



POWERFUL SOLUTIONS FOR **MODERN BUSINESS**

Improve Productivity, Profits & Performance through Neuroscience

High
Performance

PERFORMANCE PROBLEMS

Business is changing fast and organisations need to adapt to the new environment of customers, technology and shorter business model life-cycles that demand exceptional performance in all areas allowing it to thrive and survive.

PERFORMANCE CULTURE

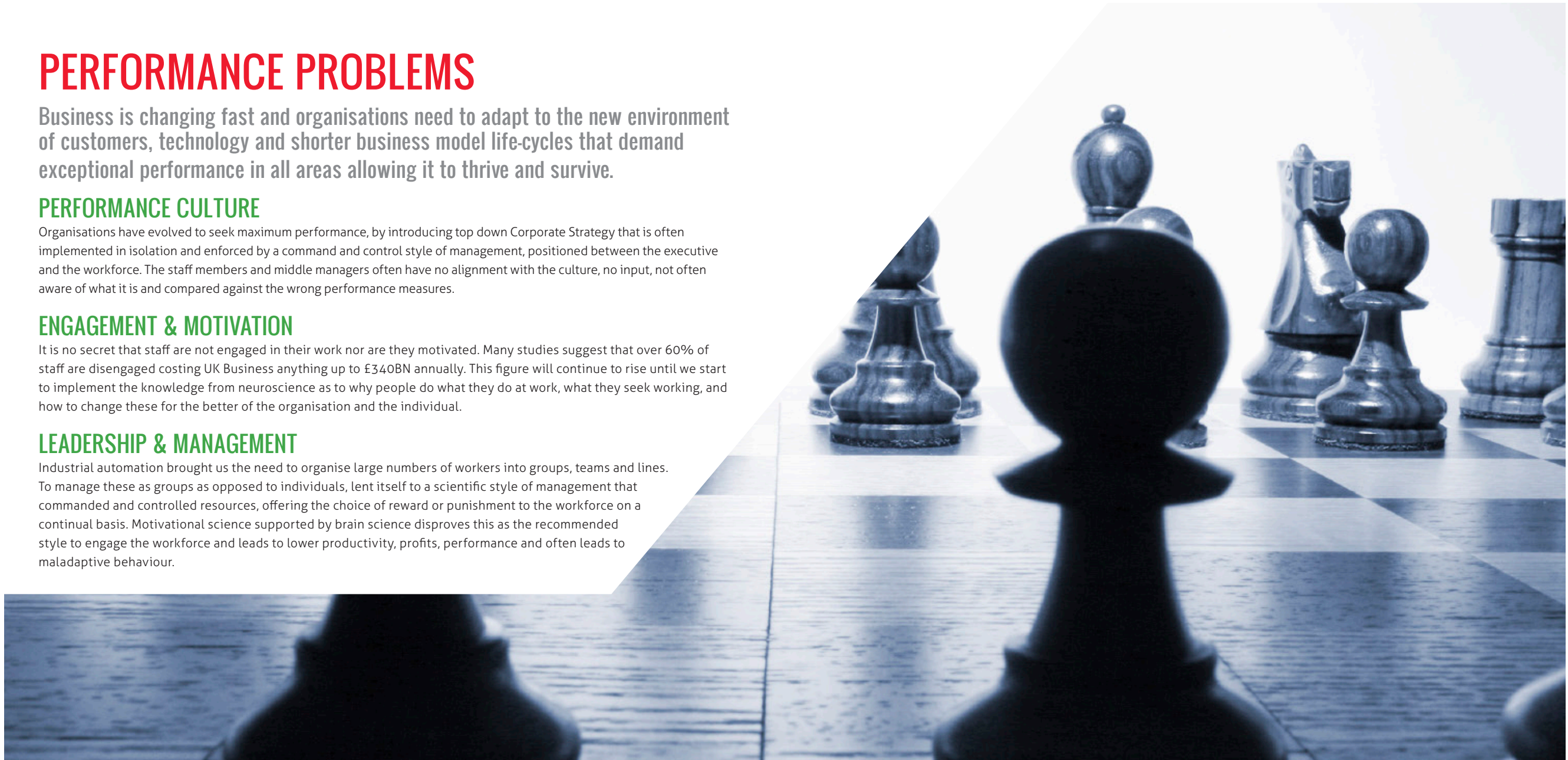
Organisations have evolved to seek maximum performance, by introducing top down Corporate Strategy that is often implemented in isolation and enforced by a command and control style of management, positioned between the executive and the workforce. The staff members and middle managers often have no alignment with the culture, no input, not often aware of what it is and compared against the wrong performance measures.

ENGAGEMENT & MOTIVATION

It is no secret that staff are not engaged in their work nor are they motivated. Many studies suggest that over 60% of staff are disengaged costing UK Business anything up to £340BN annually. This figure will continue to rise until we start to implement the knowledge from neuroscience as to why people do what they do at work, what they seek working, and how to change these for the better of the organisation and the individual.

LEADERSHIP & MANAGEMENT

Industrial automation brought us the need to organise large numbers of workers into groups, teams and lines. To manage these as groups as opposed to individuals, lent itself to a scientific style of management that commanded and controlled resources, offering the choice of reward or punishment to the workforce on a continual basis. Motivational science supported by brain science disproves this as the recommended style to engage the workforce and leads to lower productivity, profits, performance and often leads to maladaptive behaviour.



PERFORMANCE SOLUTIONS

To counteract these difficulties, organisations are looking for new ways to create dynamic capabilities in their processes and people. These capabilities are supported by aligned cultures, missions and values within a high performance environment.

PERFORMANCE ENVIRONMENT

Business can learn from other highly performing sectors and disciplines where often disengagement can lead to failure, injury or even death. Many examples are used from elite sport, the military, performing arts, high pressure professions and numerous studies into Global Organisations, where changing the environment into an open, accountable, sustainable, mastery driven, motivated, creative and supporting one, leads to higher productivity, profitability and performance.

PERFORMANCE PEOPLE

By introducing staff and management to a high performance environment, creates an understanding of purpose and meaning for them and how they fit into the culture of the organisation. They understand what it is and learn to develop autonomy, motivation and what an optimal state of performance feels like. Management can support and introduce enquiry to their colleagues allowing the opportunity for them to thrive in the workplace.

PERFORMANCE & MEASURES

The whole object of measuring performance is to engage the workforce to seek reward through financial incentives and to avoid the fear of failure and loss. However, brain and behavioural science understands how motivation triggers this response and what factors improve or worsen it. To understand what really motivates people and to ensure that proper achievable measures of the right targets are in place will bring success. These measures should always align with corporate culture, customer experience and expectation.



PERFORMANCE SCIENCE

We now know from global studies that exceptional performance in the workplace can be mirrored and transferred from other high performing environments, into business of any size to improve productivity, increase profits and retain and develop a highly motivated workforce.

NEUROSCIENCE

The creation of all behaviour is commenced in the brain. To change and improve behaviour towards performance is not only effective but highly rewarding to the organisation. Evidence now highlights that the brain can trigger either a reward or threat response whilst at work that leads to either challenge, creativity, innovation and performance or a fear induced stress response that causes obstruction, disengagement and poor attitude.

PERFORMANCE SCIENCE

Other areas of evidence include performance psychology and the behavioural sciences which understands that individuals and teams need to enter the optimal performance state by supporting their cognitive and neuroscience approaches with lifestyle, social connectedness, strategy, mental reclamation and mind/body integration.

NEURO-PERFORMANCE

Our approach is to combine the 2 sciences above with proven to work strategies that are easy to apply by individuals, teams and organisations. We trawl the literature and seek evidence of efficacy that is appropriate and powerful to each organisation's unique challenges. There is no template to peak performance but an outline of attack that is merged with client specific requirements covering analysis, choices and implementation and delivered through consulting, coaching, workshops, learning, development and online. We handle it all for you, reframing behaviour into performance for minimum opposition.



1. Performance Environment
2. Performance Managers & Leaders
3. Performance Workforce
4. Performance Measurement

PERFORMANCE ENHANCEMENT BY,

EXPERTS

www.neuro-performance.co.uk