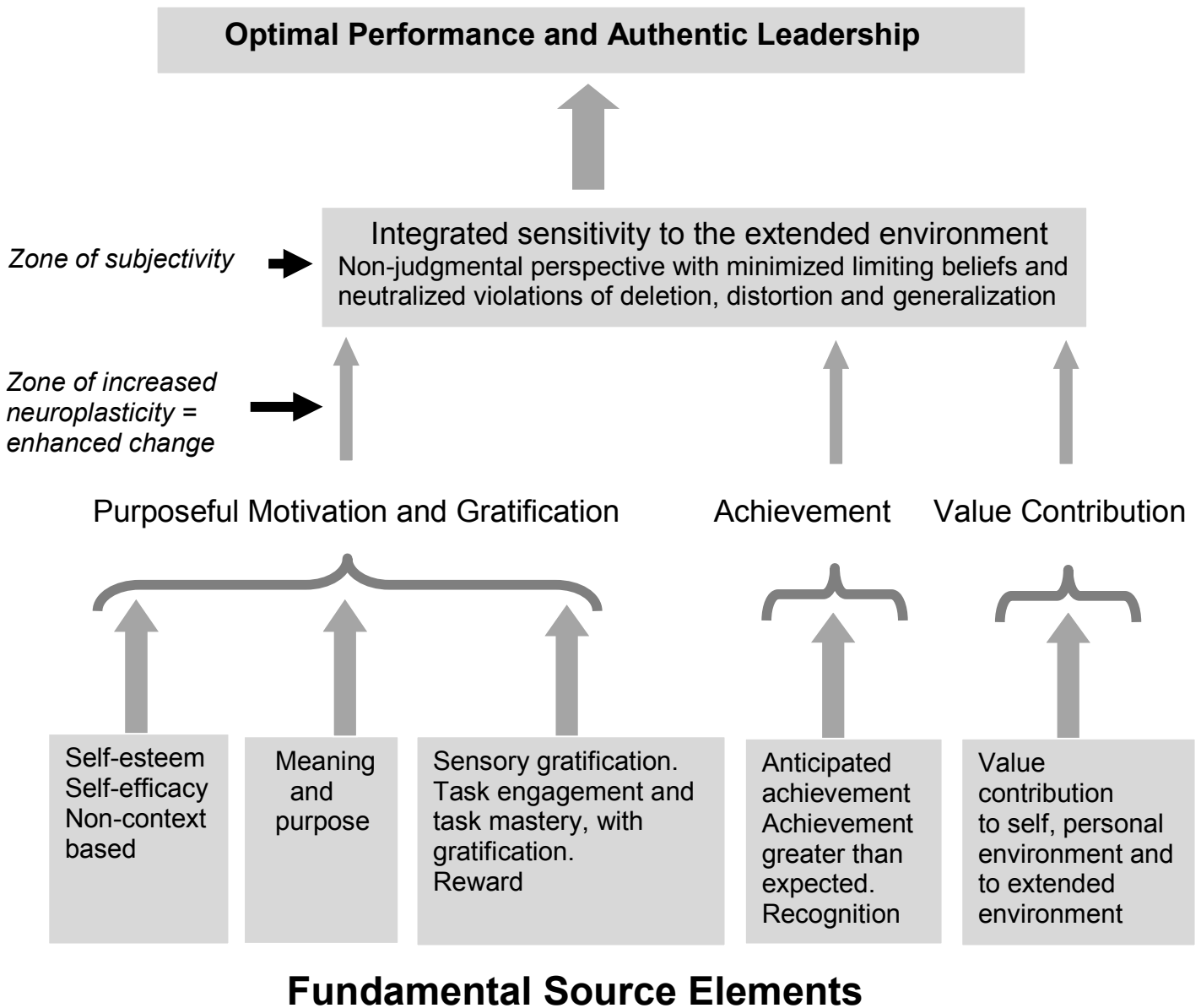


# Neuromodulation Strategy

Ian Weinberg - 2015

## 1. Performance Drivers



## 2. Application

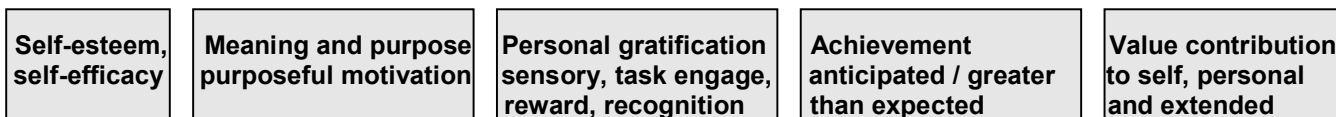
**Presenting feature** → Low self-esteem   Low fulfilment   Fear of failure   Hopeless-helpless   Illness

**Core diagnostics** →

Alpha – Bravo – Charlie range as per neuro-diagnostic  
 Other psychometric/diagnostic tools } Traits, meta-programs  
 Clinical/coaching perceptions }  
 Relevant nurture history and dynamics  
 Current life situation – work, personal and recreation

**Intervention** → **Fundamental principles**

- Establish rapport – (enhanced oxytocin, dopamine and suppressed amygdala)
- Define current dis-ease
- Incorporate relevant nurture dynamics
- Challenge violations – deletion, distortion and generalization
- Disputation – challenge limiting beliefs \*
- Identify pivotal elements in support of the pillars of a **well-formed outcome**:



### \* Disputation

#### Bravo

- Limit fear
- Delegate
- Alternate gratification
- Mindfulness behaviour
- Previous success
- Worst case scenario

#### Charlie

- Talents
- Previous success
- Validity of expected outcome
- Worst case scenario

\*Aha moments\* (Neuroplasticity)

+ Ecology check

**Definitive mission statement**

### 3. Neuro-Diagnostic Indices

#### 1. Cardiac Neuro-Diagnostic

Quantifies:

- Motivation
- Personal gratification
- Self-efficacy and self-esteem
- Self-worth (subjective self-worth within the work unit)
- Cardiac wellness

#### 2. L-EI Neuro-Diagnostic

Quantifies:

- Motivation
- Personal gratification
- Self-efficacy and self-esteem
- Self-worth (subjective self-worth within the work unit)
- Leadership-entrepreneurship potential

#### 3. Triangular Index

Quantifies percentage change in respect of the last two Neuro-Diagnostics performed

#### 4. Mean Group Triangular Index

Quantifies the average change of a given work unit/division/corporate in regard to the last two Neuro-Diagnostics performed.

#### 5. Group Corporate Grid

Plot of all Neuro-Diagnostic users in a group, on a single corporate grid

#### 6. Corporate Efficacy Index (CEI)

The mean value of the effectiveness of a given work unit/division/company

The index is derived from the quantification of individuals in regard to:

- Motivation
- Job fulfilment
- Self-efficacy and self-esteem
- Self-worth (subjective self-worth within the work unit)
- Resilience
- Cardiac wellness
- Leadership-entrepreneurship