

## Developing Brain-savvy Leaders

HEAD  
HEART  
+ BRAIN

# Leadership development backed by science

**Are your leaders executing your future strategy?**

**Are you getting the results you need from leaders to achieve business goals?**

**Have your leaders applied the learning from leadership programmes?**

**Do you get good feedback from your programmes but little change on the job?**

✚ If the answer to these questions is ‘no’ or ‘only partly’, you are not alone. In our recent research on Talent, all the companies we talked to said that leadership development was at or near the top of their agenda. Most also said they were not getting the results they needed from leadership development.

The issues fell into two categories. Either their leaders did not display the behaviours that delivered the future strategy or could not get their teams to change. In our terms they were “brain-fried” rather than “brain-savvy” leaders. Or, the investment made in leadership development programmes was not resulting in changes in the behaviour of leaders.



At Head Heart + Brain, we have spent time researching these issues. We have found that neuroscience, the science of how the brain works, can help shine a light on how to solve these issues. We have taken this science and combined it with our expertise and tools to create our **MasterMind** approach to developing leaders.

**MasterMind** uses the findings from neuroscience together with practical experience to create leadership programmes that in the context of your strategy work. Programmes which help leaders operate in a way that recognises how they and their followers react and what works best. Leaders who understand how the brain works and can adapt their leadership accordingly.

## What do we offer?

✚ Depending on your issues we can work with you in one of two ways.

Either to define the skills and mindset needed by leaders to deliver your strategy. We use our Success Profile methodology to define the difference between your good and exceptional leaders. We take this information to develop a programme that passes on those success factors to all leaders.

Or, if you already know the success factors for your business, but have not been getting the behavioural change from your leadership development we design a brain-savvy programme.

## How do we do this?

† MasterMind takes a different approach to learning. An approach that takes the scientific findings and applies them to the design and delivery of the programme. Some of the elements include:

## What's in it for me?

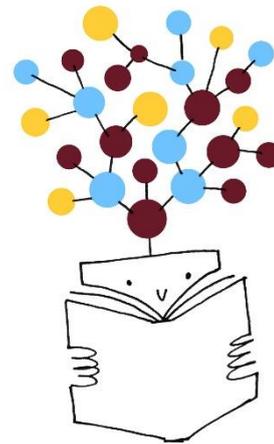
We define in some detail what the needs are for each individual who is going to attend the programme. This is usually via 360 feedback or similar. This is important because the science tells us people will only be open to changing their behaviour and learning new things when they know what's in it for them.

## Design with the brain in mind

Our design of the programme matches the way the brain learns. That is in small chunks using several different channels for delivering learning like face to face, on line, work based, coaching. Giving people time for reflection and sleep is an important element of learning so that is also part of the design.

## Insight not instruction

Our delivery of the content is carried out in a way that creates insight rather than giving information or instruction. We then help leaders to apply their insight to their role, their challenges and their personal ambitions. We do this by deepening the insights through using tools that apply the learning to the strategic goals of the organisation and the leader's role in them. This reinforces the 'what's in it for me' element and engages the leaders mind and emotions. Again, essential to learning.

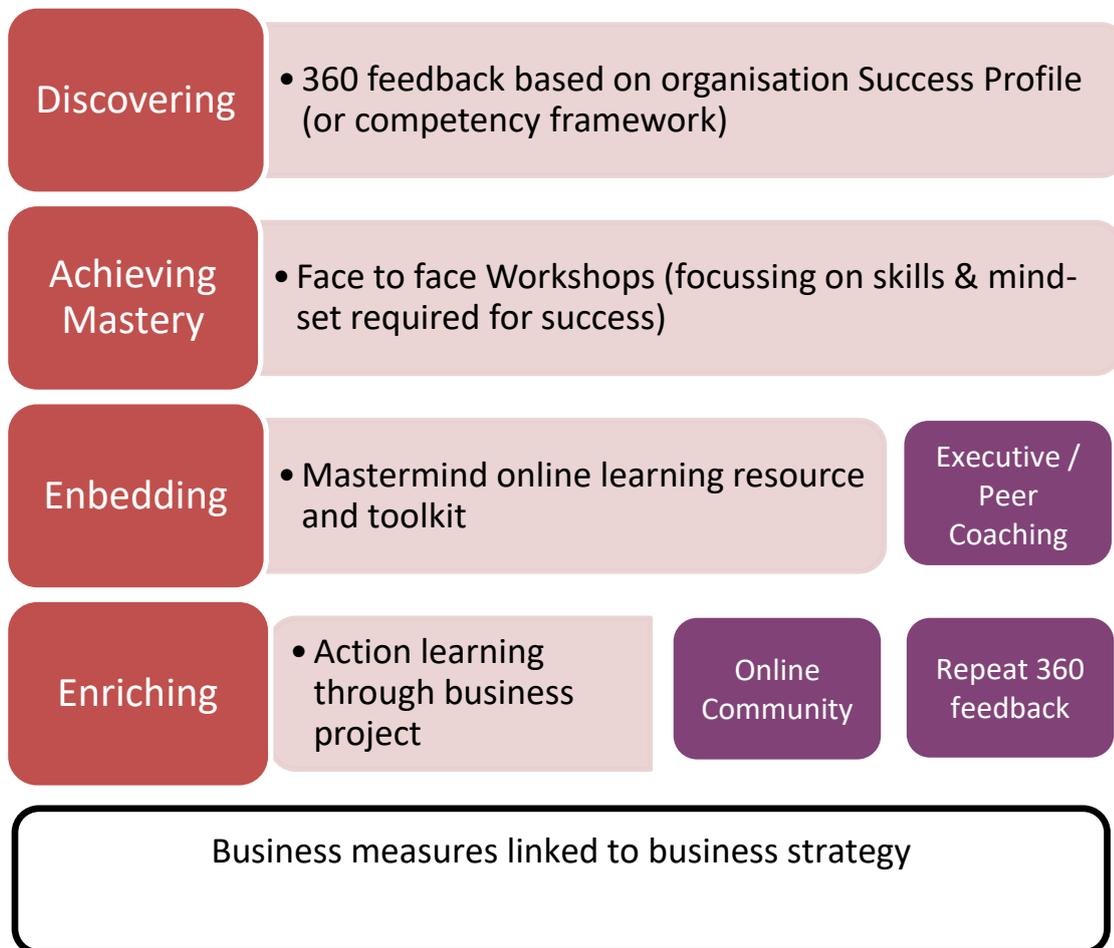


## Change goals

Most leadership programmes stop at this point. But we know from scientific research that 70 percent of what we do is habitual. Most of these habits include our job. For leaders to change they must create new habits, habits consistent with the behaviours needed to deliver the strategy.

To do this, leaders need goals that are meaningful to them personally. They also need to have made some commitments to work towards these goals to themselves and their peers. The community of leaders they work with. One way to get this started is to help leaders identify goals and introduce them to tools that will make their jobs easier and their performance better.

## Typical Programme



## Keep it going

We use our habit model to show leaders how to embed the new habits. Habits form when goals and plans are reinforced; like applying the new behaviour in work projects, coaching others, and supporting others' learning. When leaders have clear strategies for triggering the new behaviour, a process or routine to follow and can generate a sense of reward, new habits form.

## Build a community

Humans are social beings. Science has shown that this is more important than economic factors so creating a community reinforces the goals and development of new habits. **MasterMind** includes access to our on-line community for leaders where they can continue to access materials, share experiences, help each other with their goals and add their own ideas and expertise to the programme.

We do this via our **MasterMind** social learning site. The **MasterMind** social learning site includes video-based information about how to be a brain-savvy leader, adding to and deepening the programme content.

There are also practical tools on how to apply the information, references, reading and much more. Leaders can also discuss their experiences, post their own content and comment on others' questions.

## Measure the results

No programme can be complete without clear measures of the change it has generated. We work with you early to define the measures that are relevant to your organisation and strategy, how data will be collected and the periods of review. All this data is fed back to reinforce learning, identify organisation challenges and successes.

## Further information

**+** The Head Heart + Brain team have deep understanding and experience helping leaders. If you would like to find out more about how we do this get in touch at [partners@hhab.co.uk](mailto:partners@hhab.co.uk) or visit our website [www.headheartbrain.com](http://www.headheartbrain.com).

The team at Head Heart + Brain work with the rational and cognitive content-the head; with the emotions focusing on how people are successful-the heart and with the brain using the findings from neuroscience to inform their work.