

## Neuromanagement: The missing link

### *HR has a vital new resource to build a better workplace*

Thanks to advancements in science and technology, Carlos Davidovich tells us talent managers and leaders have a new science and practice they can be inspired by. It seems the essential missing link into understanding what really drives our motivation, satisfaction and performance has indeed been found — to be exact, neuromanagement or neuroscience for some people.

Neuromanagement originated in the clinical environment and is a new resource to help talent managers and leaders accelerate their ability to tap into and cultivate people's talents far more purposefully.

This new science has the potential to bring a very different meaning to talent development.

According to Davidovich, neuromanagement enables leaders to gain new understandings about how people approach and respond to work and life environments.

Imagine the advantages in knowing more about how our brains handle complexity, ambiguity, creativity and innovation; how we can manage stress more effectively, understand more clearly how we can enhance the way we connect and communicate with each other. The very prospect of applying this knowledge can only result in more



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effective workplaces.

Apparently, through the neuromanagement research, traditional theories have not only been contradicted but actually turned upside down.

The research has proved that people's brains in fact don't decline once they hit their early 20s.

Would you be surprised to learn our brains can actually change and continue to grow throughout the rest of our lives? Note the emphasis is on the word "can."

So the question for any organization is no longer whether or not people can change or grow. It's really about the need to build working conditions that are in every respect favourable for people to choose to

change and continue to grow. This sounds like real empowerment.

What an amazing opportunity these new findings propose for all talent managers and leaders.

This knowledge provides every reason for organizations to learn how to encourage, not discourage, people to connect, engage, grow and choose to be the best they can be.

The unexpected opportunity this new science presents for leaders is in establishing how their talent management strategies can become even more extensive and drive the creation of highly productive work environments where people are motivated to maximize their potential.

Unlike the traditional behavioural approaches used in talent management strategies, neuromanagement places even greater emphasis on the importance of cognitive science.

Instead of focusing only on what and how people do things, neuromanagement helps determine why people do what they are doing and, as a result, helps to figure out how this can be accomplished even more effectively.

Being able to understand why people respond favourably or not to work situations, problems and, more importantly, change can only help in the creation, design and im-

plementation of even more relevant and effective HR learning initiatives and programs.

There are examples of progressive organizations that have for some time been investing in designing highly participative work spaces that are more spacious with natural light and fresh interior decorating touches that encourage people to connect, share and collaborate.

With the advantage of neuromanagement, the reason for building an even better workplace for tomorrow's talented workforce seems to be inevitable.

Once and for all, HR has a vital new resource and the opportunity to play a key role in building better workplaces, better managers, better leaders and better working conditions — which can only lead to even better workplaces. That's an exciting four-fold win-win.

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