



# EMERGE

LEADERSHIP SUMMIT

**A VIRTUAL CONFERENCE**

#EmERGeLeadership



You are in :

# LEADING WITH IMPACT: A Mind Hacker's Guide to Leadership in Times of Crisis

which will begin shortly.

#EmERGeLeadership

**CALM CLARITY**® Inspire, Innovate,  
& Elevate in Brain 3.0



## A Mind-Hacker's Guide to Leadership in Times of Crisis

By Due Quach for EmERGe Leadership Summit, June 17, 2020

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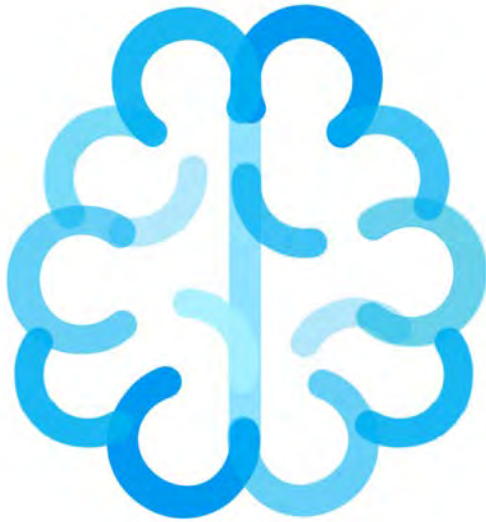
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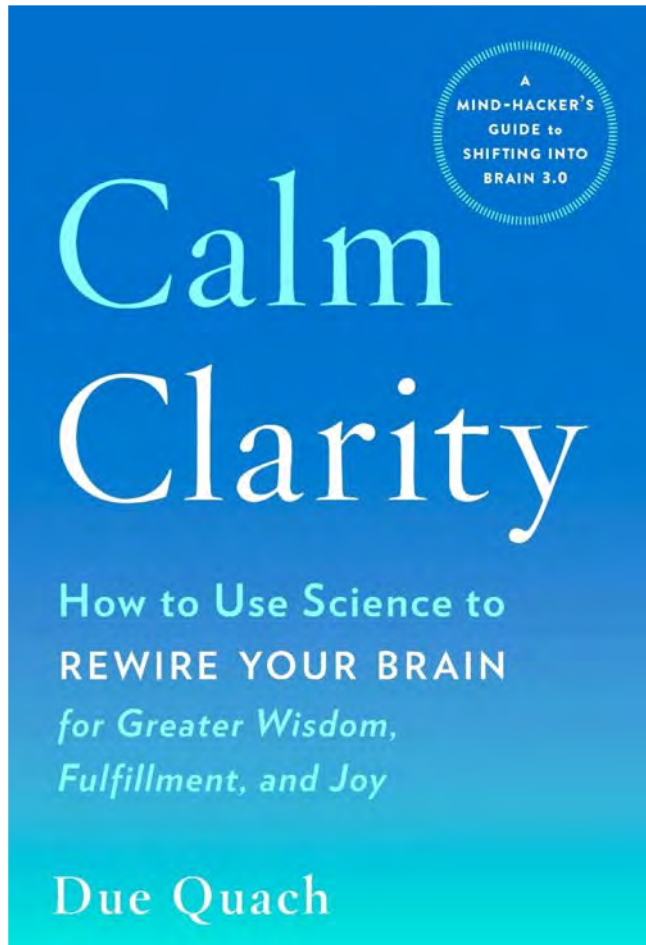
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## Today's Program



- Introduction
- How crises impact the brain
- Boost brain functioning during a crisis
- Q&A



**Fast Company's 7 Best Books of 2018**

What is “**mind-hacking**”?

*My definition:*

“Using science to enhance the best qualities of being human by proactively **steering brain development** in a way that physiologically supports greater **physical, emotional, mental, and spiritual well-being, alignment, and integration.**”

# Why I became a mind-hacker: to rise above crises

**Vietnam refugee “boat baby”**



**Grew up in inner city Philadelphia, experienced poverty, racism, and violence**



**Culture shock & alienation at Harvard triggered PTSD**



**Turned to neuroscience to heal my brain and graduate with honors**



**Worked as management consultant, private equity and social Impact investor**



## How does a crisis affect your nervous system?

### **Physical:**

What does your body feel?

- Tension, restlessness, and difficulty relaxing or sleeping
- Why? As blood is redirected from organs to flee or fight, the parasympathetic nervous system (rest & digest functions) “turns off”

### **Emotional:**

What emotions arise?

- Feel overwhelmed, fearful, anxious, and disconnected
- Why? Threat detection system keeps stress hormones elevated
- This leads to extended hypervigilance, irritability, and withdrawal

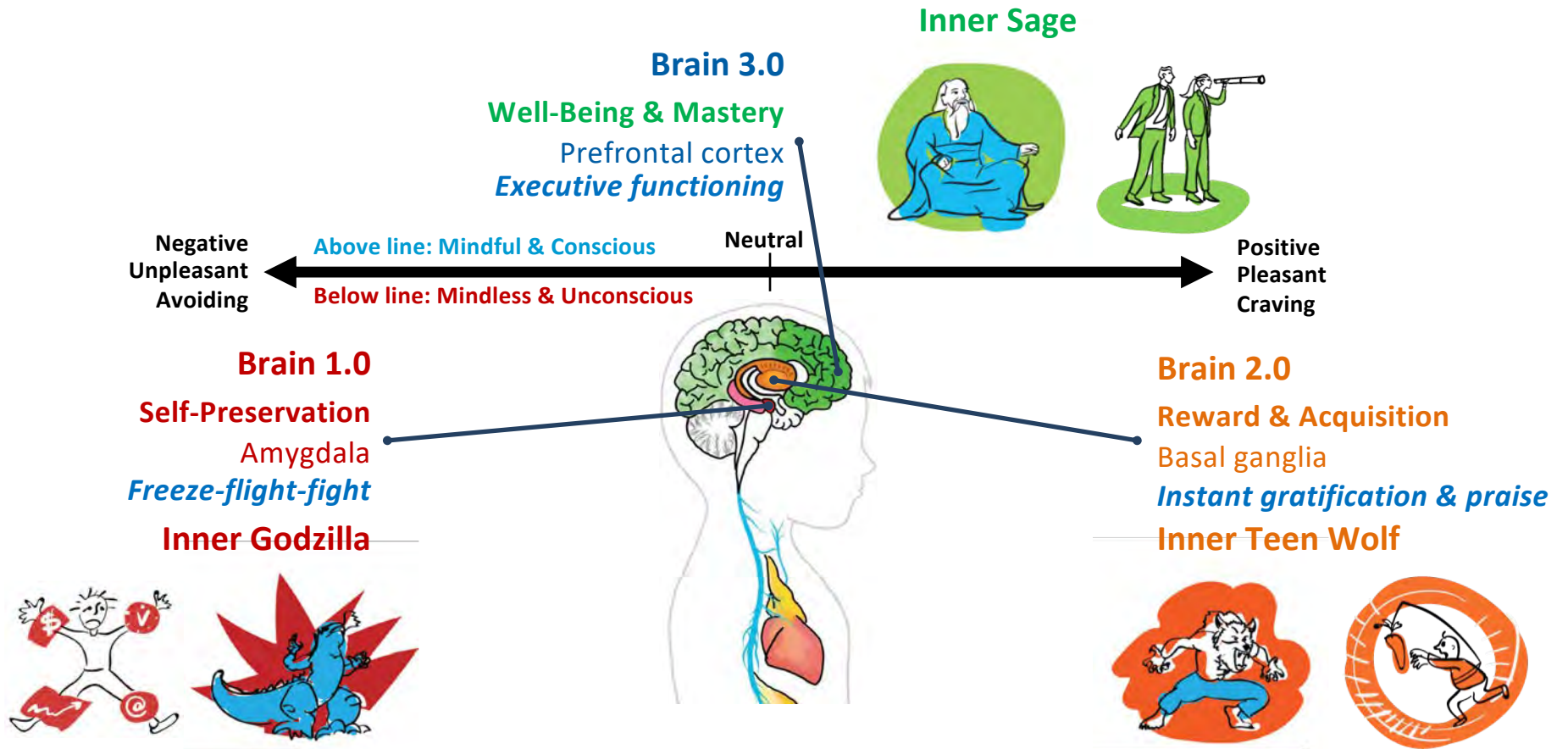
### **Mental:**

How is your thinking impacted?

- Difficult to think, take in information, empathize, and connect
- Why? Reduced blood flow to brain impairs brain functioning
- Hypervigilant mind fixates on the negative and what can go wrong

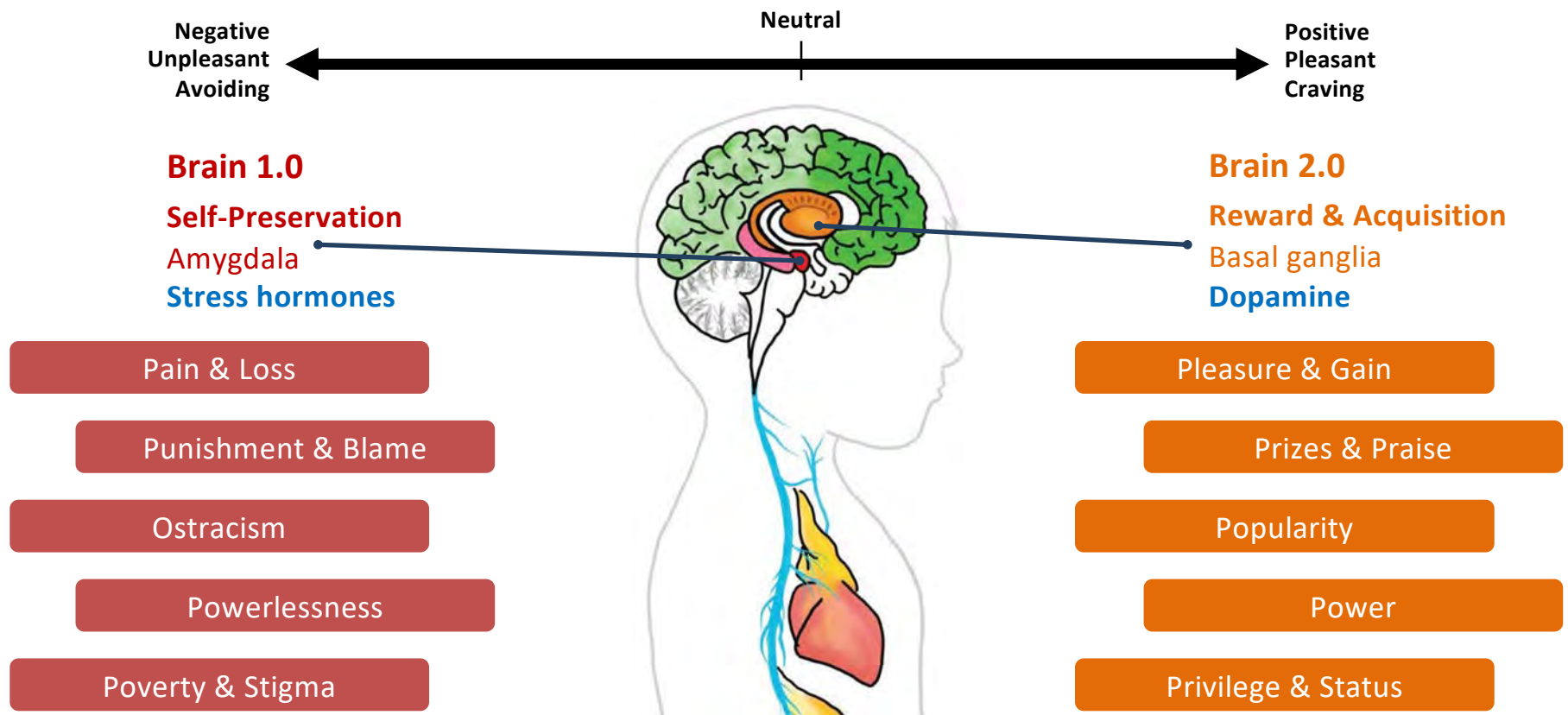


# 3 patterns of brain activation affect how you think, feel, and make decisions

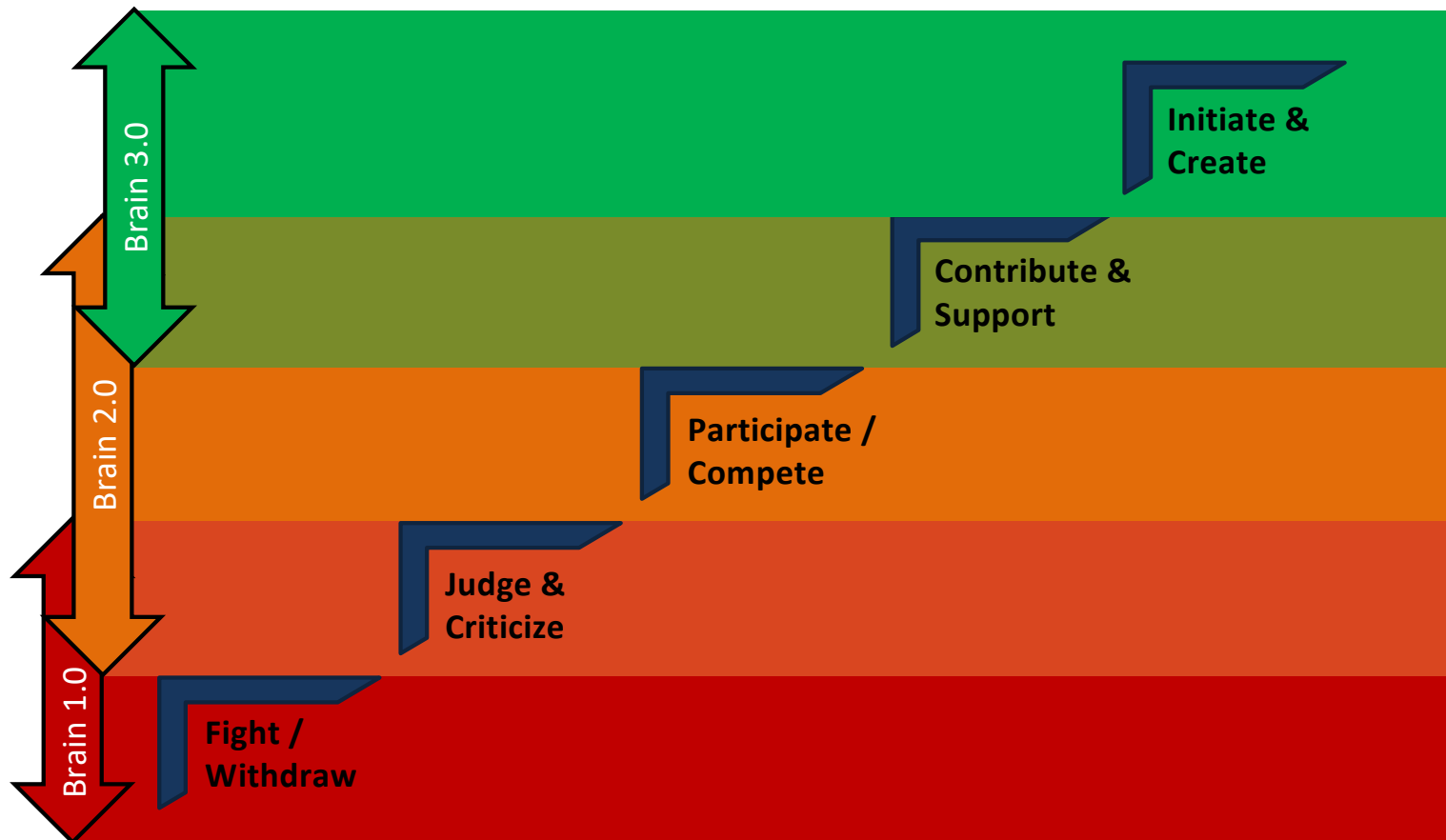




Life experiences, social conditioning, and narratives hardwire associations between the DMN and Brain 1.0 or Brain 2.0, creating affective bias

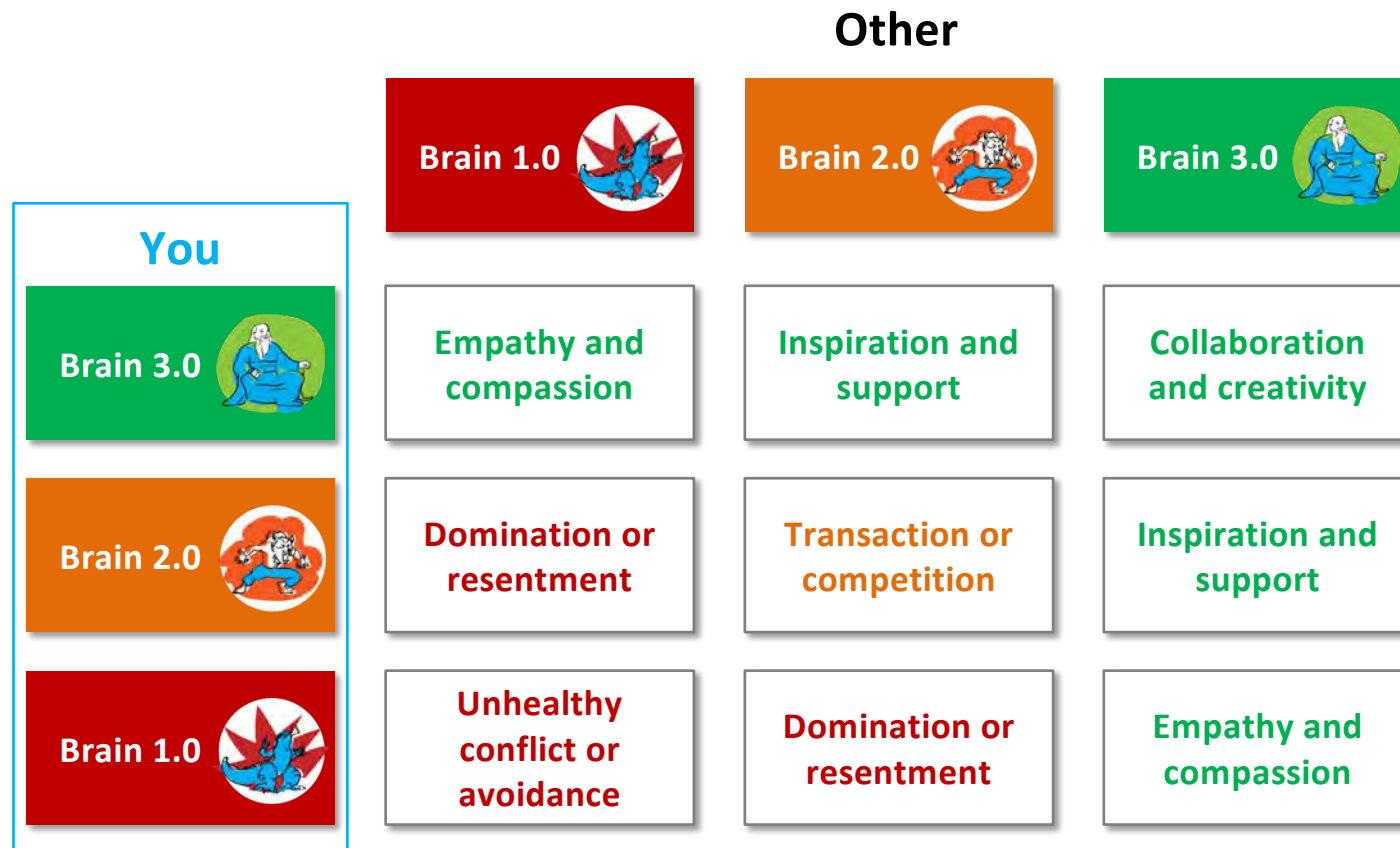


# Brain activation affects how you behave

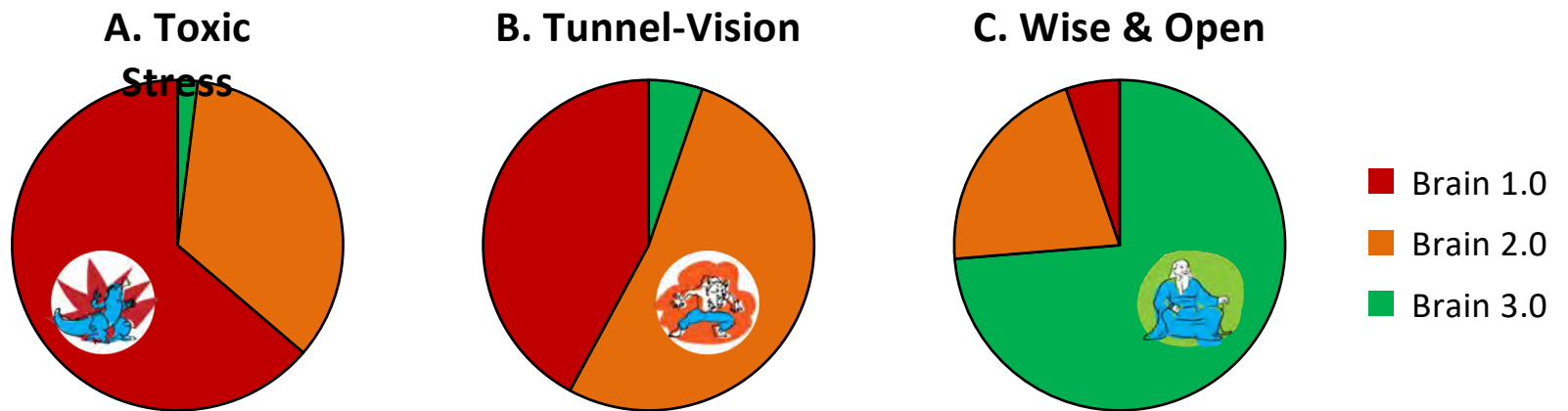


Brain activation is contagious, especially the leader's

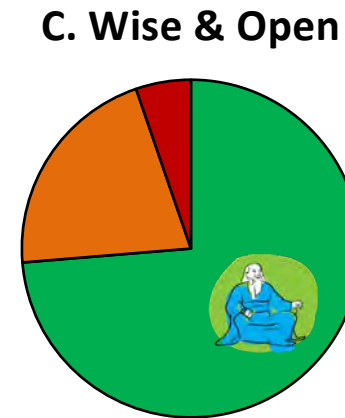
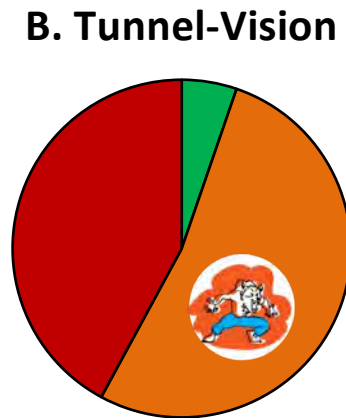
It is critical for leaders to elevate people into Brain 3.0 during a crisis



What percent of time do you and your team spend in Brain 1.0, Brain 2.0, and Brain 3.0?

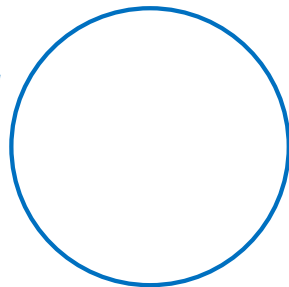


What percent of time do you and your team spend in Brain 1.0, Brain 2.0, and Brain 3.0?

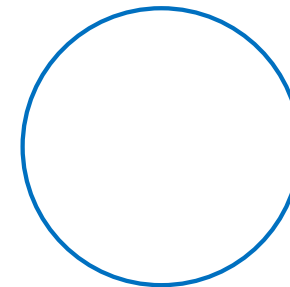


- Brain 1.0
- Brain 2.0
- Brain 3.0

1. Draw your personal pie for the last 1-3 months



2. Draw your team's pie for same period of time



**How can an organization support and enable people to perform at their greatest capacity during a crisis?**

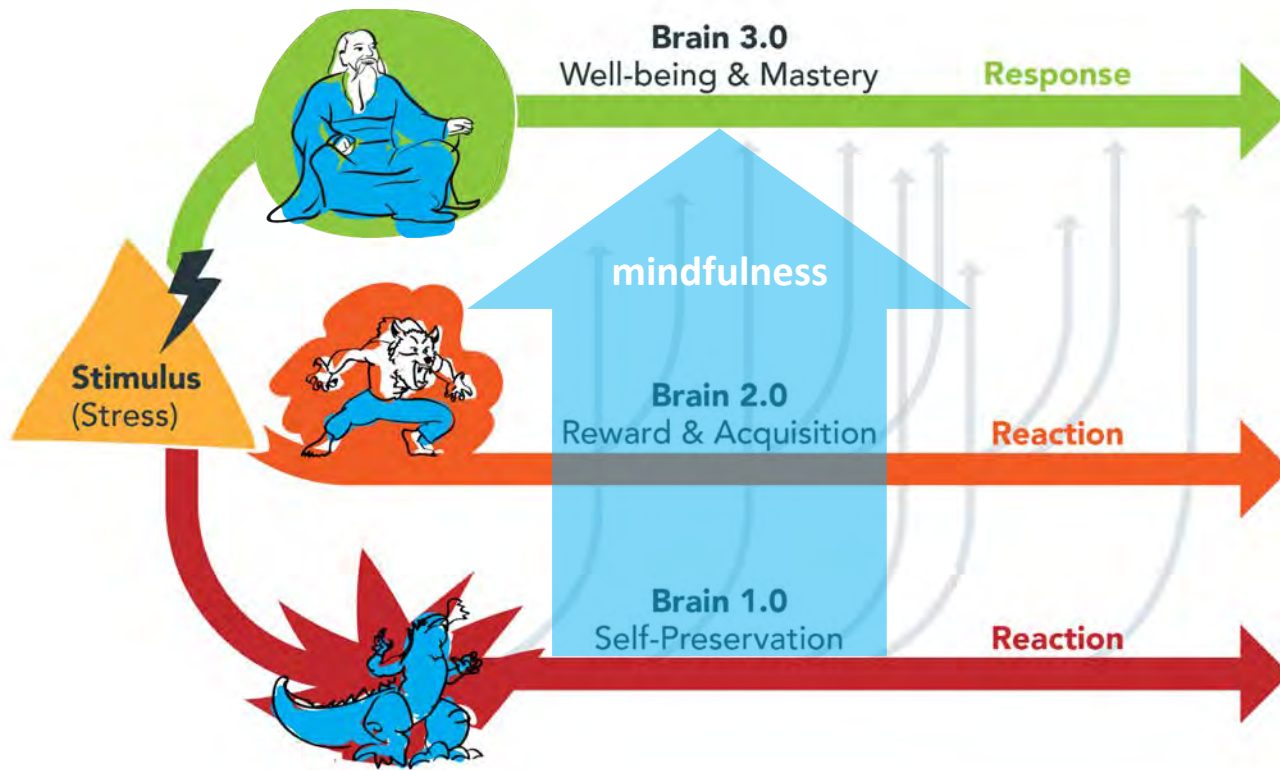
**By guiding people to activate Brain 3.0 as often as needed.**



# Leaders must harness Brain 3.0 to respond to crises effectively

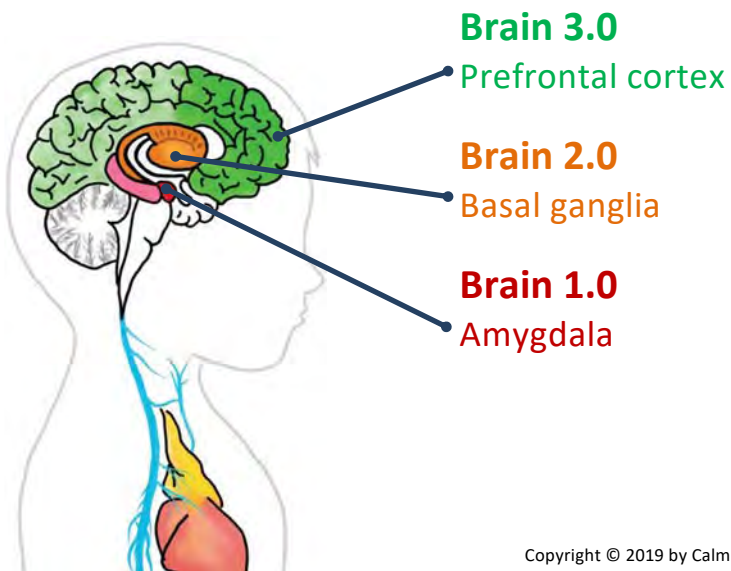
*“No problem can be solved from the same level of consciousness that created it.”*

~Albert Einstein



*“Between stimulus and response, there is a space.  
In that space is our power to choose our response.  
In our response lies our growth and our freedom.”*

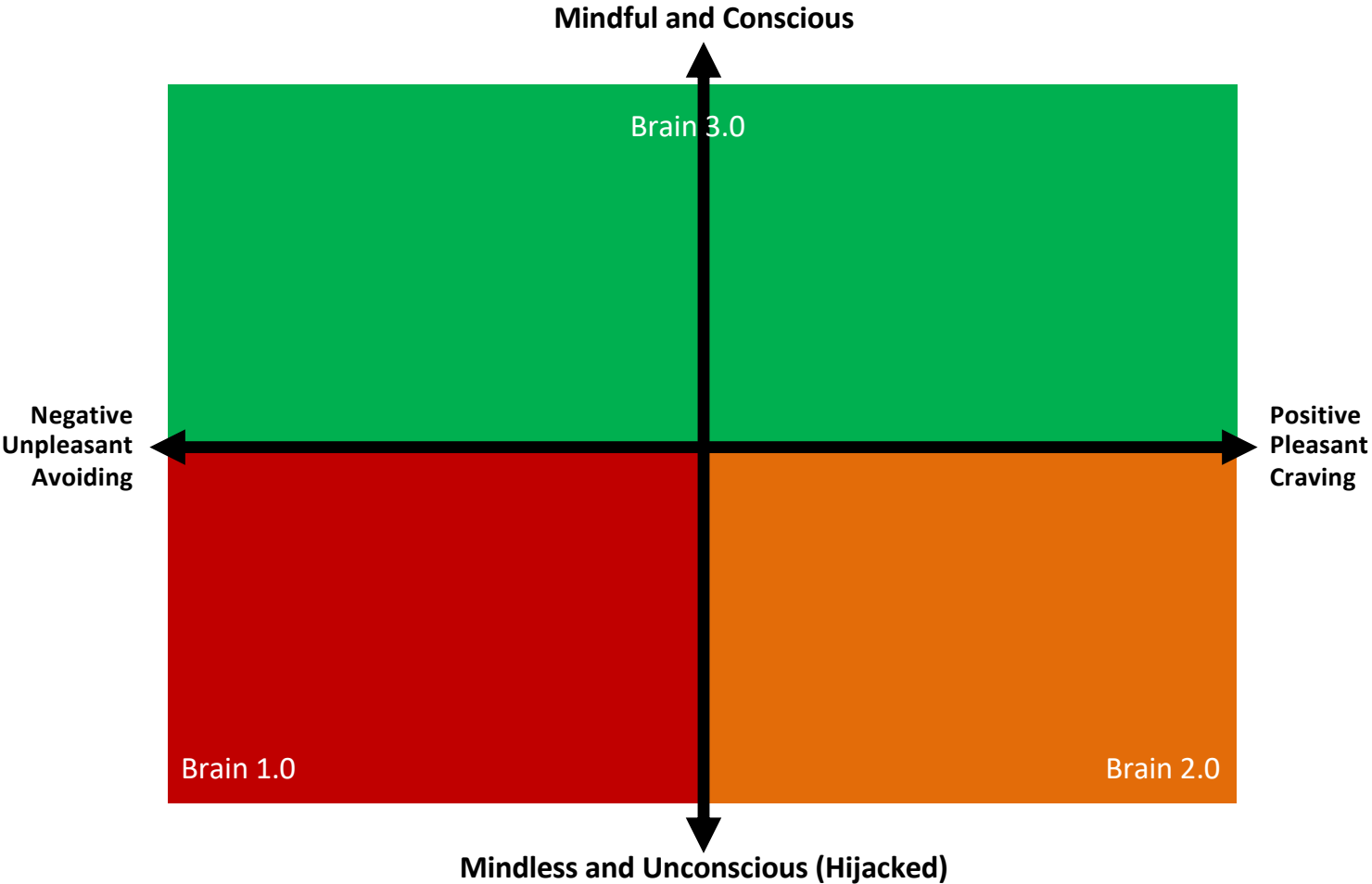
—Viktor Frankl



### In times of crisis:

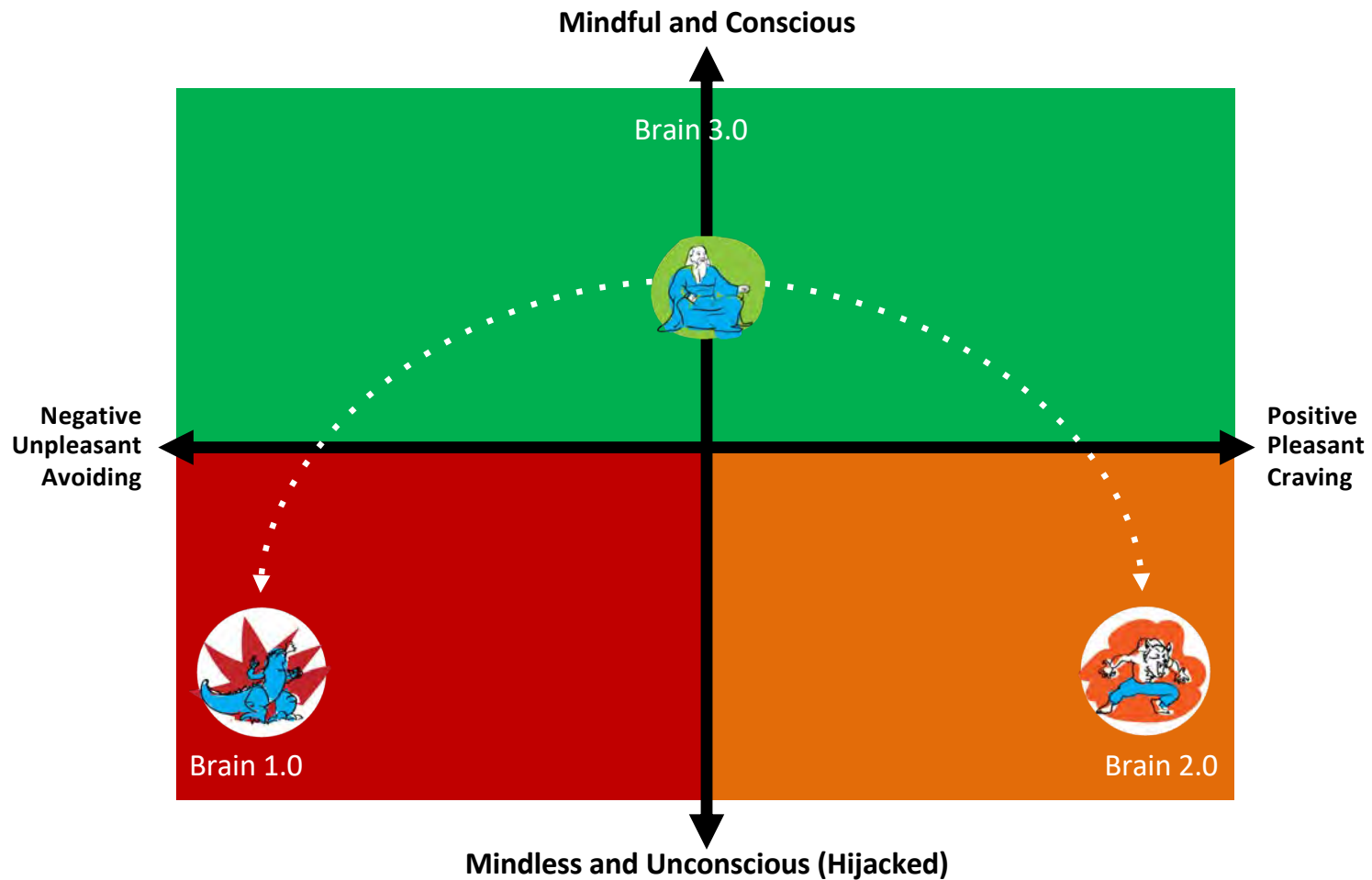
- **Notice & hold space** when Brain 1.0 & 2.0 are triggered
- **Intentionally activate Brain 3.0** to respond with wisdom

# How to be mindful of your brain activation



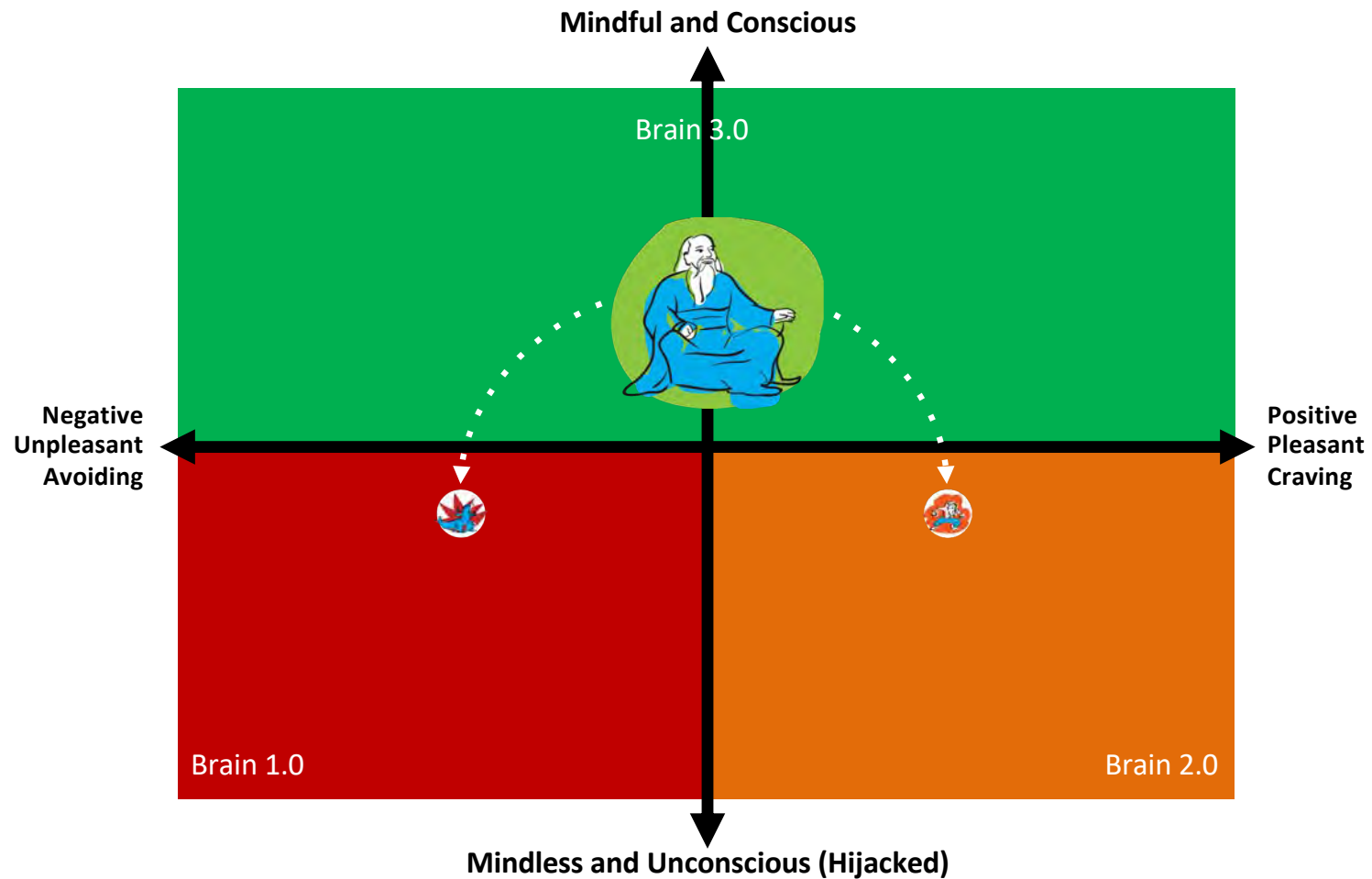
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# Notice when Brain 1.0 or 2.0 are triggered



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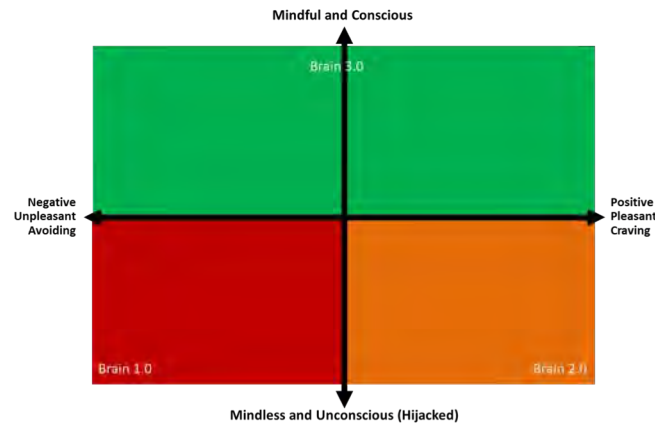
# Holding space when we are triggered reduces reactivity



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## Mindfulness exercises to activate Brain 3.0

- Calm your body: breathe slowly using a 6-3-6-3 cycle
- Observe and assess your brain activation: Brain 1.0/2.0/3.0?
  - Body sensations
  - Emotions
  - Thoughts
- Further activate Brain 3.0 by greeting the situation with compassion and kindness

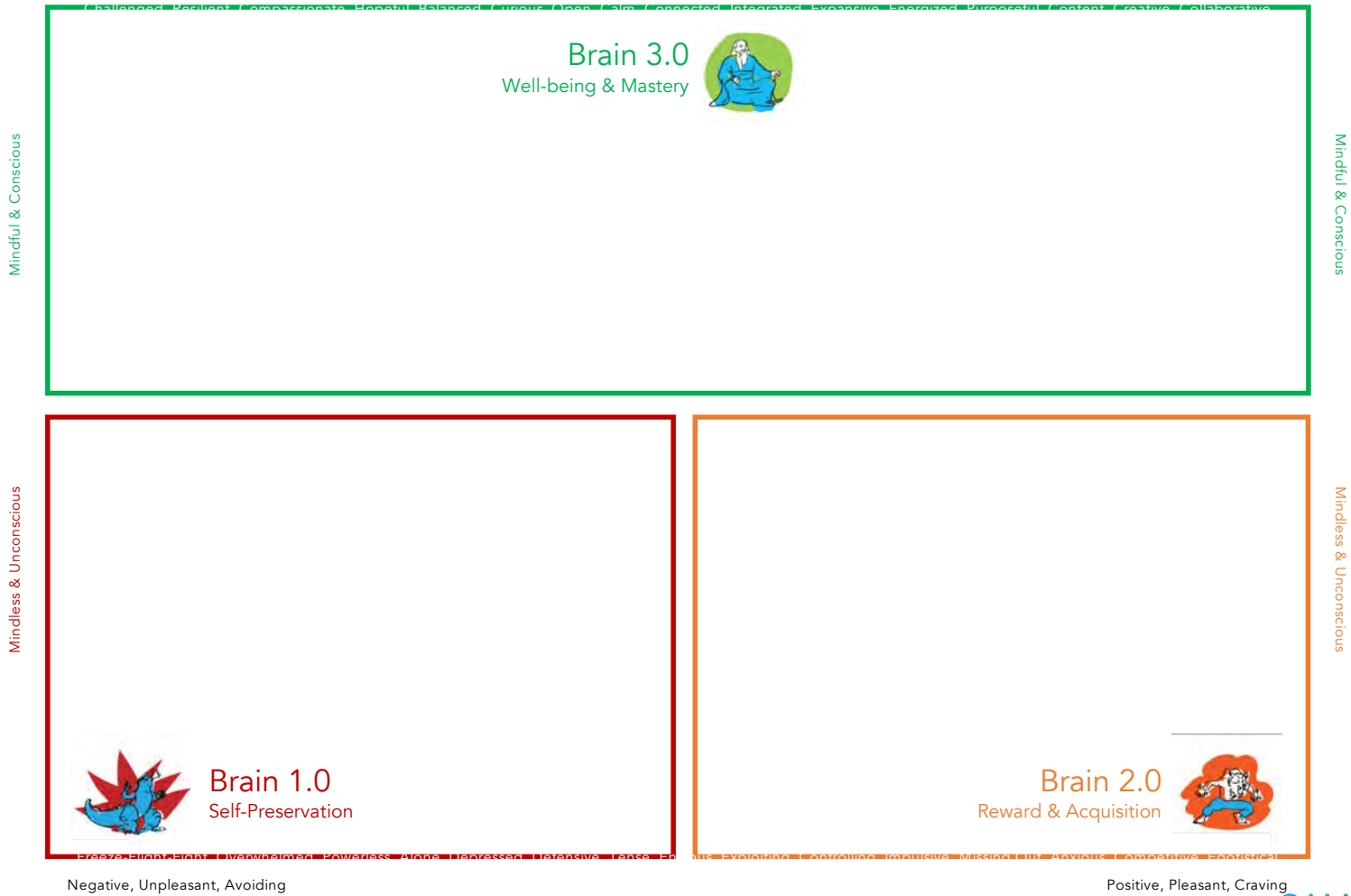


### Calm Clarity Compassion Meditation

May we all be HAPPY  
May we all be HEALTHY  
May we all be SAFE  
May we all be PEACEFUL  
May we all be PROSPEROUS  
May we all live in HARMONY



# What in your life activates Brain 1.0, Brain 2.0, and Brain 3.0?



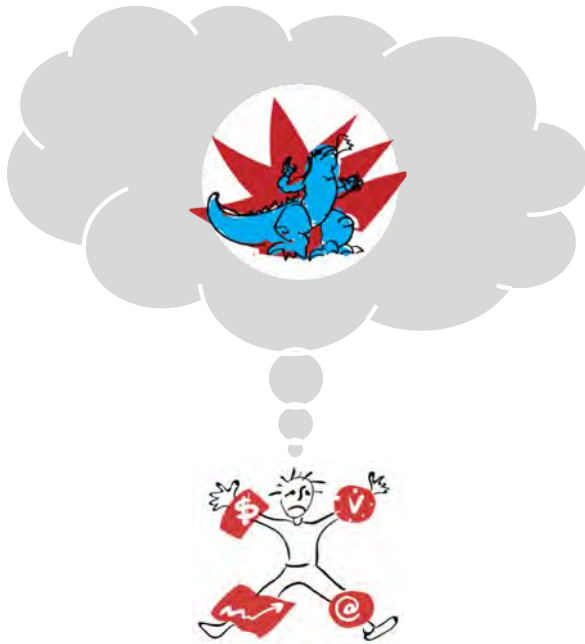
Negative, Unpleasant, Avoiding

Positive, Pleasant, Craving

You can strengthen Brain 3.0 by being mindful of your inner dialogue

**Brain 1.0:  
Self-Preservation**

**Inner Godzilla**



**Brain 2.0:  
Reward & Acquisition**

**Inner Teen Wolf**



**Brain 3.0:  
Well-being & Mastery**

**Inner Sage**



# The Inner Godzilla and the Inner Teen Wolf distort our perception

**Brain 1.0:  
Self-Preservation**

**Brain 2.0:  
Reward & Acquisition**

**Brain 3.0:  
Well-being & Mastery**

**Inner Godzilla**

**Inner Teen Wolf**

**Inner Sage**

**Inner Critic**



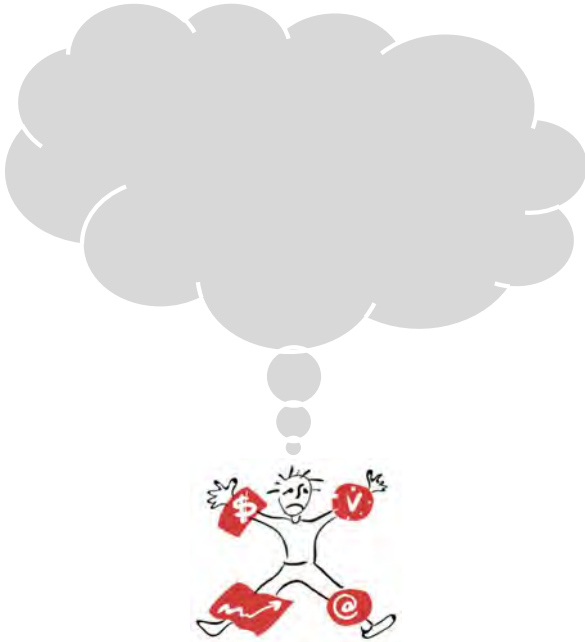
# Writing exercise: observing your inner dialogue

Consider a challenging situation or choice.  
What does each of these voices say about it?

**Brain 1.0:  
Self-Preservation**

**Brain 2.0:  
Reward & Acquisition**

**Brain 3.0:  
Well-being & Mastery**



# Writing exercise: observing your inner dialogue

Consider a challenging situation or choice.  
What does each of these voices say about it?

Illustration:

Doing a deal to save my organization

**Brain 1.0:  
Self-Preservation**

My company needs this deal.  
If I mess this up, it's the end of  
my career and the company.  
This is not the time to  
rock the boat.



**Brain 2.0:  
Reward & Acquisition**

Nothing will get in the way  
of my closing this deal and  
getting the terms that  
benefit me most.  
I'm in it to win it.



**Brain 3.0:  
Well-being & Mastery**

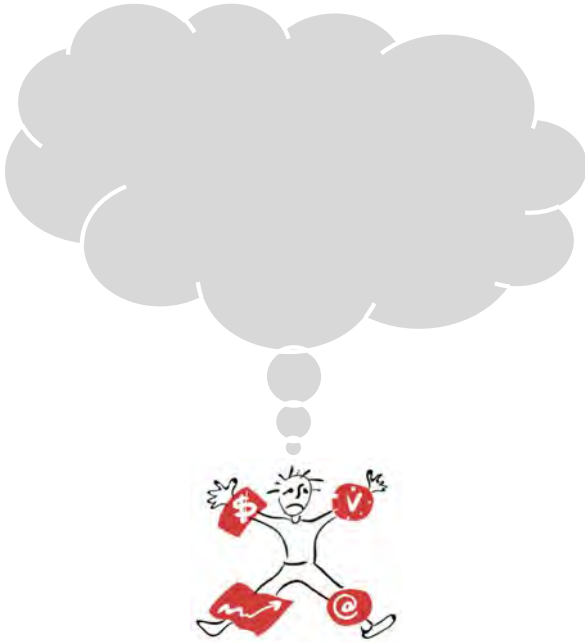
A good deal is good for  
everyone, so I will only ask for  
and say yes to terms that  
enable all parties to benefit and  
build a positive relationship.



# Writing exercise: observing your inner dialogue

Consider a challenging situation or choice.  
What does each of these voices say about it?

**Brain 1.0:  
Self-Preservation**



**Brain 2.0:  
Reward & Acquisition**



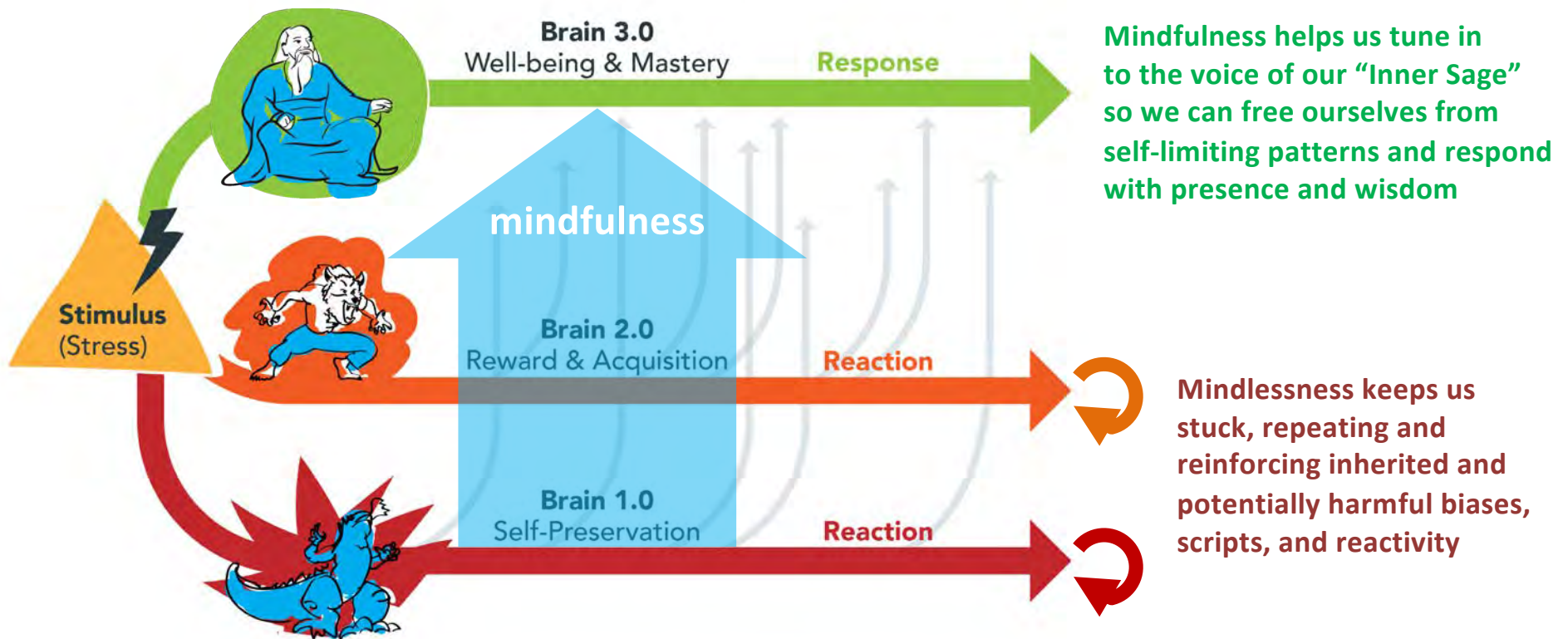
**Brain 3.0:  
Well-being & Mastery**





Regularly strengthening Brain 3.0 gives us the ability to calm Brain 1.0 and Brain 2.0 in times of crisis

*Mindfulness enables us to embody and express our innate wisdom when it is most needed*



## Reflection & Wrap-up

1. What did you find useful?
2. What will you do to strengthen Brain 3.0 in yourself?
1. What will you do to support others to be in Brain 3.0?

Questions?

## Calm Clarity Online Course: Three Critical Skills to Navigate Crises

**RE-CENTER**  
your body

- Calm the freeze-flight-fight reaction to a crisis and activate the neural networks for clarity and agility

**RE-SET**  
your mind

- Attune to the present to clear outdated narratives, assumptions & biases so you can understand the crisis

**RE-DESIGN**  
your organization

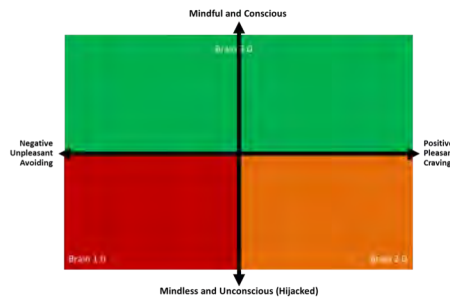
- Clarify how your vision, purpose & mission apply to this crisis, and how to make these abstract concepts a reality

# The Calm Clarity *Deconstruct Unconscious Bias* Training Program

## NOTE 4-Step Framework

### 1. Notice

Be aware of emotional states and associations:  
Are we in Brain 1.0/2.0/3.0?



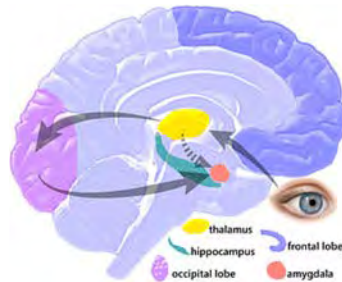
### 2. Open

With curiosity, explore your autopilot's wiring and open your mind to learn



### 3. Tune In

Compassionately hold space to process charged emotions and calm an amygdala hijack



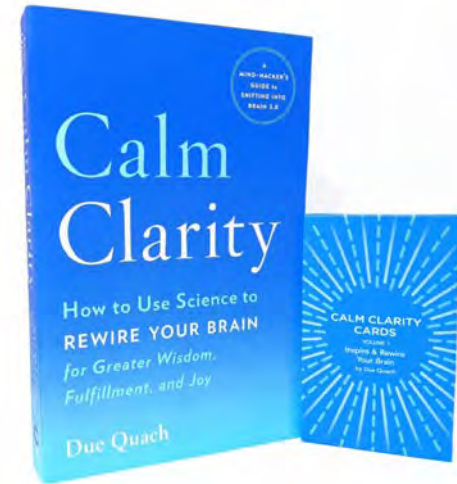
### 4. Engage

Further activate Brain 3.0 to embody your core values and respond with wisdom and compassion



## Co-create a collective shift into Brain 3.0

- Read the book, use the cards, join a workshop, and find more resources at [CalmClarity.org](http://CalmClarity.org)
- Engage Calm Clarity to shift your organization into Brain 3.0



May you be **HAPPY**. May you be **HEALTHY**.  
May you have **CALM CLARITY**.

Please connect with us on email and social media, and spread the word

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## Coming Next

4:00pm – 4:45pm ET

Intersections of Inclusion Keynote

**Veneranda Aguirre**, Neurodiversity Advocate, Writer and Storyteller

4:45pm – 5:00pm ET

Closing Remarks

**Subha V. Barry**, President, Working Mother Media

**Deborah Munster**, Vice President, Diversity Best Practices

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