

NeuroView



What is NeuroView?

NeuroView is the first leadership assessment developed by actual neuroscientists. It measures eight leadership practices associated with enhancing high performance and high trust cultures.

Trust is transformational in an organizational setting and imperative for organizational success. Studies have shown that employees in high trust cultures report:

- 40% less burnout
- 56% greater job satisfaction
- 60% more joy
- 76% higher engagement
- 50% more productivity
- 50% more retention

The role of leadership in building a culture of trust is fundamental. Leaders create the conditions in which employees expend their efforts, energy and creativity to move the organization towards its goals.

The Assessment and Report

NeuroView is an assessment aimed at leaders of teams in which the leader and their direct reports provide feedback on 8 key leadership practices which enhance trust in teams. The report provides the leader's scores on each of the eight leadership practice areas, as well as pinpointing those which are most critical for their development and leadership effectiveness.



8 KEY LEADERSHIP PRACTICES



OVATION - Praising, acknowledging and recognizing the efforts and accomplishments of others.



EXPECTATION - Communicating vision, goals and progress; Setting and communicating challenging but achievable goals; Providing ongoing goal feedback; Fostering a growth mindset.



YIELD - Empowering decision latitude for others; Supporting flexibility; Fostering independence; Demonstrating a tolerance for mistakes by others; Providing the tools, support and resources required for talent to succeed.



TRANSFER - Supporting autonomy; Encouraging self-management; Facilitating self-mastery and skill development; Creating and supporting small empowered teams.



OPENNESS - Demonstrating transparency to internal/external stakeholder; Keeping others informed; soliciting and valuing input from others; maintaining an open door for talent to access leaders.



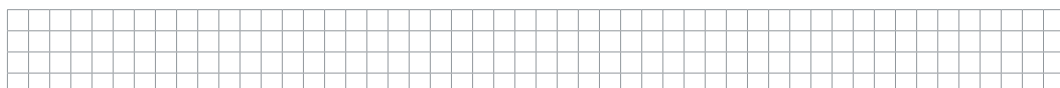
CARING - Developing collaborative relationships; Fostering teamwork; Supporting others; Demonstrating consideration for the feelings of others.



INVEST - Coaching others; Investing in talent development; Seeking opportunities to identify and deploy signature strengths of others; Facilitating talent mobility; Creating a high impact learning culture; Supporting self-directed and ongoing learning.



NATURAL - Being genuine and appropriately vulnerable; Modeling integrity; Standing up in the face of opposition and interpersonal challenge; Being willing to ask for help; Expresses transparency and honesty.



“Great with a direct connection between training and/workshop/seminars and goals for the entire organization”

Participant in Automotive, Tajco

Why use NeuroView?

- Measures eight leadership practices in 16 behavioral questions
- Focused on leaders of teams with feedback from self/direct reports
- Based on over 13 years of research by Dr. Paul Zak, a leading Neuroscientist
- Enhances high performance and high trust cultures
- Ideal for use in leadership development, executive coaching and management training programs
- Integrated with a goal setting and evaluation system (Momentor) to facilitate behaviour/habit change.

How do I start using NeuroView?

Sign up to accreditation programs, to equip yourself with everything you need to deliver the NeuroView leadership assessment and neurochange platform Momentor. The certification process is designed to provide participants with the necessary understanding and skills to develop leaders to create a high trust culture.

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Momentor Neurochange platform

NeuroView can also be integrated with our neuroscience based goal setting and evaluation platform called Momentor. Momentor is based on the latest research on how people achieve successful behavior change and provides participants with a step by step framework for translating the insights gained from their assessment into development planning activities to achieve amazing results.

The platform enables participants to define, create and measure goals; incorporate meaningful suggestions, set up practice plans, access relevant resources (books, articles, videos etc) targeted at their development goals; and sustain focus on their professional development.

Who Should Attend?

HR professionals, trainers, internal mentors, consultants, and managers who are involved in facilitating coaching and feedback. Those with the desire to become more effective coaches, as well as to help others within their organizations become better coaches, find this certification program extremely valuable and engaging.

The program materials are available in Chinese (Simplified), Danish, Dutch, English, German, Italian, Norwegian, Polish, Portuguese, Russian, Spanish, and Swedish.

NeuroView is a leadership assessment that leverages neuroscience to improve effectiveness and their team's performance. Through 13 years of field and lab research, a key hormone called Oxytocin has been directly linked to promote trust, collaboration, and cooperation.

ABOUT THE AUTHORS



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Kenneth M. Nowack, PhD is a licensed psychologist and president and chief research officer of Envisia Learning.

Ken is the author of NeuroView and has more than 30 years' experience in the development and validation of HR systems, assessment tools, organisational climate surveys and questionnaires.

Ken is also a member of the Consortium for Research on Emotional Intelligence in Organizations. He received his B.S. and M.S. degrees in Educational Psychology at the University of California, Davis, and his Ph.D. in Counseling Psychology from the University of California, Los Angeles where he is a lecturer at the Anderson School of Management.



For more information about **Persona GLOBAL®**, Inc.'s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT **Persona GLOBAL®**

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona GLOBAL®**, Inc.'s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona GLOBAL®** practitioners around the world serve their clients as strategic business partners.

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