



**Neuro-Performance**  
For Exceptional Business Success

# INNOVATION MOVING FORWARD



The Scientific Doorway To  
Exceptional Employee Performance



HELP YOUR  
WORKFORCE  
AVOID  
THEIR  
FEARS

# FRUSTRATIONS, CONCERNS & PRESSURES

## HR PROFESSIONAL:

Due to the rapid pace of change in modern business the human element of organisations is potentially the most difficult to master and yet certainly the most powerful in terms of possible outcomes. Your job is extremely difficult in achieving the fine balance between initiatives undertaken by the organisation and ensuring that your employees respond in the right way towards them. For instance, engagement and motivational schemes are quite simple to implement but will be ineffective if they do not drive the desire within all members of the company.

## SALES DIRECTOR:

The frustrations and fears that you experience daily are immense, knowing that it is your responsibility to drive sales to the organisation to ensure that it thrives in these extreme economic times. To achieve added value and extended sales relationships with your customers needs new approaches, sales models and understandings of adaptive sales behaviours. Your sales teams need modern leadership, management and a different understanding of your customer to identify what your customer is trying to avoid and what they are wanting to achieve.

## BUSINESS OWNER:

It doesn't matter if you are a business owner of a small or large enterprise, you are having to overcome difficulties all related to change. The change in business is accelerating and the old business models lasted for decades whereas now they can change daily with the introduction of the digital world. This places huge amounts of stress, pressure and challenge upon your shoulders and in most cases the buck stops with you. This pressure affects your decision making and clarity towards problem solving in ensuring that your reports, customers and stakeholders are all taken care of.

## MANAGEMENT TRAINER:

Your concerns and frustrations are related to changes in thinking around the whole topic of management and leadership. Much of the literature that you cite is based upon old and often out of date scientific management principles that are not conducive to modern enterprises. You develop the concepts of control, direction and hierarchy which do not support the rapid pace of markets, products and the human element. The performance of management which is directly linked to behaviour through mental processes and actions is an individual one and cannot be amassed.

## EMPLOYEE:

You are experiencing change like never before. The pressures of performance mount daily as your technical, tactical, physical and mental attributes are being tested through information overload, restructuring, changing business models and management as you try to engage with your organisation and deliver exceptional outcomes whilst battling attacks to your well being because of your fears, frustrations and uncertainty in the modern day organisation. The basic instinct is survival when it should be growth and you look for "getting by" instead of looking to flourish.

PERFORMANCE IS ABOUT DIRECTION, DRIVE, CONTROL & MASTERY

# THE OUTCOME: BENEFITS

Applying a neuropsychology approach to all your challenges can bring exceptional rewards for both the organisation and your workforce.

## BENEFITS TO THE ORGANISATION:

- Increased Revenue from Sales & Marketing
- Lower Costs because of efficiency & effectiveness
- Longevity of the organisation because of commitment to excellence
- Competitive advantage through innovation & creativity
- A fully motivated and engaged workforce because of organisational inspiration
- Stable workforce due to right person, right role at the right time
- Better talent management for ongoing performance and succession.
- Exceptional team performances and development.



THE  
PSYCHOLOGY  
OF  
PERFORMANCE

“

*Improve output in terms  
of quality, quantity and  
excellence in all fields.*

”

## BENEFITS TO THE INDIVIDUAL:

- Better feelings of security, certainty & engagement
- Enhanced levels of mental toughness for performance & change
- Clearer focus, resilience and well being
- Improved decision making, problem solving skills & creativity
- An improved attitude, purpose, mindset and behaviour
- Total emotional control within the working environment
- Full team dynamics and cohesion
- The ability to thrive under pressure



# CASE STUDIES **REAL** **WORLD FINDINGS**

**S**ome of the findings from marketing, sales, management, leadership and performance using neuroscience and psychology.

**CASE STUDY 1:** Louisiana State University has revealed a scarcity of adaptive sales training in initial sales training programmes. Adaptive sales training builds bigger and better sales results.

**CASE STUDY 2:** As a result of the dramatic growth in interest in Neuro-Selling/adaptive selling, a three-year research project has now been set up at Oxford University to examine its potential role in sales and marketing - in particular, what is underlying an individual's buying choice and how brands, advertising and perceptions affects them.

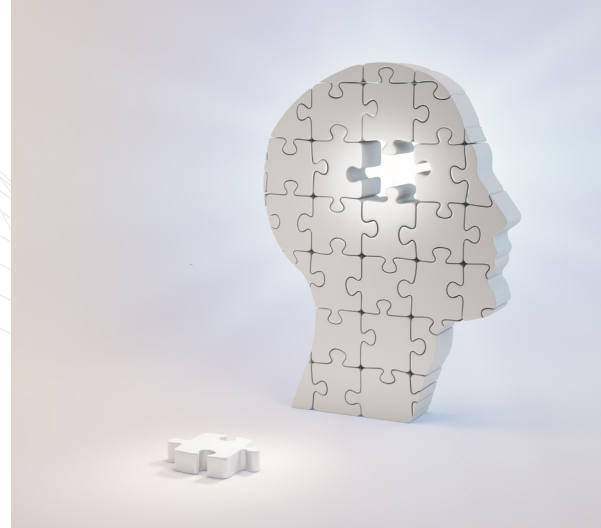
**CASE STUDY 3:** Neuroscientist Dr Shane Moon wrote: The power of neuroscience can be seen in selling when we move into more complex sales. Adaptive brain selling finds the bigger sales via the scenic route.

**CASE STUDY 4:** The car maker Honda is one of a growing number of businesses using neuroscience to learn how and why consumers decide what to buy. Honda found the results so persuasive that it is remodelling showrooms and retraining staff to tailor pitches according to a potential buyer's state of mind.

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SELLING FINDS THE BIGGER SALES VIA THE SCENIC ROUTE. ”**  
**DR SHANE MOON**

**CASE STUDY 5:** British broadcaster GMTV used the procedures to gauge receptiveness to ads at different times of the day. The GMTV head of research, Steve Elliot, enthuses: The findings have been received more positively than any research we've ever done. Understanding enjoyment and engagement within the brain changes everything.

**CASE STUDY 6:** A recent study on the level of dissatisfaction corporate boards were expressing on the failure of Talent Management in the corporations they oversee. According to the study, Talent Management is failing miserably in most organizations. Over the past twenty years alone, corporations and institutions have invested upwards of \$1 trillion on leadership development. Yet, only 1% of executives score excellent in eight key competencies of leadership, 90% score below average (McKinsey & Co®), and employee disengagement has been mired at 70% for over a decade (Gallup®).





# TAKING IT TO THE NEXT LEVEL BY DEVELOPING MENTAL SKILLS

THE  
HARD WIRED  
ADULT BRAIN  
APPROACH  
TAKEN BY  
TRADITIONAL  
PSYCHOMETRIC  
TESTS IS  
IMPOSSIBLE  
TO SUSTAIN  
IN LIGHT OF  
NEUROSCIENCE  
DISCOVERIES

CASE STUDY 7: A Harvard Business Review study has shown that staff turnover almost doubles when no “job suitability match” has been undertaken. The study also concluded that 80% of staff turnover can be attributed to mistakes made during the employee selection and recruitment process.

CASE STUDY 8: The Royal Mail engaged a study on understanding direct mail with neuroscience. It tested the brains of customers and their engagement with physical and online materials used in marketing. It found that tangible materials left a deeper footprint in the brain; that physical material involved more emotional processing (needed for memory and brand associations); the physical materials produced more brain responses connected with greater internalisation of the ads.

CASE STUDY 9: Executives at PepsiCo ‘s Frito-Lay unit use neuromarketing to test commercials, products and packaging in the U.S. and overseas. They discovered that certain images on the packaging did not trigger the guilt response as much as other imagery did.

CASE STUDY 10: Yahoo has a 60-second television commercial that features happy, dancing people around the world. Before spending the money to air the ad on prime-time and cable TV, as well as online, Yahoo ran it by consumers in Neuro research. The brain waves showed stimulation in the systems where memory and emotional thought occurs.

CASE STUDY 11: Ebay’s PayPal hopes to persuade more e-shoppers to use its online payment service by pitching it as fast. Brain-wave research convinced PayPal that speed turns people on more than safety and security, the earlier themes in its ad campaigns.

CASE STUDY 12: Microsoft is using Neuro research to demonstrate how engaged gamers are when they use an Xbox. They tracked which parts of the brain were stimulated and excited by the ads as there was a correlation with future purchases.

## THE PHYSIOLOGY OF THE HUMAN BRAIN

# NEURO – IMPACTS BEHAVIOUR

Neuroscience offers us the historically unparalleled prospect of illuminating our understanding of both sides of the equation – i.e. the sellers and the buyers; the manager and the reportee; the executive and the shareholder – and therefore achieving results that are mutually satisfying.

All selling, coaching and management is a brain to brain process in which one person's brain communicates with another's. We now know that 95% of all decisions are made by the subconscious mind without any conscious input. As a result of these findings some of the world's largest and most sophisticated companies are applying the latest advances in neuroscience to create brands, products, package design, marketing campaigns and store layouts both on and offline that are deliberately designed to appeal directly and powerfully to our brains.

## HOW IT WORKS

The concept of combining the findings of neuroscience and performance psychology is a new and exciting one. We are starting to understand why people perform as they do at work and how this portion of their lives can be developed for the mutual benefit of the organisation and the individual.

- » Introductory brain mapping from the very latest behavioural psychometric testing
- » Workshops based upon Neuro-Performance or of a bespoke client basis
- » Coaching to challenge, support, stretch, guide and assist your performance issues
- » Online e-learning material based upon Neuro-Performance or bespoke written solutions
- » Skilled applied solutions created not just theory
- » No awkward management approaches
- » Match performance at work with the role, the person or the team



New findings about the physiology of the human brain and how it affects human behaviour is reshaping traditional views of organisational structure and behavior. It is commonly now seen in consumer marketing, leadership and people management and performance.

The discovery of adaptive behaviour at work has helped create a new form of psychometric testing that produces results for the employee or manager as a unique individual and not part of a large grouping in terms of their behaviour preferences.

A way of applying neuroscience in the workplace is to map brain patterns by deconstructing day to day behaviour back to its psychological origins in the brain. It works upon the 50% of behaviour that is not hardwired and adapted to the task, relationship, job, and customer etc. Our behaviour patterns are as unique as our fingerprints which puts a strain upon organisational success that relies upon managing people effectively.

## PSYCHOLOGY

### ACHIEVE SUBSTANTIAL RETURN ON INVESTMENT FROM IMPLEMENTING THE NEURO- PERFORMANCE PROGRAM

If we take a closer look at performance at work we can understand that performance is a series of behaviours and actions. Improve the processes that generate the behaviours and we are in the ideal performance state. So if understandings of neuroscience and brain mapping identifies the behaviour preferences at work then performance psychology will view the processes and techniques that merge with behaviour to produce a final output of exceptional performance. Generally the work focuses upon direction, drive, control and mastery and is underpinned by scientific findings:

Some of the areas that performance psychology focuses upon are Empowering beliefs, Mindset, Professional Attitude, Goal Setting, Motivation, Stress, Anxiety & Pressure, Concentration, Psychological Preparation, Self-Confidence, Emotional Control, Mental Rehearsal, Thought Control, Mental Toughness, Team Dynamics & Cohesion.

All these elements are crucial for performance and once enhanced become embedded in behaviour at work and as seen earlier, the benefits to the organisation and to the individual are extremely powerful. There are many major organisations around the world that have implemented performance psychology in their development regimes including the US Military and Corporations; Elite Sporting Champions, enlightened and innovative business leaders and vocations historically steeped in incredible levels of stress and pressure.

### WHY US?

So now that you have seen that there is a substantial Return On Investment to be achieved from implementing the Neuro-Performance program; so why choose us?

#### WE BELIEVE THAT THERE ARE A NUMBER OF GOOD REASONS:

- » 1. Our passion, enthusiasm and commitment to excellence is infectious.
- » 2. Our experience earned in the corporate and performing science worlds is pretty unique.
- » 3. Our removal of the decades of material down to precise designed solutions.
- » 4. Our development of the material to suit the technology and the delivery platforms.
- » 5. Our solutions are skillfully applicable to all levels of employee, manager or executive.
- » 6. Our material is based upon cutting edge research and the latest knowledge.
- » 7. Our commitment to understand your frustrations within your industry or sector.
- » 8. Our work will generate a positive R.O.I. for your desired measure.
- » 9. Our service is a multi-disciplinary approach to achieving a positive sum outcome.
- » 10. Our offerings are available and tailored for organisations of all sizes.



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For Exceptional Business Success

## NEXT STEPS?

Arrange an initial consultation before your competitor does so that we understand your challenges and offer performance solutions.

### CONTACT US

GBTD  
83 Ducie Street,  
Manchester.  
M1 2JQ

Tel: 0843 289 3870

Email: [enquiry@businesstrainingonline.co.uk](mailto:enquiry@businesstrainingonline.co.uk)