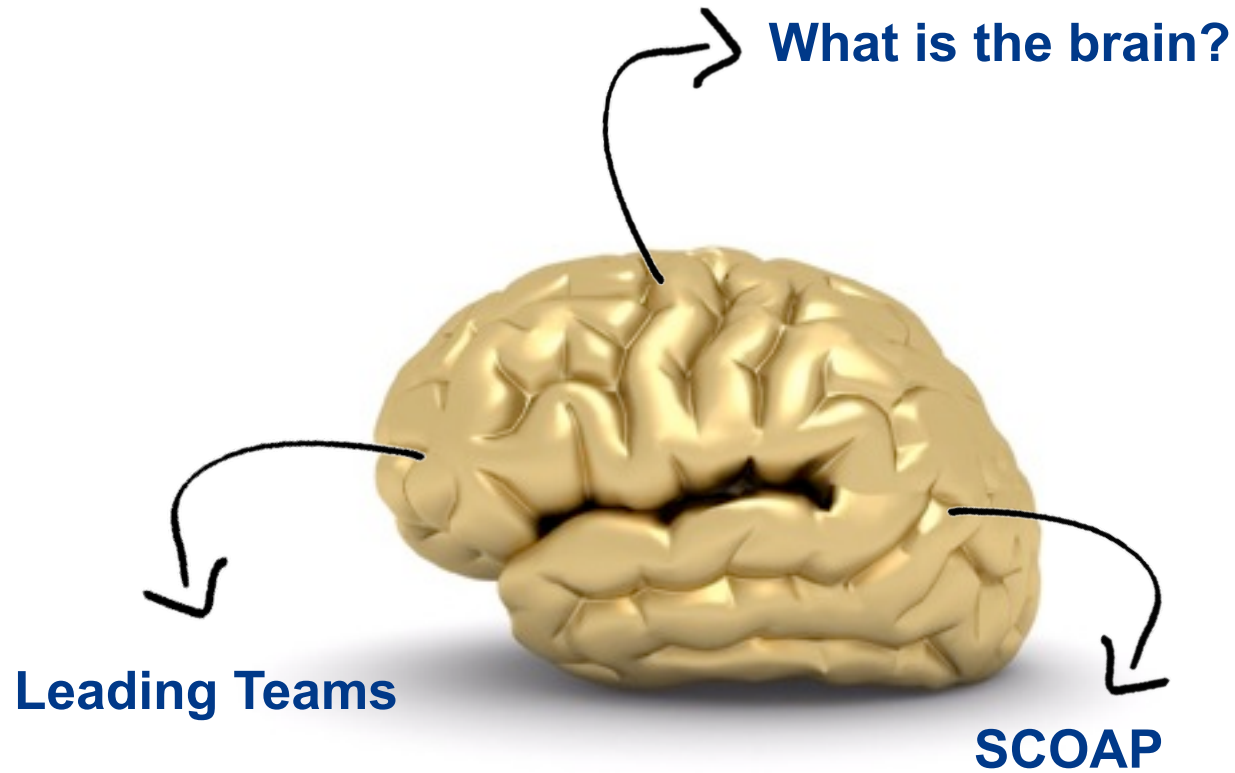


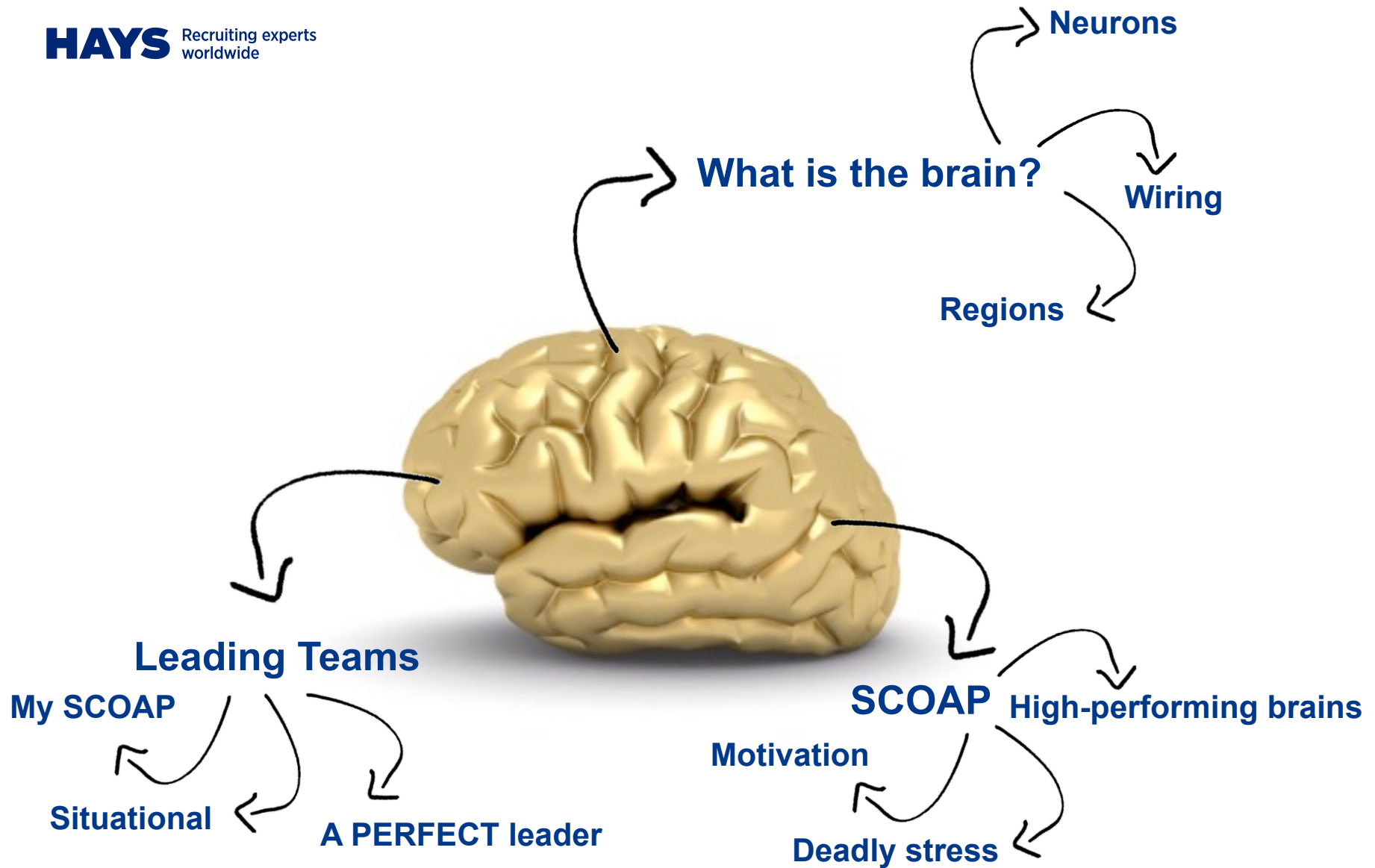
Possibly: trust / loyalty / pleasure













**If you ain't got SCOAP,
you ain't got hope!**

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you ain't got hope!**

LEADING 100 BILLION NEURONS: A JOURNEY THROUGH THE BRAIN FOR BUSINESS LEADERS

Andy Habermacher, 17th October 2013, Basel
Hays-Forum Basel

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