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http://www.extension.org/learn/event/90

Other professional development opps at:
http://www.extension.org/learn
http://ncrcrd.org/

About the NCRCRD

The North Central Regional Center for Rural Development (NCRCRD) works with extension professionals, researchers, and their partners to enhance rural development outcomes in the twelve state north central region (see map above for the states). The NCRCRD is jointly funded by the USDA and Land Grant Universities in the twelve state region. The NCRCRD is part of a group of four centers that together cover the entire United States. The four centers work collaboratively on issues that cross regional boundaries. The other three centers are:

Announcements

2010 Rural Behavioral Health Symposium
AFCPE Conference
American Indian Programs
Call for Papers: Com Affairs Res Conf
Cellulosic Biofuel Webinars 2010
Emergency Preparedness Conf 9-2010
Green Stem Cities in Minnesota
NCRCRC.org

• Provided funding via a Fellowship (check this opportunity out)
• See the “announcements” for upcoming events
• Proposed current Fellow and other workshops in the workbook
• “Like” the Center in Facebook (all the kids are doing it!)
• Seriously consider our grant programs and/or share with others in your state
Key Findings

• People are social, even in work settings
• We rely on emotions and are often not logical
• These emotions are in flux based on our social settings/relationships
• We seek confirmation bias
• It is possible to change our brains & ourselves
• Our brains have high levels of plasticity – they keep on changing throughout our lifetime
Key Conclusions

• People want to participate, not be dictated to
  – Cooperate/collaborate (internal)
  – Outreach/engagement (external)
• Status is important, especially during feedback and “positive criticism”
• We want to be a recognized part of a group
• Reducing threats is a key leadership challenge
Quick Anatomy

• Brain is a high energy uses for its size
• Prefrontal Cortex
  – Top, front part of the brain
  – Reasoning part of the brain
  – Also helps to control impulses
  – Highly engaged in play/competition activities
  – Energy pig part in an energy hog
Prefrontal Leadership Impacts

• Do your focused work when you are rested
• Give people time to work & time to recharge
• Don’t expect brainstorming from tired people
• Tired people are irritable – this is not the time to spring on change
Prefrontal Leadership Impacts

• Good ideas and breakthroughs come during restful periods or play
• Automate as many basic functions as possible
• Multi-tasking generally is counterproductive
  – Different than multi-shifting (chunking as a strategy)
Threat/reward

- Humans constantly monitor their environment for threats and rewards
- Often done subconsciously
- Threats trump rewards
  - Relation to physical pain
  - Take energy away from our prefrontal cortex
- Rewards make us feel good
An Applied model from D. Rock

- SCARF
- Status
- Certainty
- Autonomy
- Relatedness through trust
- Fairness
Status

• We constantly monitor our status in all situations
• Perceived challenges to our status prompt threat responses
• Status is challenged by things we take for granted
• Avoid challenges by:
  – Offering choices
  – Framing good questions to help others find their solutions
Certainty

- We crave to have certainty in our lives
- When we don’t, we experience a disconnect between what we expect & what might happen
- Shifts existing neural patterns & uses brain energy
- Alters some decision making skills
- Transparency, sharing, explaining rational help
- Breaking projects into smaller steps
- Clear, understandable objectives
Autonomy

- Perception of control over our environment
- When we lose that perception we have stress
- Usually occurs when we lose options & choices
- Allow options whenever possible
- Collaboration = teams = autonomy challenges
  - Groups have options to self-determine roles, objectives, etc.
Relating to Relatedness

- Related to status, we constantly judge how we relate to others in group settings
- Strangers are evaluated quickly with friend/foe status – foe evokes threat response
- Collaboration requires trust & empathy
- Strong social relations = feeling of community
- Cannot just “throw” teams together
  - Time is needed to build social relations
- Being cut off from social interaction is a threat
  - Inclusion, minimize rejection
Fairness

• We constantly judge fairness, often in our own relative terms
• Acting ethically & fairly to each other
• Very strong (often hostile) threat responses when we feel we are treated unfairly
• Conversely, high loyalty to perceived fairness
• Impacts on:
  – Employees
  – Learners
  – Volunteers
Applications

- Self – awareness
- Teaching/engaging
- Working with others
- Leading
- Self-development
Self-Awareness

- Understand ourselves first – Emotional Intelligence
- Understanding gives us the ability to change our brain (remember plasticity)
- Mood elevator – are your thoughts reliable when you're stressed, unhappy, etc.
- Role of meditation
- Re – labeling emotions
Teaching/Engaging

- Remember threats vs. rewards & SCARF (especially with captive audiences)
  - Engagement
  - Coaching approaches
- Teaching in context (especially problem solving) is more effective
- Moderate new experiences; facilitate learning
- For memorization of key facts repetition is key
Teaching/Engaging

- For memorization of key facts repetition is key
- Chunking learning into 10 minute or less sections promotes better attention
- We often don’t know what we need to know until we need to know it
- Stories have more of an appeal than facts
  - We have a hard time with symbols
    - example
Working with Others

- Social intelligence
- We are social, but need to have positive rewards to be effective
- Attempt to minimize threats
- Empathy and mirror neurons
- Be thoughtful about how you correct or give advice
- Be inclusive
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- 800-safeauto
- Think of iPod capacity – number of songs vs. storage space
Working with Others

• Social intelligence
• We are social, but need to have positive rewards to be effective
• Attempt to minimize threats
• Empathy and mirror neurons
• Be thoughtful about how you correct or give advice
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Leading

• Create a culture of openness, trust, & inclusion
• Remove uncertainty
• Work hard to coach versus correct
  – Look for solutions, not problems
  – Help others find their own solutions
• Recognize people doing the right thing
• Address issues relating to fairness – this is complicated
Self-development

- Basically the same steps for a happy life
- Right amount of sleep
- Exercise – especially cardio
- Eat good foods
- Add variety
  - Travel, learn different cultures, etc.
  - Learn new things
- Keep an active brain – use it
Why We Don’t Adopt New Things

- Status quo bias
- We value what we have more than what we get we may potentially receive – loss averse
- Our decisions are often relative, not absolute (tactical versus strategic)
Why We Don’t Adopt New Things

• Must give up old immediately w/new benefit coming in the future
• These benefits may not seem guaranteed
• Potential benefits are qualitative and hard to compare
9x Rule of Thumb

- Comes from product development
- Creators may not be similar to users – may overvalue user benefits by 3x
- Users undervalue by 3x
- $3x \times 3x = 9x$ gap between those that produce versus those that use
- We all tend to overvalue the benefits of current products relative to alternatives