

# Neuroscientific Advances for Motivating Teams through Change.

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Director: Neuro-Informed

**FORUM**



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# What are the biggest challenges in your teams right now?





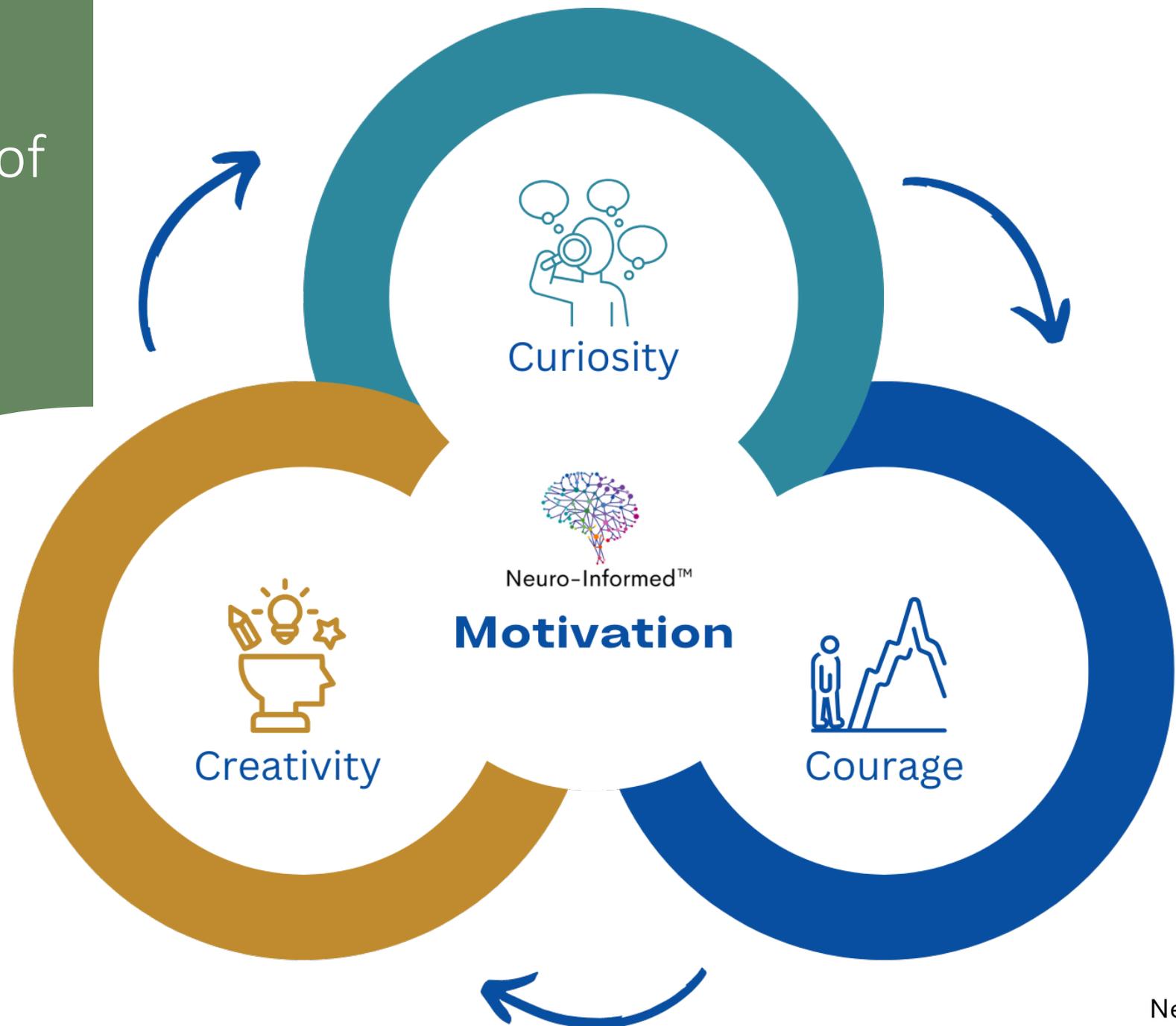
With thanks to Lisa Feldman-Barrett

# Change is faster than ever.



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# Neuroscience of Motivation



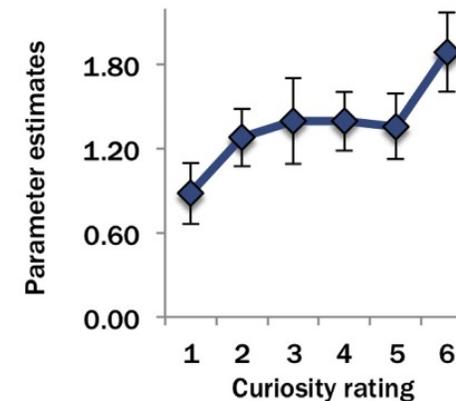
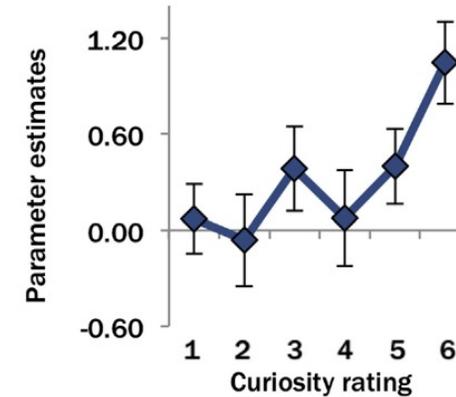
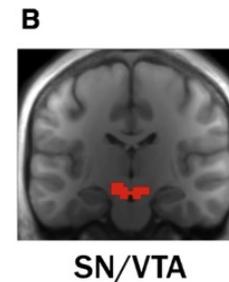
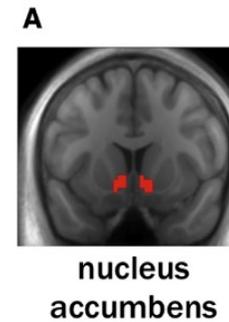
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# Neuroscience of Curiosity

## Findings

- Highly curious about a topic = better at learning the information.
- However – Also better at learning completely unrelated material.
- Retained better over 24 hours

Gruber, Gelman and Ranganath, 2014):



Cognitive skills  
are now the  
highest priority  
for businesses.

## Businesses' top 10 skill priorities for 2027



- |   |  |
|---|--|
| 1.  Analytical thinking                 | 6.  Curiosity and lifelong learning |
| 2.  Creative thinking                   | 7.  Technological literacy          |
| 3.  AI and big data                     | 8.  Design and user experience      |
| 4.  Leadership and social influence     | 9.  Motivation and self-awareness   |
| 5.  Resilience, flexibility and agility | 10.  Empathy and active listening   |

### Type of skill

 Cognitive skills  Self-efficacy  Technology skills  Working with others

### Source

World Economic Forum, Future of Jobs Report 2023.

### Note

The skills which organizations will prioritize in workforce development initiatives from 2023 to 2027

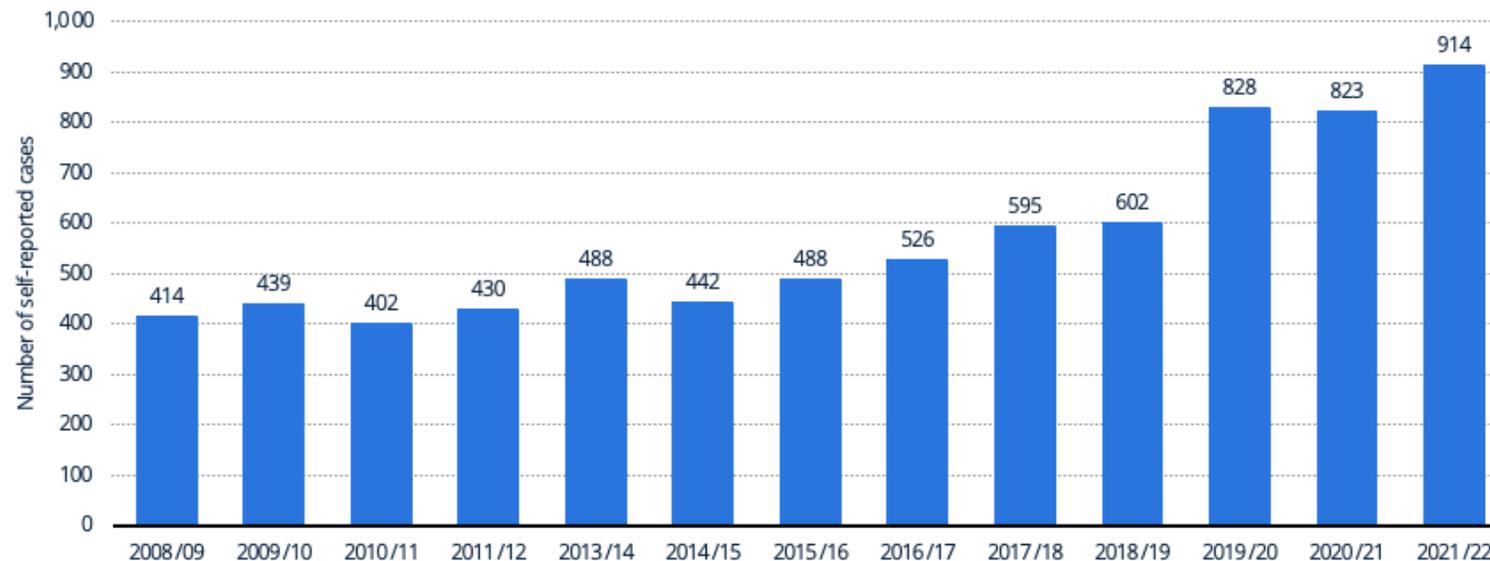


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# Workplace stress is higher than ever so even more urgent to be proactive.

Number of workers reporting work-related stress, depression or anxiety in Great Britain from 2008/09 to 2021/22 (in 1,000s)

Number of workers reporting work-related stress in Britain 2008-2022



<sup>1</sup> **Description:** In 2021/22, the number of workers reporting work-related stress, depression or anxiety in Great Britain was approximately 914,000 compared with 823,000 in the previous year. [Read more.](#)  
**Notes:** United Kingdom (Great Britain), April 1, 2008 to July 1, 2022  
**Source(s):** Health and Safety Executive

statista



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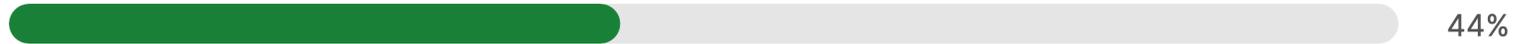
## Are your team experiencing any of the following?

Multiple Choice Poll 95 votes 95 participants

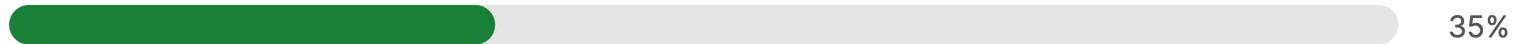
Feeling overwhelmed - 68 votes



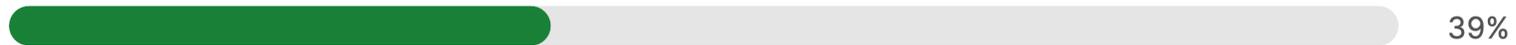
Struggling to stay focused - 42 votes



Hard to adapt to change - 33 votes



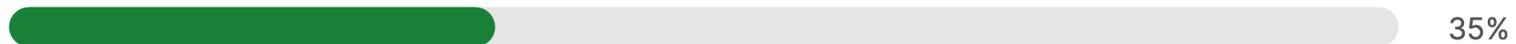
Brain fog or memory lapses - 37 votes



Often stressed or anxious - 58 votes



Difficulty balancing work and personal life - 33 votes



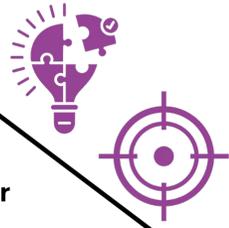
Cognitive skills are reported as top challenges for staff.

**What are your top challenges?**  
They could be something already mentioned like overwhelm or focus or something else entirely.



**Frontal Lobe**  
"CEO of the Brain"

- Problem solving
- Judgement
- Inhibition of behaviour
- Planning
- Emotional expression
- Creativity
- Self-monitoring
- Motor planning
- Personality
- Behaviour control
- Limitations
- Organisation
- Attention
- Concentration
- Mental flexibility
- Initiation



**Parietal Lobe**

- Perception, Senses .



**Occipital Lobe**

Visual reception areas  
Reading (perception and recognition)



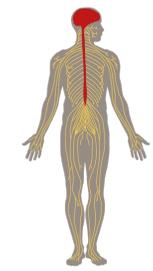
**Cerebellum**

Physical, emotional and cognitive  
co-ordination and balance.



**Brain Stem**

Autonomic nervous system  
Links to rest of the body.



**Temporal Lobe**

Memory and Language



# What could we measure? Should we? Why?

Stress levels

Engagement

Psychological  
safety

Critical  
thinking

Analytical  
thinking

Curiosity

Focus

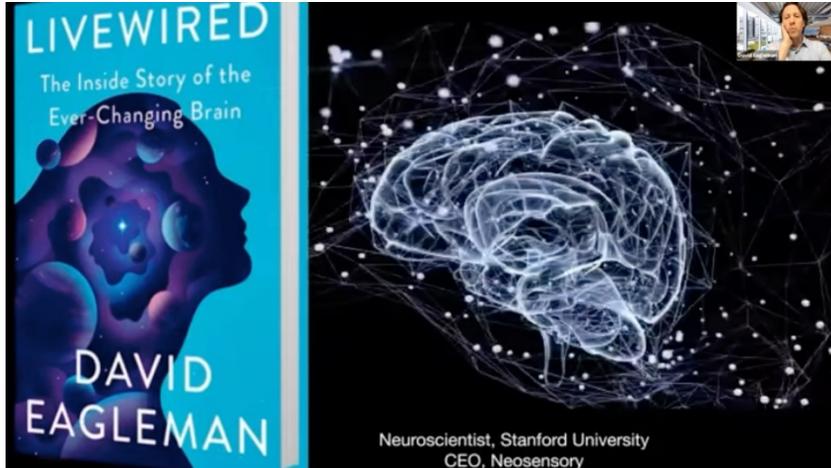
Hormone  
changes



# Good News on Neurogenesis and Neuroplasticity



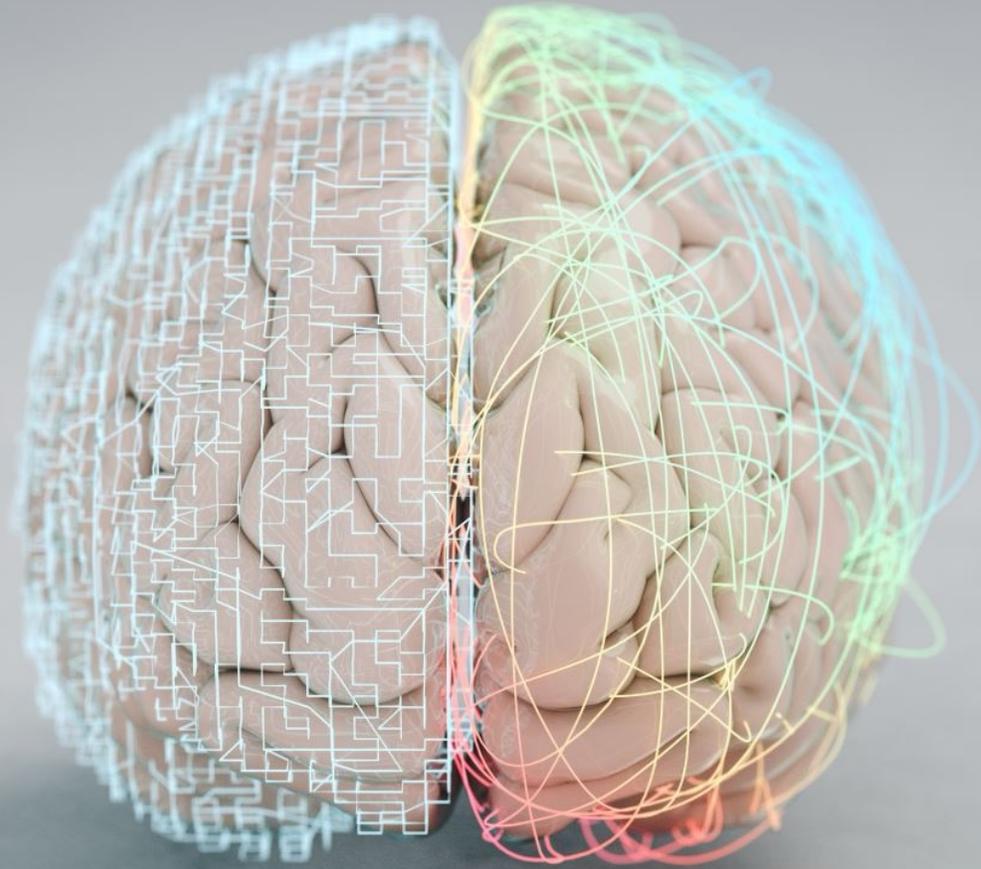
New research shows we can grow new brain cells at any age, even into our 90s. We can protect and improve our brains throughout life.



Our brains are not hard-wired but rather live-wired. They are constantly changing for better or worse..



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## Key Insight

The brain is an organ but it behaves like a muscle.

It can get weaker  
It can get stronger  
It can be trained,  
developed, optimized.



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# Neuroscience of High Trust Organisations

**Compared with people at low-trust companies, people at high-trust companies report:** 74% less stress, 106% more energy at work, 50% higher productivity, 13% fewer sick days, 76% more engagement, 29% more satisfaction with their lives, 40% less burnout.

The Neuroscience of Trust – Dr Paul Zak.



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# Strength-Based Development

Measure and Develop your team strengths.



# I gave my grey matter a workout with the 'Fitbit for the brain'

A £259 gadget from a Swedish biotech firm is supposed to help you pump up your prefrontal cortex. Could our writer focus?

Ben Spencer

Sunday July 07 2024, 12.01 am,  
The Sunday Times



Ben Spencer put his focus to the test with a brain-training device at the Royal Society in London  
CHRISTOPHER L PROCTOR FOR THE SUNDAY TIMES

"I'm going to ask you to really mentally commit to concentrating," says Mustafa Hamada, as he hands me the box. "Try to adopt a soft focus, but really mentally commit to it."

The £259 gadget I'm strapping to my head is a brain training device made by a Swedish biotech company, Mendi, where Hamada is chief product design officer. It's been described as a "Fitbit for the brain".

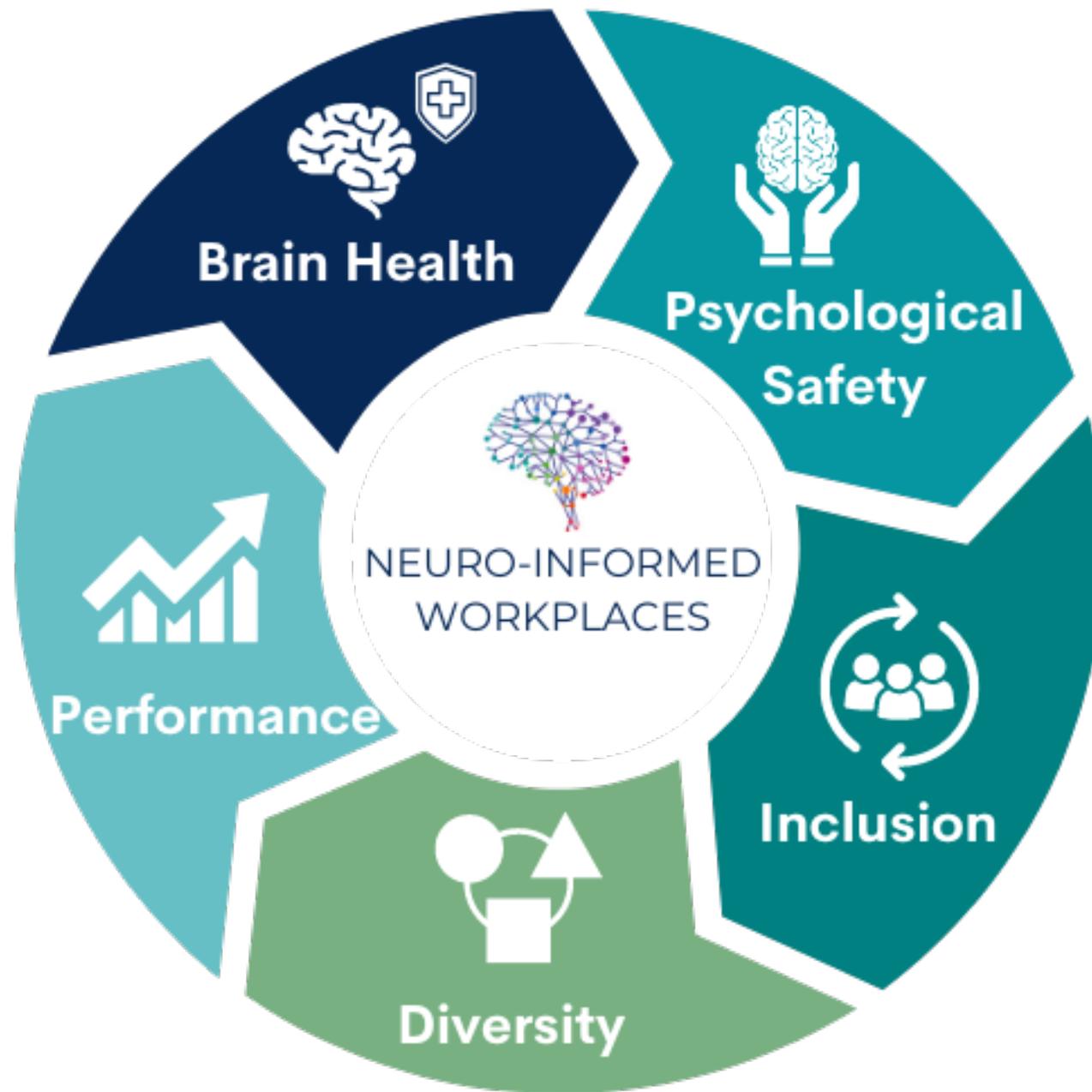
Hamada is presenting the technology at the Royal Society in London and members of the public are queuing up to try it out.

The interest is unsurprising. The device promises to improve focus, regulate



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# The Neuro-Informed Workplace Framework

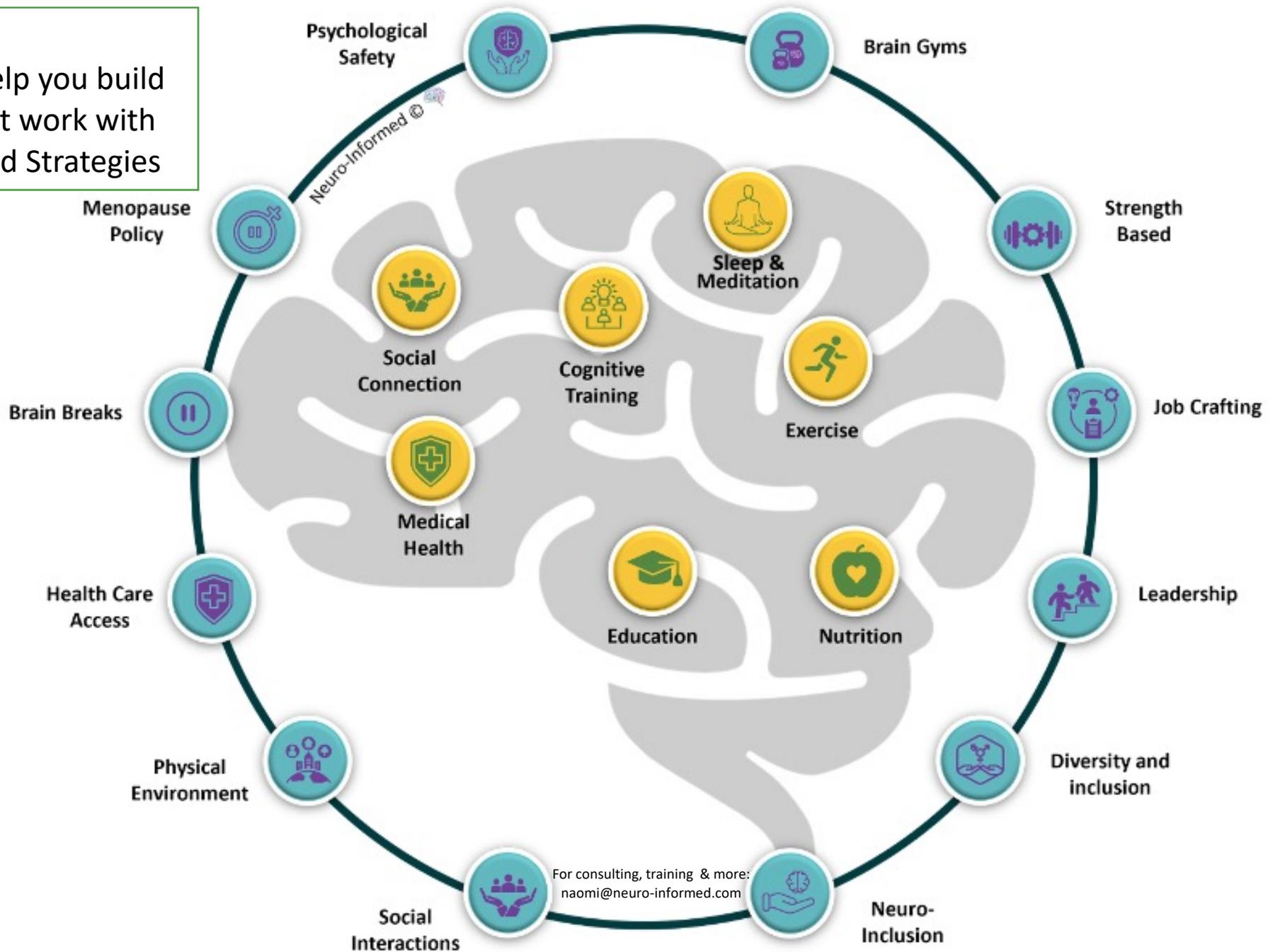


# What does the science show?

- The brain can be trained
- Workplace distractions are a key challenge for focused work
- Multi-tasking is related to reduced effectiveness and increased burnout
- Where we work matters – a range of spaces helps
- We get better at tasks when we're acclimatized to our environment
- Being together in person may improve connection to team and more knowledge sharing



We'd love to help you build better brains at work with Neuro-Informed Strategies





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- **Applied Neuroscientist (King's College, London)**
- **Guest Lecturer in Brain Health and Applied Neuroscience (King's College London)**
- **Faculty member for Licensed Brain Longevity Training (ARPF)**
- **20+ years training, consultancy, coaching for behaviour change and performance.**
- **International Consultant & Speaker on Applied Neuroscience and Brain Health at Work**
- **Fellow of Royal Society for the Arts**
- **Fellow of Royal Society for Public Health**

If you would like me to send you links to the original research papers for any of the content or recommendations, please let me know after the event.



**What are the biggest questions, or challenges, you have when it comes to measurement?**

