

The Neuroscience of Success



Success is all about **the brain**,
and the state of our brain
is all about **our state of mind**.

The Neuroscience of Success

The more stressful the job, the lower the engagement,
the lower the engagement the less we succeed

THE #1 FACTOR IN SUCCESS IS HIGH EMPLOYEE ENGAGEMENT

- Companies that achieve high employee engagement outperform their competition across all business metrics.
- Those in the top half of employ engagement nearly double their odds of success compared with those in the bottom half (Gallup, 2016).¹ Those at the 99th percentile have four times the success rate of those at the first percentile (Gallup, 2016).
- **The Effect of Engagement on Sales:** Business units that measure high in employee engagement generate 20% more in sales and are 21% more profitable than business units who measure low in engagement (Gallup, 2016).
- **The Effect on Job Satisfaction and Retention:** Employee satisfaction is directly linked to employee engagement (Bin Shmailan, 2016)² and employee retention increases as employee engagement increases (Lado and Wilson, 1994).³

WORK STRESS CAUSES EMPLOYEE DISENGAGEMENT

- Only 24 percent of 568 managers surveyed by the Harvard Business Review considered most of their employees highly engaged (HBR, 2013).⁴
- Stress and disengagement are highly correlated. Nearly 60 percent of employees in high stress business units are disengaged (Willis Towers Watson, 2014).⁵ Business units with disengaged employees suffer 31 percent more turnover (Harter, 2006).⁶
- For a business to succeed fully, it must sustain employee engagement, and to sustain employee engagement it must resolve the problem of stress.

THE SOLUTION TO STRESS AND DISENGAGEMENT

- In the last ten years, neuroscience has identified a solution to stress to goes far beyond conventional stress management (HBR, 2012).⁷
- The solution relates to our capacity to literally rewire our brain's default from one that reacts stressfully to one that generates the calm, creativity and optimism that predicts success (Davidson, 2003).⁸
- The scientific term for this change is positive neuroplasticity and it is achieved through a fundamental shift in mindset that the *Neuroscience of Success* training facilitates. (Goewey, 2015)⁹



Pro Attitude's evaluation results

Period: 2009-2016. **Demographic:** Technology engineers; Banking executives and managers; Attorneys; Senior executives, mid-managers, and sales account managers in technology; Construction engineers, foremen, and superintendents; Hospice nurses; University students: Ages 20 to 66; **Setting:** Large, high pressure corporations, governmental agencies, health care providers, and academic institutions.

Number trained: 4,112	
Initial decrease in stress	40%
Applying what I learned has made me more effective in:	
Lowering my stress level	93%
Increasing the quality of my work	71%
Increasing my productivity	66%
Increasing my level of creativity	65%
Increasing my job satisfaction	60%
The training has increased my effectiveness in:	
Work relationships	77%
Personal relationships	79%
Increasing my health and well being	83%
Balancing life with work	70%
Quality and Impact of Training (from 0=Poor to 5=Excellent)	
Score for overall training experience	4.6 out of 5.0
Would recommend this training	98%



Organizations ProAttitude has served

Fenwick and West LLP	JMI Construction
Cisco Systems	Brutoco Engineering
Wells Fargo Bank	Monsoon Commerce/Alibris
Glassdoor	Los Angeles County Sheriff's Department
Public Library of Science (PLOS)	City of San Mateo
Monsoon Commerce	County of San Mateo
Hewlett-Packard	San Francisco Public Health Department
Stanford University	Napa County Health & Human Services
Rhode Island College	
University of Hawaii	International
Barnes and Noble	Monterrey Institute of Technology (Mexico)
The Alliance of Chief Executives	Voice (Japan)
Kaiser Permanente Hospice	Frankfurter Ring (Germany)
Sutter Health Hospice	Heilpraktikerschule (Switzerland)

References

- Kristin Heryford, Director of Professional Development, Fenwick and West LLP, kheryford@fenwick.com, (415) 875-2021
- Donna Vaillancourt, Director of Human Resources, County of San Mateo, dvaillancourt@co.sanmateo.ca.us, (650) 363-4132
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- Mariah De Leon, former Senior Vice President, Glassdoor, mariah@mariahdeleon.com, (510) 418-7799
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Don Joseph Goewey

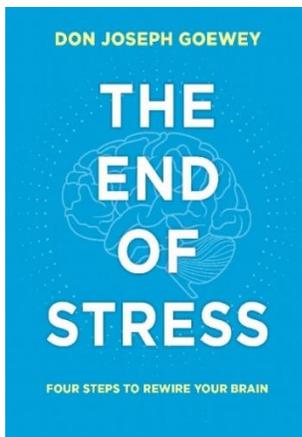
Don Joseph Goewey is founder and managing partner of ProAttitude, a human performance firm focused on ending work stress and enabling people to flourish.

Prior to that, Don managed the department of psychiatry at Stanford Medical School, ran a regional emergency medical services system, and for twelve years headed an internationally recognized institute that pioneered an approach to catastrophic life events.

He has worked with some of the most stressful situations on earth – with people facing terminal illness, parents struggling with the loss of a child, prisoners serving life sentences, and refugees of the genocidal war in Bosnia struggling with extreme post-traumatic stress.

Don spent six years directing a research effort that integrated breakthroughs in neuropsychology into a model that changes brain structure to extinguish stress reactions and amplify the higher brain function that enables a human being to flourish.

The model has achieved outstanding results in high pressure organizations.



Books

Don is the author of *The End of Stress, Four Steps to Rewire Your Brain* (2014) and *Mystic Cool, Neuroplasticity, Thought, and the Power of Attitude* (2009) both published by Simon and Schuster.



The Neuroscience of Success Training

- The usual training format consists of 9 parts. Parts 1 & 2 are presented in an all-morning seminar. Parts 3 – 9 are presented in a live webinar, an hour and a half long, over seven (7) consecutive weeks. However, the training can be presented in other formats.
- The training is based on the principle of positive neuroplasticity, which refers to how a positive change in mindset changes the brain to maximize one's potential for success.
- The training design is built on modern learning theory, and is highly interactive and experiential.

I. From Stressed to Calm, Clear, and Positive

Parts 1 & 2: Taming the Primitive Brain that Thwarts You

You'll learn how your state of mind determines the state of your brain. The neurological power of attitude literally activates brain function that promotes a successful, rewarding life ... or a life of stress, struggle, and depression. You'll map your stress fingerprint and apply a process that breaks the brain pattern driving most of the debilitating reactions you experience.

Parts 3 & 4: Amplifying the Higher Brain to Flourish

You'll learn to apply tools that build the attitude or mindset that rewires the brain to function at full potential, enabling you to respond to stressors intelligently, with greater calm, confidence, creativity, and optimism. You'll learn to empower the To-Be list that conquers your To-Do list, and you'll create a personalized practice for building on the change going forward.

II. Reaching Full Potential

Part 5: The Creative Brain: Tapping the creative insight and intuition of the brain's right hemisphere.

Science once thought that people were either genetically gifted with creativity or not. Research has now established that this is not true. It's just that highly creative people have figured out how to tap the brain's inherent creative power. Tap this power and you generate the creative insight that solves problems, innovates, or comes up with a

more promising approach when old approach fails. By the end of this session, you will be one of those who knows how to tap your creative power easily.



The Neuroscience of Success Training cont.

Part 6: The Power of Connection: Sustaining positive, constructive relationships that lead to greater success, health, and happiness.

Every day we interact with people at work and at home, and the exchanges either have impact, or generate the stress and conflict that detracts from successful outcomes. Research shows that the positive regard we extend in face to face encounters contributes significantly to our success and well-being. By the end of this session, you'll know how to apply the three conditions that build great relationships.

Part 7: The Whole of You (Beyond Fear of Failing): Overcoming the fear of failure by quieting the critical voice that sabotages success.

When we're stressed or challenged, the shame that was ingrained in us growing up can trigger the self-defeat that says, "You're not good enough." Research shows that we strengthen the self-confidence and authenticity that succeeds at life by empowering an honest self-acceptance. By the end of his session you'll have a clear path to your best self, instilling your best day, every day.

Part 8: The Expectancy Effect: Harnessing the power of anticipation to achieve your goals and realize your dreams.

We tend to get what our mind expects to get. It's called the "expectancy effect" and its impact is wider and more surprising than science previously thought. Our anticipation of succeeding or failing mobilizes vast inner resources and directs those resources toward fulfilling what we sub-consciously expect. But once shame is overcome, we're able to direct this force to achieve goals and realize dreams.

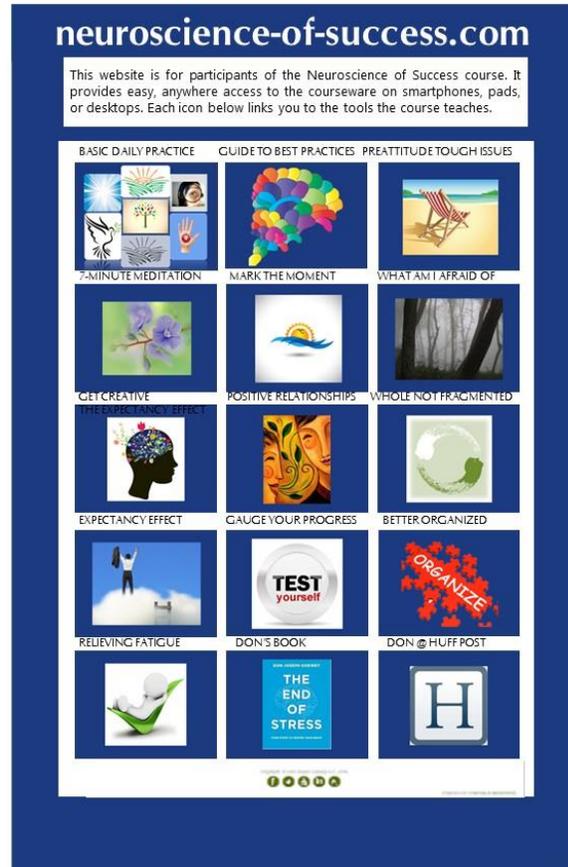
Part 9: Pulling It All Together: Building your own simple, personalized practice.

During this course, you'll have come to understand neuroplasticity, which is the power of your mind to rewire your brain. You'll have applied practical principles and mastered a set of tools that actualize positive change. In this session you'll pull it all together into a simple personalized format you can use to sustain the gains you have made and build upon them.



The Interactive Website

Throughout the course and after, you will have access to a private website. The site enables you to continue, on your own, to master the mindset that rewires your brain for the calm, creativity, and optimism that predicts success in life. The website is smart-phone friendly, placing all the tools, audio files, assessments, and summaries at your fingertips.





Pricing

- Up to 20 participants.
- \$2,000 - Half day presentation of Part 1 and 2 by Don Joseph Goewey
- \$7,000 – Live webinar series for Parts 3 – 9.
- Total: \$9,000.
- \$350 per participant after 20.
- Optional but recommended: \$2,000 for 4 quarterly follow-up sessions, one presented in person by Don Joseph Goewey and three by live webinar.
- Free access to Don’s newsletter and the 5-minute podcast series.

Notes

- ¹ James K. Harter, Ph.D, et al (2016). The Relationship Between Engagement at Work and Organizational Outcomes 2016 Q12[®] Meta-Analysis: Ninth Edition, Gallup Organization, pg. 3-4
- ² A.S. Bin Shmailan, "The relationship between job satisfaction, job performance and employee engagement: An explorative study." Issues in Business Management and Economics Vol.4 (1), pp. 1-8, January 2016
- ³ Lado AA, Wilson CM (1994). Human resource systems and sustained competitive advantage: A competency-based perspective. Acad. Manag. Rev., 19:699–727
- ⁴ Harvard Business Review, "The Impact of Employee Engagement on Performance," a report by Harvard Business Review analytic services, 2013
- ⁵ Willis Towers Watch, "Workplace stress leads to less productive employees," September 3, 2014
- ⁶ Harter, J., Wagner, R,, "12 Elements of Great Managing," Gallup, Press, 2003, p. 71
- ⁷ Achor, S., "Positive Intelligence," Harvard Business Review, January–February 2012 Issue
- ⁸ R. J. Davidson, J. Kabat-Zinn, et al., "Alterations in Brain and Immune Function Produced by Mindfulness Meditation," Psychosomatic Medicine 65 (2003): 564– 570
- ⁹ Goewey, D., "Rewiring the Brain for Success," Huffington Post, November 24, 2015