

7 Tips for Brain-Friendly Leaders

The CONNECT™ model enables you to translate relevant brain science into practical and effective leadership strategies, all focused on getting the best from your people. Here are 7 tips to get your started:

C: Provide adequate **C**onsistency, predictability and clarity. The brain likes when it knows what to expect.

O: Provide a sense of **O**wnership and autonomy whenever possible. The brain likes a sense of control and choice.

N: Provide **N**ovelty and opportunities to learn. The brain likes uniqueness.

N: Help connect people to their **N**eed to **K**now. Making progress towards meaningful goals motivates the brain.

E: Make it fair and **E**quitable. Perceptions of unfairness are very distracting for our brains.

C: Help boost people's sense of **C**onfidence. It is rewarding to the brain when we feel we measure up and we are recognized for our contributions.

T: To build **T**rust, help people connect to shared goals and common purpose. This builds Trust – a very rewarding state for our brains.

