



# Neuro-Performance Synchrony

How Neuroscience, Performance Psychology & Evolutionary Organisations  
Generate Sustainable Competitive Advantage & Profits for 21st Century





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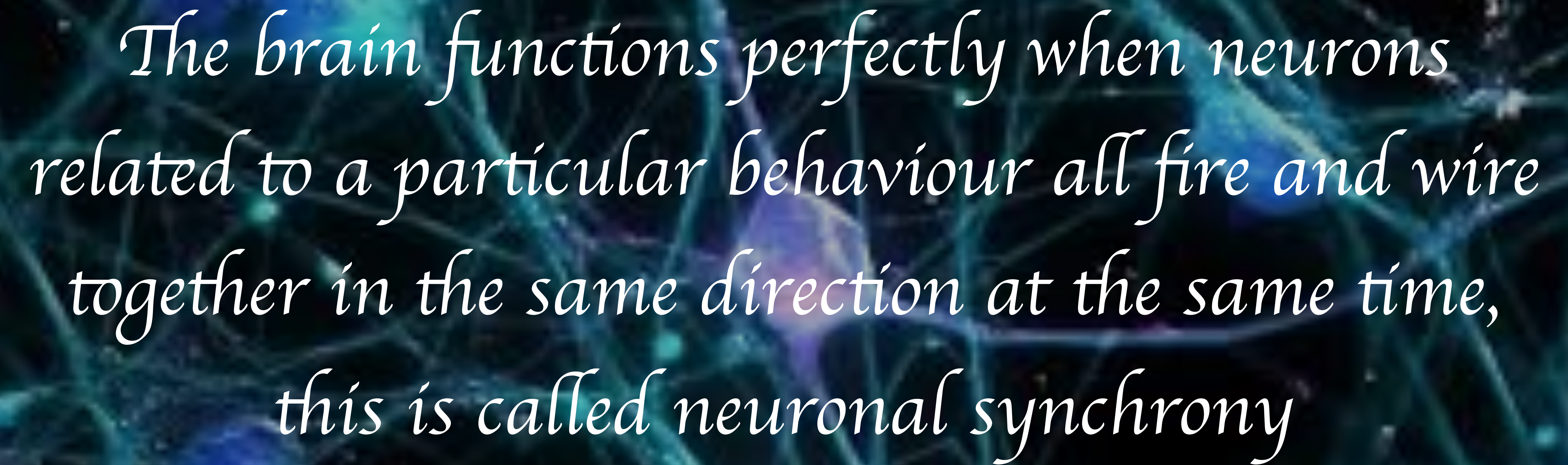
# Help, Support & More Information

- Coaching
- Consulting
- Learning & Development
- Online Performance Synchrony
- Neuro-Performance Workshops

[www.neuro-performance.co.uk](http://www.neuro-performance.co.uk)







*The brain functions perfectly when neurons related to a particular behaviour all fire and wire together in the same direction at the same time, this is called neuronal synchrony*





# in Alignment

*Business alignment is the same as brain activity, focus upon the right things & every element will fire and wire in the same direction achieving your desired outcome. As in neural pathways, the more often a task, thought, feeling or action is completed, the stronger the connection and the faster it can be completed. The brain looks for the path of least resistance and this is what business should also do.*

# out of Alignment





Performance Synchrony follows this concept. The organisation needs to ensure that there is complete alignment between itself and its external markets. Any misalignment and there is a performance gap which is a real weakness in the 21st century



# Business Motivation to Change





# A Motivation

- Bullying & Fear at work cost the US economy **\$360bn annually** in lost productivity





# Another Motivation

- Poor health & wellbeing cost the US economy over **\$576bn annually** in lost productivity, healthcare etc





# Yet Another Motivation

- Low employee engagement cost the US economy over **\$370bn annually** in lost productivity, healthcare, labour costs etc





# And Another

- Poor internal communication costs the US economy over **\$37bn annually** due to simple misunderstandings





# A Final One

- Mental illness at work costs the UK economy over £70bn annually due to stress, anxiety & depression

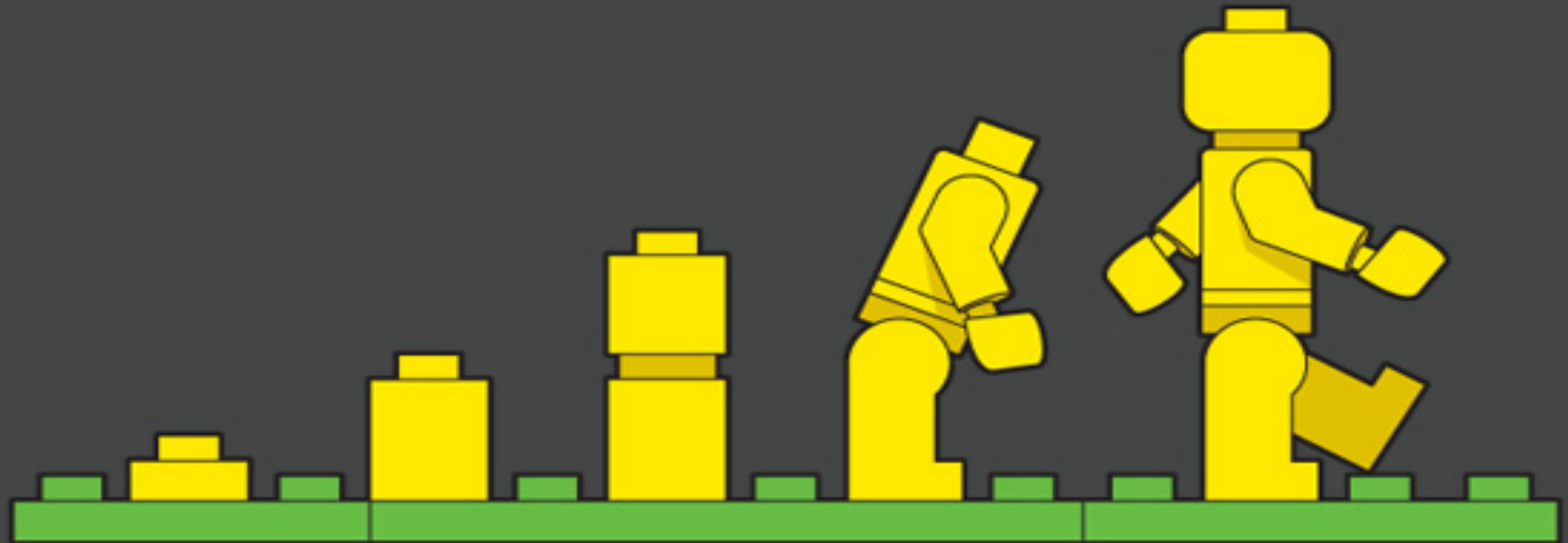




But Why **Now**?







Organisations have always followed closely behind **evolution** and human **consciousness**. The 21st Century is no different, but we also need a new paradigm to support our people who generates stakeholder wealth.







This paradigm should be based upon the **evolutionary** concept of the organisation known as 'Teal Organisations' that shift the business focus away from direct and control towards one of sense and respond.







It identifies that our people are disillusioned, experiencing **no** purpose or passion, feeling a sense of dread & drudgery in their work & often succumb to a state of poor psychological & physiological **wellbeing**.







Even life at the top of the **pyramid** is no better, as our leaders act out a facade of **ego** leading to emptiness, games, politics & infighting that ends up taking their toll on themselves, their staff and their stakeholders.





Could it be that our current **worldview**, limits the way we think about our people and organisations?

Could we **invent** a more powerful, more soulful, more powerful way to work together, if only we changed our **belief system**?



The Evolutionary Organisation applied in **Phase 2** of Performance Synchrony has been based upon the **empirical evidence** researched by Frederick Laloux across 12 organisations of both **profit & non-profit** within different **sectors** and of different **sizes**.

**The results are remarkable**





# The Neuro-Performance Synchrony Approach

1

Phase 1 - The 4 Quadrants: Culture, Leadership, Staff & Measurement based upon neuroscience & performance psychology.

2

Phase 2 - The 6 Remaining plus corporate, business & unit strategy alignment based upon Laloux's evolutionary organisations.

**Often Phase 1 is sufficient**





A close-up photograph of a hand holding a black magnifying glass. The lens of the magnifying glass is focused on the words "case study" which are written in a white, lowercase, sans-serif font. The background is a blurred, dark blue-grey color, suggesting a person in a suit. The lighting is soft, highlighting the texture of the hand and the frame of the magnifying glass.

case study

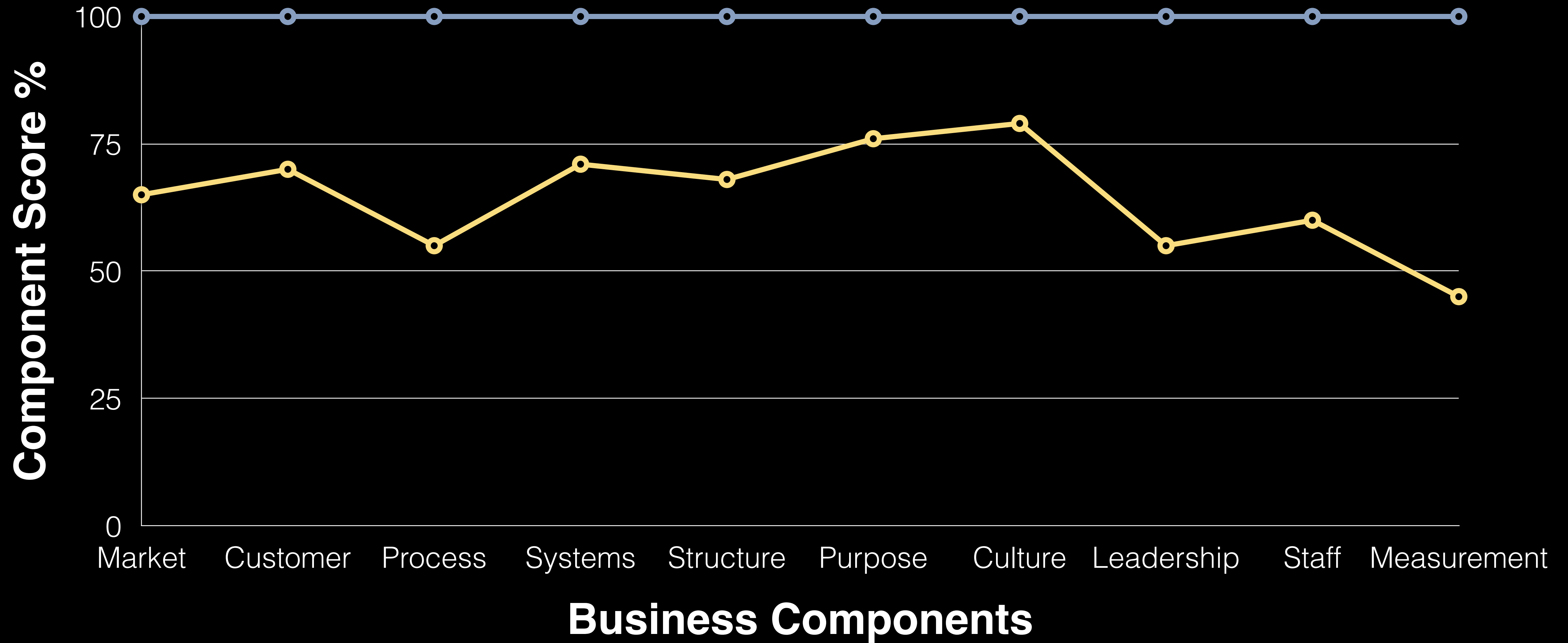
Initial Plot for One of our Clients





Actual Optimal

# Performance Alignment Plotting







On the chart you can see that we have plotted against 10 business disciplines starting externally with the **customer** & the **market** stretching inwards covering performance of people, leaders, culture & structure.







We have plotted against each discipline at an ideal 100% level desired on them all. Our plots on each discipline range here from 48% to 77% which visually highlights the **performance gap** between these & 100%.  
⏏ ⏏





We can prioritise the gaps on each discipline using **weighting** to establish a plan for synchrony & action points to succeed. The crucial starting elements for **alignment** are to the left of the graph in customers & markets.





# Performance Synchrony

## Quadrant 4

Performance  
Measurement

## Quadrant 1

Performance  
Culture

## Quadrant 3

Performance  
Employees

## Quadrant 2

Performance  
Leadership





# The Core of Performance Synchrony = 4 Quadrants



Change towards a performance **culture** within the organisation & full communication of this along with performance **leadership**, performance **staff** & true performance **measurement** for competitive advantage.





# Performance Synchrony

**Quadrant 1**

Performance  
Culture







Company Culture is the shared **values, practices & beliefs** of the company's employees & management.





While you cannot see or touch a culture, it's present in the **actions**, **behaviours** and **approaches** of the members of an organisation.



The most  
dangerous phrase  
in the language is "we've  
always done it this way."

Rear Admiral Grace Hopper

It is the way **we do things** around here..we think!!!!



# Performance Synchrony

**Quadrant 2**

Performance  
Leadership







Performance Leadership is a shift away from **command and control** towards one of **sense and respond**. The organisation and its aims are placed above the individual leader's ego.





Performance Leadership is about leading by example and assisting others to follow. Controller changes to **coach** and score keeper changes to **facilitator** to allow employees to grow to reduce management input.





Mastering YOURSELF  
is true POWER.  
Lao Tzu

Performance Leadership is firstly about **managing thyself**. To fully understand your motivations, your social brain & your actions opens up your neural pathways towards your staff. ≪ ≫





Performance Leadership is about understanding what makes your staff tick and why they do what they do. **Reward & punishment** is so last century!!!!!!



# Performance Synchrony

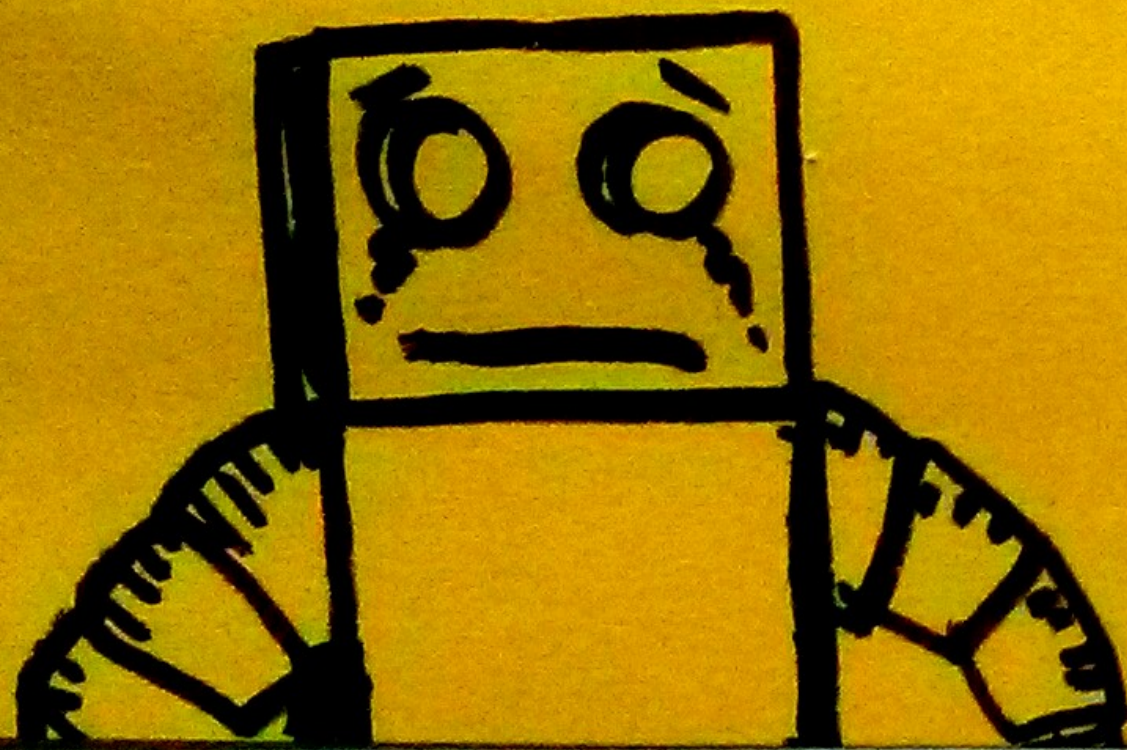
## Quadrant 3

Performance  
Employees





# AUTONOMY



# MASTERY



# PURPOSE



Performance Employees is a shift away from **rewards & punishments** towards purpose, mastery & autonomy and **scientific** motivational behaviour which identifies what employees really desire.





Performance Employees understand that their professional development is their **own responsibility** and they take ownership & engagement for **growth, mastery** and **skills** acquisition often unique to themselves.







Performance Employees have been made aware of the **tools** that they need and have been **supplied** them in order to deliver exceptional performance in the workplace each actual time often under pressure.





Performance Employees understand that they have the **knowledge** and **information** within themselves to make the right **decisions**, **problem solve** and **adapt to change** and do not need continually telling what to do.





# Performance Synchrony

## Quadrant 4

Performance  
Measurement





Performance Measurement is no longer a once a year conversation at the **outdated performance appraisal**. It needs to be positive, continuous and empowering to allow self growth, testing and responsibility.







Performance Measurement is an agreed construct that encourages good behaviours and **not maladaptive ones** leading to cheating, blame & cover-ups. The wrong KPI's turn on the negative neural pathways in the brain.







Performance Measurement is about **opportunity, practice, challenge** and **growth**. The need to learn in a safe & non threatening environment always delivers through motivated and engaged staff & manager development.







Performance Measurement rewards the **right outcomes** from issues within the employee's control that are agreed at the outset and are continually monitored, discussed, coached and adjusted along their progress.





# The 10 Constructs of Neuro-Performance Synchrony





# Market Alignment

Step 1





1

What **pain/problem** does the market have?

2

Will my product/service **solve** this pain/problem?


3

Will the market be willing to **pay** for this solution?

4

How will they know that I **have** the solution?





CLIENTS

# Customer Alignment

Step 2





1

Paint a clear **picture** & **profile** of your customer

2

Who would get most **value** by solving this pain?

3

Where do these customers **hangout**/reside?

4

Can they **afford** to purchase our solution?







# Practices & Processes Alignment

Step 3



1

Move towards a system of **self management**

2

Encourage workers to bring **inner wholeness**

3

Establish **trust** as the default in the organisation

4

All business information **shared equally** to all







# Systems Alignment

Step 4





1

Consider **financial, operational & competitive** advantage systems that support everyone

2

Consider systems for competitive **intelligence**

3

**Sustainable** competitive advantage is the goal

4

Use the **sense & respond** approach and try not to predict and force





# Structure Alignment

Step 5



1

Self management replaces the traditional **hierarchical** pyramid

2

Organisation is a **living entity** with creative potential & evolutionary purpose

3

Distributed leadership with inner rightness and purpose as **primary motivator**

4

**Parallel & nested** teams/web of **individual contracting** according to size & length of value chain



# pur·pose

*/'pərpəs/*

Noun

The reason for which something is done or created or for which something exists.

## Purpose Alignment

Step 6





**Evolutionary purpose** in Teal Organisations is seen as having a life and a sense of direction of their own. Instead of trying to **predict and control** the future, members of the organisation are invited to listen in and understand what the organisation wants to become, what purpose it wants to serve, a form of **sense and respond** if you like.





# Culture Alignment

Step 7





1

Remove **fear** from your organisation

2

Instil employee **trust** in your leadership

3

Develop a culture of **growth** & self **mastery**

4

Apply the principles of the **SCARF** Model







# Leadership Alignment

Step 8





1

Change your stuck **neural pathways** & **patterns**

2

use neuroplasticity for brain **agility** & **resilience**

3

Shift your organisation's culture from **fear** to **trust**

4

Envision the future using the power of **storytelling**







# Staff & Employee Alignment

Step 9



1

Allow your staff and managers to **self-develop**

2

Give them access to **performance** enhancing tools

3

Introduce **brain based** motivational systems/rewards

4

Get to know their **Social** Brain & tap it for success

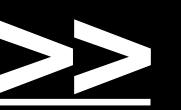






# Measurement Alignment

Step 10





1

Remove the dreaded annual **performance appraisal** & reduce the employee fear

2

Create an environment of **Challenge** and not one of **Threat** for growth & mastery

3

Introduce **drivers** that truly motivate at a brain level

4

Agreed **targets** and **results** must be set by and in the **control** of the individual



# References

All strategies and tactics in **Phase 1** have been researched and evidenced to work within the fields of **psychological sciences** and **neuroscience** and have been packaged and tested to be fully transferable into **business** and other high pressure environments.

All strategies and tactics in **Phase 2** have been researched & evidenced to work within the **research & observations** of Frederick Laloux within a number of profit & non-profit organisations who needed to evolve for 21st Century challenges & opportunities.







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