NEURO

Video

See: www.CooperStrategic.com; or www.Neuro.ws
BREAKE/THROUGH INTELLIGENCE

We help leaders, entrepreneurs and teams turn vision into impact—and win today’s biggest opportunities.
“There is a massive divide between the latest science and the modern workplace.”

- The Best Place to Work, 2019 Report
IF YOU HAD TO...

BECOME THE BUSINESS

THAT PUTS YOU OUT OF BUSINESS IN THE LEAST TIME

WHAT WOULD BE DIFFERENT AND BETTER?
“Present shock”
1. RE-SET YOUR BRAIN PERFORMANCE CODE
2. REDESIGN TIME
3. SPEAK THE NEW LANGUAGE OF TRUST
4. ACHIEVE BIGGER GOALS SOONER

© Cooper@CooperStrategic.com
1
RE-SET YOUR
BRAIN
PERFORMANCE
CODE
your brain is not your friend.
On average, 11.8 minutes in the working day have peak effectiveness. 

Multiple cites, including Cooper Strategic research from 1996 through present; plus... Wajcman, J. Pressed for Time: The Acceleration of Life in Digital Capitalism, 2015; Bailey, C. The Productivity Project, 2015; Snow, S. Smartcuts, 2015; G. Mark, professor of informatics at the University of California, Irvine, digital distraction.
OVER-EMPHASIZING STRENGTHS

The key to growth is building new unique capabilities.
Neuroplasticity

Neurogenesis

Your brain makes thousands of new neurons every day …that die unless you engage in brief bursts of effortful, successful new learning…

Young neurons glow red in this brain scan of a 68-year-old.

LLORENSLAB

Shors, T.J. 2014. The adult brain makes new neurons, and effortful learning keeps them alive. Current Directions in Psychological Science October 2014 vol. 23 no. 5311-318
Hardwiring tendencies & defaults

Growing/Rising

Cannot stay the same

Fading/Falling

NEUROPLASTICITY

Livewire
2
REDESIGN
TIME
Highest Performance Blueprint: Yours

ENERGY
FOCUS
CREATIVITY
LEARNING
DRIVE
INITIATIVE
HAPPINESS
RESILIENCE

5AM...6AM...7AM...8AM...9AM...10AM...11AM...12 noon...1PM...2PM...3PM...4PM...5PM...6PM...7PM...8PM...9PM...10PM...11PM

© Cooper@CooperStrategic.com
One example of an individualized blueprint...

© Cooper@CooperStrategic.com
FIRST 21 MINUTES

How you start the day upgrades or downgrades your whole day

© Cooper@CooperStrategic.com
THE FIRST 21 MINUTES

- No access to tv, radio, email or internet
- Drink a glass of water
- Faith
- Goals (Commit to Implement)
- View/Light
- No caffeine for 60 minutes
- Posture/breathing
- Sip of ice-cold water
- Cold Shower: 30-seconds?
- Bite/s of food
- Prime Brain for Learning:
  - What will I learn today? How will I innovate?
  - How will I apply this learning/innovation?
- Fitness (no spinal flex for 1 hour)
- Now, turn to today: Scan priorities

EXAMPLES:

- What is your best evidence-backed formula?
Your best natural time of day?

- Early morning
- Mid-morning
- Late morning
- Early afternoon
- Late afternoon
- Early evening
- Late evening

Every minute inside your PRIME TIME is 2X to 100X more valuable than any of your other waking minutes.
The brain is designed for 5- to 10-Minute SPRINTS of Focus or Innovation
Ace Your Transitions

Example:

Heading Home...
Half of the most damaging arguments... start or are magnified within 15 minutes of walking in the door at home.

Barbara Mackoff research at Harvard: The Art of Self-Renewal
Half of the most damaging arguments oversights, space outs, distractions, disconnections and misunderstandings may be hunger-related.

- UCLA Medical School research; W. Nagler, and A. Androff; Six Rules to Make Relationships Last;
- R. Josselyn. The Space Between Us.
3

SPEAK THE
NEW LANGUAGE
OF TRUST
We are at the beginning of the biggest trust revolution in history.

- Rachel Botsman, Oxford University, Who Can You Trust?
Today, nearly everyone’s brain is primed to disconnect.
“I’m too busy...”


MOBILE DEVICE TOUCHES
per person per day:

**HEAVY USER**

- 5,427 average daily touches
- 225 average daily minutes

**AVERAGE USER**

- 2,617 average daily touches
- 145 average daily minutes


https://blog.dscout.com/mobile-touches
3 BRAINS

HEAD

Studies published in American Journal of Cardiology...field of neurocardiology...

HEART

Up to 1M times faster than the brain in the head

GUT

The “Second Brain”... gastroenterologists discovered...Columbia University College of Physicians and Surgeons

© Cooper@CooperStrategic.com
DESIGN & DELIVER
INNOVATIVE, BRIEFER & MORE
EFFORTLESS EXPERIENCES
Primary CUSTOMER & ASSOCIATE CONCERNS TODAY:

TIME    PRIDE    INNOVATION    MONEY
THE FOUR ATTENTION GATEWAYS

1/5th of Second

01
Where the other person’s brain instinctively and instantly answers the questions, **Do I like you and could I trust you?** This initial decision is reached in less than one second based on nonverbal cues and has to be validated throughout your interaction.

3 Seconds

02
Where the other person’s brain is instinctively and subconsciously deciding, **Am I in or out?** This decision is reached almost as soon as you start talking—within a few seconds—and it, too, must be constantly reconfirmed.

Every 30 Seconds

03
Where the other person’s brain keeps instinctively asking, **Is this interaction worth a piece of my life?**

Next

04
is the crucial follow-through point, where the question for the other person is, **What’s next: What am I going to do—or not do?**
Hide your phone when you’re focusing. Seriously.

“Shoulder surfing.”

Glancing at other people’s screens.

A mobile device in view or hearing or vibration range blocks your best thinking + undermines—and drags out—each conversation.

When the brain is even slightly resisting a task it searches for novel things to focus on.


22 FOCUSING WORDS & PHRASES

Examples:

○ **GLIMPSE**
  “Here’s a glimpse into why this can matter across time...”

○ **GLANCE**
  “Let’s take a moment to glance ahead and look back...”
72 PHRASES TO REPLACE

Examples:

“Thanks for your time”

“I know how busy you are...”

“It’s been great brainstorming with you...”

“It’s terrific to have this chance to explore some of the latest innovations with you...”
72 PHRASES TO REPLACE

Two examples:

“I’d like to show you…”
“LET’S take a quick look at…”

“I need to tell you…”
“LET’S take a moment to glance at a few options…”
ACHIEVE BIGGER GOALS SOONER
TOP GOALS

FAILURE RATE

90%

Monday is the best day for setting new goals

“Temporal Landmarks” spur goal initiation


Every GOAL should “stretch” you

But fantasy = failure

GOALS must be personally compelling

EEM = Emotional Experiential Memory drives goal-directed behavior change

© Cooper@CooperStrategic.com
Recent studies show that setting up implementation intentions can help prevent resource depletion as it enables individuals to engage in automated goal striving and behavior control that does not require high levels of deliberate effort. (p. 307; Gollwitzer Motiv Emot 2014 38: 305-322.)


Plan in reverse

“Future retrospection”—helps brain anticipate steps to reach the goal.
The Last Conversation

Evening of July 1, 1968
“If you knew you only had one hour to live, who would you call and what would you say?”
• Build more, run less
• Care more, carry less
• Grow more, react less
• Win more, work less
• Live more, regret less
Greatest significance
in the least time