

Ontario Ministry of Small Business & Consumer Services:
Managing the Toronto Propane Explosion (A)

be the **CHANGE**
you want to see

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Change & the Brain
Based on David Rock's NeuroLeadership Principles

Human Brains React to Threats & Rewards

Question:

Certainty

Status

Autonomy

Belongness

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Question:

Name the types of changes humans encounter as a part of their everyday lives.
(e.g., learning to walk, going to college, become a parent)



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So why is
change at
work so
hard?

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Change is Hard on the Human Brain

3 Levels of Thinking

1
Simplest

- Delete an email
- See a friend
- Present

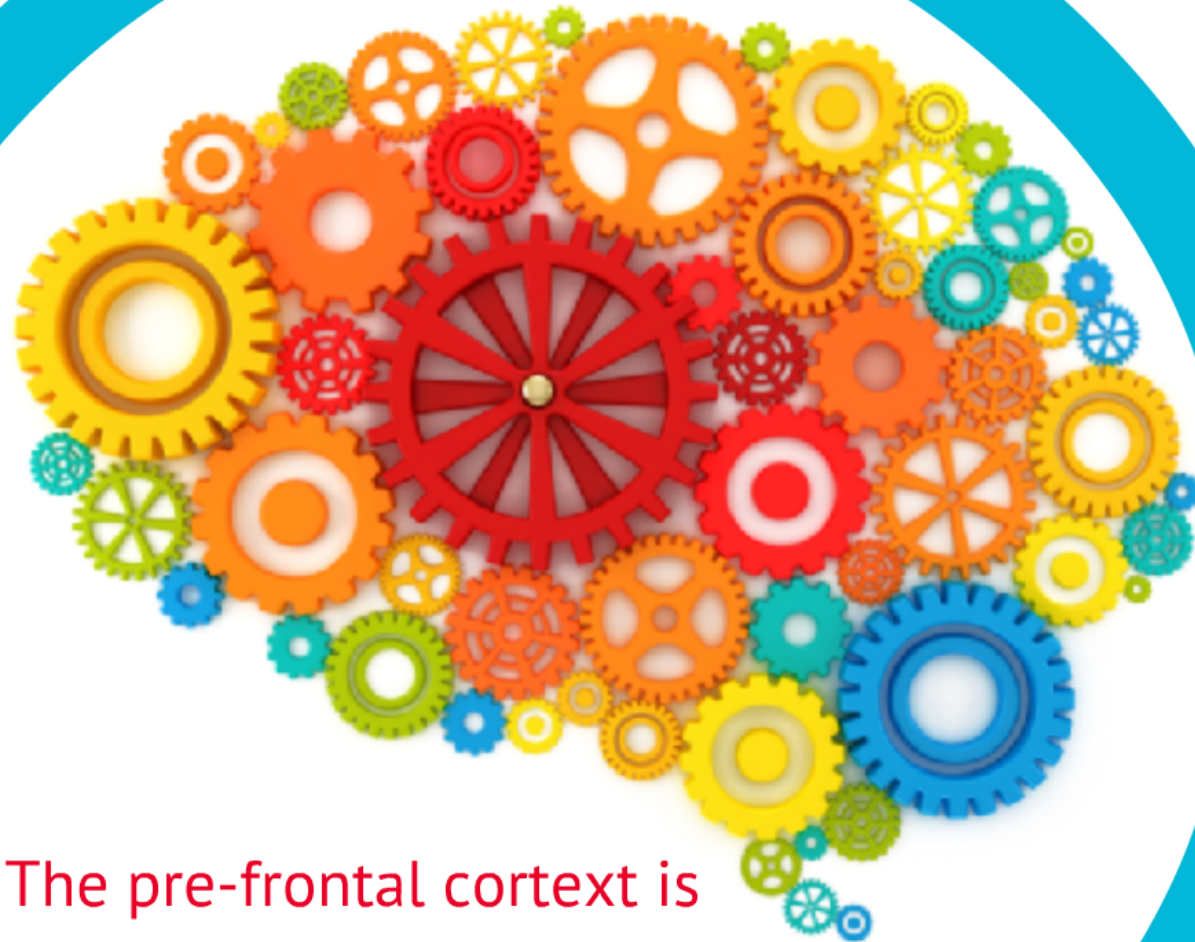
2
More Complex

- Schedule a meeting
- Identify an object
- Past

3
Most Difficult

- Write a business plan
- Comprehend a concept
- Future

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The pre-frontal cortex is
responsible for level three thinking

Like a muscle, it gets
tired quickly

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**The brain can handle
5 to 6 hours of
level three thinking
each week.**

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