

How The Heart-Brain Connect Can Help You Improve Making Decisions

Perhaps you've heard the phrase "follow your brain, not your heart." For years we've been told that your brain makes logical decisions while our heart makes decisions based on emotions. However, recent studies show that the heart has a mind of its own and business leaders are trying to figure out how to control it!

Does Your Heart Have a Mind Of Its Own?

For the better part of human history, it's been widely accepted that the heart receives signals from the brain. Scientists later discovered that the heart has a complex communication system that sends more messages to the brain than vice-versa. More importantly, these scientists found that the heart communicates with the brain in ways that significantly affect how we react to the world.

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Are You In Tune With Your 'Heart-Brain' When Making Decisions?

The Trials Of Leadership

In the world of business, we're often finding ourselves asking 'what does it take to become a better leader? Perhaps the answer to the question is an extension of the 'actions speaks louder than words' belief. In fact, recent research points to how we react to and handle adversity as one of the most reliable indicators of true leadership.

The Trials of Leadership

Coping with difficult situations, learning from them and using them to push off into a positive direction is an ability that

many of the great leaders possess. Can a leader take hardship in the workplace such as a demanding boss, and use it as a learning moment for them and everyone around them? Not all the trials of leadership are traumatic. In fact, they can involve positive and challenging experiences.

How can you learn from and cope with change and challenges to your day-to-day routine? Perhaps the biggest trial of leadership is how we respond and react to negative situations. The great leaders of the world use those situations to learn, grow and more importantly, teach.

The Essentials of Leadership

There's no clear cut list of boxes you need to check before you can become a great leader. But by studying and learning from some of the world's best leaders, we can get a better idea of some of the essentials.

1. Engage in Shared Meaning

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The heart sends messages to the brain in four different ways: via nerve impulses, hormones, pulse waves, and energetic communication methods.

Heart-Brain Connection

Scientists have begun to call the heart the ‘heart brain’ because the heart is so intelligent and communicative. How can business leaders take advantage of this information?



How Can Business Leaders Control the ‘Heart Brain’?

If the heart has an intelligent mind of its own, how big of a factor does it play in our day-to-day decision-making? Strengthening the communication between the heart and mind will allow you to make choices with more clarity and certainty. Scientists and neuro-radiologists believe that you can tap into the power of the heart organ for better decision-making with simple exercises.

One of the better exercises to begin practicing requires you to only ask yourself two simple questions. The first question being ‘what emotion am I feeling right now?’ This question helps us better understand and process the emotions we feel. The second question is “How do I want to feel?” This allows us to be in better control of how we dictate our emotions.

If how you feel doesn’t align with how you want to feel, focus on a positive emotion you’d prefer and think of things that make you feel that emotion. For example, if you want to feel inspired, think back to a moment when you were inspired.

The ‘Heart Brain’

In recent years, science has proven that the heart is much more important than we previously believed. Your heart is as intelligent as your brain and is capable of making decisions and channeling emotions. Business leaders should do all they can to become in-tune with their ‘heart brain’. ♦

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Can you get everyone around you to rally behind you? Can you turn difficult situations into learning experiences? The greatest leaders are able to get those around them to buy into what they are working towards.

2. A Respected Voice

Does your voice hold weight with the people it needs to? At the end of the day, you’re only as powerful as your word. When you talk, do the people around you listen? Leaders are often able to defuse situations using only their words.

3. Integrity

A strong set of values and beliefs can go a long way. More importantly, sticking to your values makes you trustworthy and more respected. As you stick to your values, those around you will adhere to them as well.

4. Adaptability

One of the biggest reasons professionals fail and fall behind is an inability or even an unwillingness to adapt. In order to transcend adversity and emerge stronger than before, is to adapt to the elements surrounding you. ♦

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Stay Safe During These Challenging Times! **Coronavirus Prevention Measures...**

CDC recommends everyday preventive actions including:

- Avoid close contact with sick people
- Avoid touching your eyes, nose, and mouth
- Stay home when you are sick
- Cover your cough or sneeze with a tissue, then throw the tissue in the trash, and wash your hands
- Clean and disinfect frequently touched objects and surfaces with a household cleaning spray or wipe

Though no vaccine is available to prevent COVID-19, getting the flu shot is still encouraged

Click on the link for more information!

www.cdc.gov/COVID-19



Create A Community From Your Customers

The world is changing at a faster pace than ever and the business world is changing with it. The days of having a one-way conversation with your potential customers via advertisements and marketing are over. Building a community with your customers, opening up avenues for two-way conversations and direct interactions, will help grow your company.

1. Trust Your Customers

One of the most important aspects of any community is trust. Building a community with your customers involves progressive acts of collaboration, which need trust to survive. A common trend among companies struggling to keep up is an unwillingness to build a creative dialogue with their customer base.



At the end of the day, your customers are the ones you keep you afloat. Listen to their requests, consider their ideas, ask them what they want to see and what products they would be interested in. Companies such as LEGO have seen huge resurgences due in large part to collaborations with customers.

2. Focus on the Who

When building a community, it's not about the 'what', it's about the 'who'. Jumping to the 'what' without building a community of people who are invested is going to create a community where no one shows up. Focus on who the community is going to be geared to and build the community to accommodate them.

Community-building is the process of trusting and collaborating with people who are going to bring energy to your brand. Supporting these people is going to help foster a positive and active community.

3. Treat The Community As a Long-Term Investment

Building a community is only the first step in setting up a successful collaborative environment. You should treat your community the same way you would treat any other long-term investment. Too often, companies build their community, then start shifting attention and effort to something else.

A continued focus on your community is going to instill an ongoing flow of collaboration between you and your customers. More importantly, it's going to promote the continued growth of your environment. Showing your community that you're invested in them is going to build the trust we mentioned earlier.

In today's business world, it's crucial to build a healthy community with your customers. Focusing on your community is going to promote a healthy two-way dialogue between you and your customers. The most successful companies in the world use communities to help grow their business. ♦

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One Minute Ideas

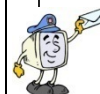
Creating A Coaching Relationship

- 1) Create a coaching contract that essentially says that you have permission to coach the person.
- 2) Find out what the person's sincere and honest intention is and align your intentions with it.
- 3) Give the other person the gift of your presence by setting a time and place to hold a coaching conversation.
- 4) The primary medium for all coaching intervention is conversation.
- 5) To have an empowering coaching relationship, you must recognize that people have the inherent creativity, intelligence, and tacit knowledge they need to succeed but may need help in gaining access to it.
- 6) Be willing to discuss the undiscussable. ♦

Source: Robert Hargrove, Masterful Coaching, Pfeiffer & Company

"Don't let the fear of losing be greater than the excitement of winning."
~ Robert Kiyosaki

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Health & Productivity Management (H&PM)

When it comes to the level of competition that currently exists in our capitalist society, as well as the competition that also exists in a global economy, every company is looking for an edge – an edge that will make them just a little better, stronger, and more resilient than the other guy.

With that in mind, it's no surprise that more aggressive programs are being developed to give companies that edge. One initiative is in the area of health promotion and one of the programs most directly tied to that initiative is called Health & Productivity Management (H&PM). This strategy, which strives to ensure the growth of productivity within organizations, is gaining more popularity with each passing year.

The Institute of Health and Productivity Management ([IHPM](#)) defines H&PM as: *"the integrated management of health and injury risks, chronic illness, and disability to reduce employees' total health-related costs, including direct medical expenditures, unnecessary absence from work, and lost performance at work."*



H&PM has two main focuses: Health problems that are potentially preventable, especially those that could impact the company in economically and sub-par performance in the workplace, with an emphasis on lost productivity due to "presenteeism."

Prevention is perhaps the major thrust of H&PM, its central platform, so to speak. It involves three levels of prevention: primary (precaution), secondary (early detection), and tertiary (impact reduction).

The focus of an H&PM program isn't just on the company's economic interests, but on the employees', as well. If the cost savings realized from the implementation of the program is passed on to the employees, they'll have more of a vested interest in maintaining the program's existence.

Commitment is Key – Although this represents a brief overview of a Health & Productivity Management program, there are many more details involved. Regardless of the variables, what needs to be constant in all instances is a **pro-active commitment** to carrying out the program's initiatives. Without that commitment, success is almost impossible. ♦

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"Healthier employees means happier employees. There's less absenteeism, improved productivity and lowered health care premium costs." ~ Jim Link

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