NEUROMANAGEMENT: A NEW APPROACH TO LEADERSHIP DEVELOPMENT

The technical revolution has transformed the world of business. It’s changed how we work, where we work, who we work with, and now it’s changing who companies hire to lead their organizations.

For decades, organizations looked to hire leaders with exceptional technical capability, an impressive education, and a proven track record – that was the gold standard. But with the rapid advancements in technology, there is a growing trend to place greater value on soft skills over hard skills when making hiring decisions. Why is this happening? Because technology can’t replicate emotional intelligence. Today, forward-thinking organizations are hiring leaders with exceptional emotional skills to power critical thinking, innovation, and connection. This is where Neuromanagement comes in.

WHAT IS NEUROMANAGEMENT AND WHY IS IT IMPORTANT?

Stemming from neuroscience, neuromanagement is a scientific approach to management that explores managerial, behavioral, and economic issues through the lens of mental processes and brain activity (reaction).

Why is it important? The reality is that if an organization has human beings leading or performing work, emotions are present, and those emotions will influence business outcomes – for better or for worse. And, despite the vast array of technology available at our fingertips, these emotions simply cannot be understood or managed by anything other than human beings. Accepting emotions as a valuable (and unavoidable) reality of the workplace is the first step in improving organizational performance. By learning about neuromanagement and applying its insights, organizations can more effectively manage the ways that emotions influence their business, and can improve communication, leadership, productivity, and innovation.

When leaders better understand what is going on in their brain, they can become more effective in dealing with people at all levels of their organization. The application of neuromanagement creates better relationships among leaders, employees, peers, and teams; leading to better collaboration, idea generation, and the implementation of initiatives.

GOING BEYOND BEHAVIOURS

Self-awareness and self-regulation are critical components of EQ. However, neuromanagement goes deeper by helping build an understanding of the brain and how it is wired. Think of it as a roadmap. By learning about how brain circuits drive different behaviours and govern feelings, we can understand the challenges and influences that affect mind-set, emotions, and attitude. Stress is unavoidable, especially in a leadership role. However, by using the latest research in brain studies, we can understand an individual’s reaction to stress and identify techniques to help them effectively manage their behaviour.

WHAT’S NEXT?

While technology isn’t going anywhere, neither are emotions. By building awareness of the scientific foundations of human behavior, leaders at all levels can become better equipped to increase performance, so do your business a favour and help your leaders increase their EQ today.

“We are not thinking machines that feel, but emotional machines that think.”

– Dr. Antonio Damasio

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