

*The **Influential Leader***



*Using the
Technology of Your Mind
to Create Excellence in
Yourself and Your Teams*

Rebel Brown

The Influential Leader

*Using the
Technology of Our Minds
to Create Excellence in
Yourself and Your Teams*

*By
Rebel Brown*

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By Rebel E Brown
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All content and information in this ebook is based on various research into the human mind. That said, all thoughts are my own and as such, are opinions.

*This book is dedicated to those who taught me
the power of my very own mind.*

Adriana, Tad, Shalee and Stephan

You rocked my world. I am forever grateful.

Readers Say

“Modern times demand modern leadership approaches. And that’s why *The Influential Leader* is so important. Rebel Brown shares eye-opening insights into the technology of our minds that leader must have to lead others. *The Influential Leader* is every leader’s handbook for creating the influence and motivation we need to fuel breakout performance in their teams and in themselves.”

John Baldoni

Chair, Leadership Development Practice, N2growth,
Author, *Lead with Purpose*

“Rebel Brown shares a unique passion in her book, *The Influential Leader – How to Use the Technology of our Minds to Influence and Win*, to fight against dehumanizing our minds at work. She lays out unique pathways and fosters choices that fuel increased productivity, innovation and collaboration regardless of where you stand at the moment. Readers who run with Rebel’s notion of *technology of our minds*, will become transformational leaders that shift tired approaches into new-era opportunities. If you find yourself wondering what the human brain has to do with your own life or business success – read this book and you’ll reboot your old passions into measurable tools for a finer future.”

Ellen Weber PhD

Director, Mita International Brain Center

“Rebel Brown’s new book is both insightful and instructive – a masterful work every leader should read. Modern neuroscience offers powerful insights into human motivation, thinking and behavior, and *The Influential Leader* applies these discoveries to deliver practical leadership practices that promise to deliver breakout results for ourselves, our teams and our organizations.”

Mike Myatt

CEO N2growth, *Forbes* Leadership Columnist and
Author, *Hacking Leadership*

“Neuroscience is about to have profound influence in many aspects of human endeavor. Recent, current and future discoveries in neuroscience will change how we live. They will certainly change leadership. *The Influential Leader* is the first book I have read to clearly show the way for this new transformative leadership path. If you want to be a successful modern leader, reading this book is the essential first step.”

David Houle

America’s Leading Futurist

“What would it mean to your own leadership talents if you could tap the underlying brain science at work with your peers and staff? And what if you could share these essential insights with the leaders throughout your organization, so they could multiply your newfound ability to make success happen? Now you can, with Rebel Brown’s pathbreaking new ebook, *The Influential Leader*. Read it – *consume* it, as I did! Transform your understanding. Transform your business. “

Ted Coine

Co-CEO, SwitchandShift.com

Readers Say

“Rebel Brown’s books offer outstanding advice from a dynamic individual who has proven herself in the business world, and her forthcoming book, *The Influential Leader*, is no exception! With neuroscience-based insight into the workings of the human mind, Rebel demonstrates how to better motivate your team, inspire change and performance, and communicate effectively with varying personalities. This book will guide you through shifting the way you think and act in order to become an inspired, passionate leader!”

Angela Maiers

CEO, YOU MATTER, Speaker, Writer,
Passionate Educator

“Long-held beliefs about leadership theory and practices just got expanded by *The Influential Leader*. Rebel Brown presents a compelling, fact-fueled, research-supported leadership book, sharing how we can integrate more of our humanity into how we lead by understanding how our minds work. If you are interested in improving how you lead, you definitely need to read this book.”

Shawn Murphy

Co-CEO, SwitchandShift.com

“Fascinating! The more you know about what makes people tick, the more effective your leadership *can* and *will* become. Read this book!”

Frank Sonnenberg

Former National Dir. of Marketing, Ernst & Young
Management Consulting
Author, *Managing with a Conscience*

Readers Say

“If you’re a leader or a visionary manager, *The Influential Leader* is an important read. A thought-provoking look at how our minds are programmed, and how we can change that programming to produce new and better results.”

Randy Gage

Author of the New York Times bestseller,
Risky Is the New Safe

“When I started reading Rebel’s book I hoped it was going to be great because this is a subject close to my heart. I am pleased to say it isn’t great. It’s Brilliant! Rebel takes complicated details and explains them with metaphor and examples in such a way that this book can be read and used by academics, students and novices alike. My only complaint is she wrote it 20 years after I was looking for a book like this when I started in this business! Highly recommended.”

Dave Moore PhD

The Moore Consortium,
Creator of Human Potential Technology

“Reading *The Influential Leader* is a must for leaders who seek to survive and thrive this “Transformation Decade”; a decade where the imperative to optimize the power of our minds, the power of our ability to ideate, communicate and collaborate faster and better has never been more important. Kudos, Rebel Brown for providing leaders and organizations with a new neuro-business launching point, a practical and powerful guidebook for motivating, innovating and actualizing results that are driven by the power of our minds to learn, communicate and lead forward.

Irene Becker

CEO, Just Coach It, Developer of the 3Q Edge

Readers Say

“Rebel has done it again. OMG, I couldn’t stop reading *The Influential Leader*. It is simple but yet profound. This book invites you to upgrade your mindware and delete century old files that no longer work. Most importantly, she gives you tips, tools, and techniques on how to Shift Into Action. Read it, Do it, and Pass it on.”

Simon T. Bailey

Leadership Catalyst, Brilliance Institute and
Author, *Release Your Brilliance*

“*The Influential Leader* is a must read for any leader who wants to create high performance teams. By applying the powers of neuroscience to our own leadership styles, we can and will fuel new levels of employee performance, productivity and most importantly, job satisfaction.”

Jane Perdue

Leadership Futurist

Rebel Brown mixes neuroscience and common sense to enable you to shift your thinking and transform your leadership. *The Influential Leader* will reprogram the technology guiding your unconscious mind freeing you to become the leader and the person you always wished you could be!

Mike Henry

Sr. Chief Instigator, Lead Change Group

“*What if we could expand our minds to see new opportunities?*” ... and with that opening sentence Rebel Brown captures the essence of creating success. Although she titles the book “*The Influential Leader*”, this book is for every human with a dream of having a different life. You can read just the chapter headings in this book and immediately begin your new journey or sink into a chair and ponder the deeper meaning.”

Kate Nasser

The People Skills Coach™

Readers Say

“Success starts with your story - and your story starts with your thinking. Understanding how your mind works is the way to understand how to make things work for you - and lead your teams in more powerful ways. Read this book, and understand where leadership really begins!”

Chris Westfall

Author of *The NEW Elevator Pitch* and
Bullet Proof Branding

The Influential Leader shares key lessons from the latest scientific frontier—the human mind. The insights and lessons in this book give leaders the tools they need to achieve optimum performance, in themselves and within their organizations.

Susan Steinbrecher

Author of *Heart-Centered Leadership*

Are you ready to leverage creativity and innovation? In the *The Influential Leader*, Rebel Brown uncovers how our minds work to process information and make decisions. She demonstrates how we can re-wire our mindware to unlock new levels of collaboration and productivity. Pick this book up and begin shifting your thinking today.

Stan Phelps

Best-Selling Author, Keynote Speaker and
Consultant

Rebel Brown is one of the best writers I've read on the subject of neuroscience and leadership. *The Influential Leader* shares key insights and provides practical methods to help leaders and their teams achieve peak performance. Get a copy for everyone on your team!

Jesse Lyn Stoner

Co-author *Full Steam Ahead! Unleash the Power of
Vision and Leading at a Higher Level*

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Foreword

We live in a new millennium, a new century, a new age and a still new decade. This unprecedented alignment means that we are in a time of incredible, transformative change. The speed of change has accelerated to the point where we live in an environment of continuous and accelerating change. What was acceptable and expected ten, five, even three years ago is no longer the reality.

When the world, business and the marketplace are in such a dynamic state, old ways of doing business, reliable management dictums and theories no longer work. Suddenly they all feel tired. What we need are new ways of looking at the world, new ways to motivate people, new ways to create highly successful teams, and new ways to quickly embrace and implement change.

This book gives us just that.

As a futurist I have spoken around the world about the fact that legacy thinking of the 20th century has propelled us into this new century. I have written and spoken about how humanity has left the Information Age and entered the Shift Age. I coined the name Transformation Decade for this 2010-2020 decade. The definition of transformation is 'a change in nature, shape, character or form' which means that in this decade most of humanities institutions and ways of thinking will change. This means that if you are a CEO or a leader of an organization, and you are not actively changing its' nature, shape, character or form, it will fall behind and may not exist in 2020.

How to create this change?

One way is by utilizing new information about how our mind works and how we can integrate this knowledge into the living of a life or the leading of a team or company.

Foreword

Neuroscience has had incredible breakthroughs just since the beginning of this new century. We have learned more in this time about the mind than in all the time before. We now understand better than ever how we think, how we process information, how we are wired. This means that now, for the first time we can put incredible new scientific insights into our minds to work in making what we do and how we do it better.

The Influential Leader is the best book I have read that does exactly this. Rebel Brown has integrated these new insights from Neuroscience into her proven methods of motivation, change and leadership. This combination is not just powerful; it is a new paradigm for change leadership today. I simply cannot imagine any leader, manager or even self-aware person consuming this book and not taking away something that will, in fact, positively and profoundly impact their situation.

Are you ready to change? Are you ready to find new ways to more fully utilize your mind and then integrate this into new, enlightened ways to lead? Are you ready to enrich those you lead and infuse them with greater understanding and passion?

If yes, then turn the page.

David Houle,
October 2013

Prologue

Why will we follow the herd, even if it's right off the cliff?

Why is clear communication so elusive among humans?

Why are some folks so easy to motivate, and others just plain difficult?

Why does the prospect of change transform intelligent humans into irrational beings?

Why do we fail to see the opportunities, and challenges, that are right in front of our eyes?

We've all seen these patterns of behavior, heard the limited thinking in our businesses. We've also felt the frustration they cause. Regardless of the organization, business model, market or products, we all experience these same patterns as leaders.

Why?

I kept asking myself that question every time I'd see the patterns in my consulting work. Why do we do this and think that? Why do intelligent professionals seem to don blinders when it comes to business and professional performance?

I had to know. So I began my study of neuroscience. What I learned changed my perspectives on we humans in business, and in life, forever. It will change yours too.

I've worked with leading edge technology firms for over two decades. Yet in my study of the human mind through neuroscience, I found the most magnificent technology of all – the technology of our minds. I learned that the power to change beliefs, step into limitless thinking, create a new reality, and more, is all in our minds.

Imagine influencing your teams to harness that power into breakout business and professional results. You can. Starting right now. That's why I wrote this book.

Why Does Neuroscience Matter to You?

Whether you're an entrepreneur starting your own business, a CEO of a large corporation, or the leader of a team, you are leading *humans in business*. Thanks to neuroscience - the technology of our minds - you can learn how to influence and lead people into the next generation of productivity, performance *and* satisfaction.

That's why neuroscience matters to you.

Neuroscience discoveries are turning traditional beliefs about how we think and behave upside down and insight out. The more you understand your amazing human mind, the more you *will* confidently throw traditional leadership beliefs into the wind. There is a better way to lead.

This book shares twists and turns within our human minds that explain the thought and behavior patterns leaders face every single day. When you apply this powerful information to your business, you step into a whole new world of leading and motivating your team to success.

The technology of our minds is the path to the next generation of human performance, in every aspect of business *and* life. That's why I'm shifting my career focus to share this amazing technology with you. You can influence your teams to transform your business. You can create excellence in everything you do.

You have the ability to step into your limitless potential, and the potential of your teams. It's right there, in your mind!

Introduction

Imagine:

Turning your teams into high-performance machines.

Understanding what makes your teams tick, then using that information to fuel breakout results.

Engaging every individual to step beyond the way they've always done it to power profitable innovation.

You can do this and much more, thanks to the power of our minds.

Neuroscience, the study of the technology behind the human mind, is sharing amazing new knowledge that empowers modern leaders to fuel the next generation of business performance. From breakout business results to professional and personal success, the power to step into leadership excellence that drives bottom line results is right there waiting for all of us – in our minds.

When we lead in a manner that matches the ways our individual minds function, the results are nothing short of extraordinary. By learning how the human mind works, then applying that information to individuals and teams, leaders can and will influence new levels of productivity, performance, engagement, innovation and employee satisfaction.

We're learning more about the technology of our minds every day. In many cases, research is proving that traditional theories about how we humans operate are not necessarily accurate. For example, we traditionally assumed that we humans are rational creatures dominated by our conscious, logical minds. We now know that *isn't* the case. Our unconscious minds drive 90- 95% of our¹ decisions and behaviors. Often, we don't even know it.

Modern leaders have the opportunity to adopt leadership approaches that leverage the human mind to influence breakout results. The only question is, *“What does it take to step into this opportunity?”*

This book shares lessons and knowledge from a number of neuroscience fields, applied to leadership in our modern world.

- First we’ll learn about the technology of our minds and how we really think and respond.
- Then we’ll discuss specific mindware programs that often limit our business behaviors and decisions. What’s mindware? Just as computers have software, our brains have mindware, powerful programs that drive our thinking and behaviors. In many ways these programs get in the way of our success. We’ll learn how to fuel motivation, innovation and growth by shifting our organizations and employees beyond these limiting programs.
- Next we’ll learn about the fundamental mindware programs that drive human behaviors. We’ll examine how to leverage these programs to support and inspire your individual team members to reach for new levels of productivity and success.

How to Use this Book

We are leading humans in business. Every human mind is unique, so no two leadership situations are alike. Yet whether we’re working with individual employees and teams or peers and management, we can call on neuroscience to help us influence for a positive result.

This book is designed as a reference book for influential leaders in any situation. It shares information and discoveries about the technology of our minds, applied to a variety of leadership scenarios.