



daily GOOD

The brain gives the heart its sight. The heart gives the brain its vision.
--Rob Kall

Managing with the Brain in Mind

People who feel betrayed or unrecognized at work -- for example, when they are reprimanded, given an assignment that seems unworthy, or told to take a pay cut -- experience it as a neural impulse, as powerful and painful as a physical blow. Most people learn to rationalize or temper their reactions, but they also limit their commitment and engagement. They become purely transactional employees, reluctant to give more of themselves to the company, because the social context stands in their way. Leaders who understand this dynamic can more effectively engage their employees' best talents, support collaborative teams, and create an environment that fosters productive change. Indeed, the ability to intentionally address the social brain in the service of optimal performance will be a distinguishing leadership capability in the years ahead. This in-depth Strategy + Business Magazine article explores further.

Be The Change:

Pay attention to your own "social brain" responses, and make an effort to be sensitive to those of others.