

Note on the IT Services Industry

be the **CHANGE** you want to see

Thecasesolutions.com

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

Thecasesolutions.com

**Question:**  
How do you change your brain?  
What are the steps to change your brain?  
How do you change your brain?  
What are the steps to change your brain?

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

Thecasesolutions.com

**Question:**  
How do you change your brain?  
What are the steps to change your brain?  
How do you change your brain?  
What are the steps to change your brain?

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

Thecasesolutions.com

**Question:**  
How do you change your brain?  
What are the steps to change your brain?  
How do you change your brain?  
What are the steps to change your brain?

# Note on the IT Services Industry

be the **CHANGE** you want to see

[Thecasesolutions.com](http://Thecasesolutions.com)

Note on the IT Services Industry

be the **CHANGE** you want to see

Thecasesolutions.com

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

Thecasesolutions.com

**Question:**  
How do you change your brain?  
What are the steps to change your brain?  
How do you change your brain?  
What are the steps to change your brain?

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

Thecasesolutions.com

**Question:**  
How do you change your brain?  
What are the steps to change your brain?  
How do you change your brain?  
What are the steps to change your brain?



# Change & the Brain

Based on David Rock's NeuroLeadership Principles

Thecasesolutions.com



## 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)



Thecasesolutions.com

# 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)





So why is  
change at  
work so  
hard?

[Thecasesolutions.com](http://Thecasesolutions.com)

# Change is Hard on the Human Brain

## 3 Levels of Thinking

1  
Simplest

- Delete an email
- See a friend
- Present

2  
More Complex

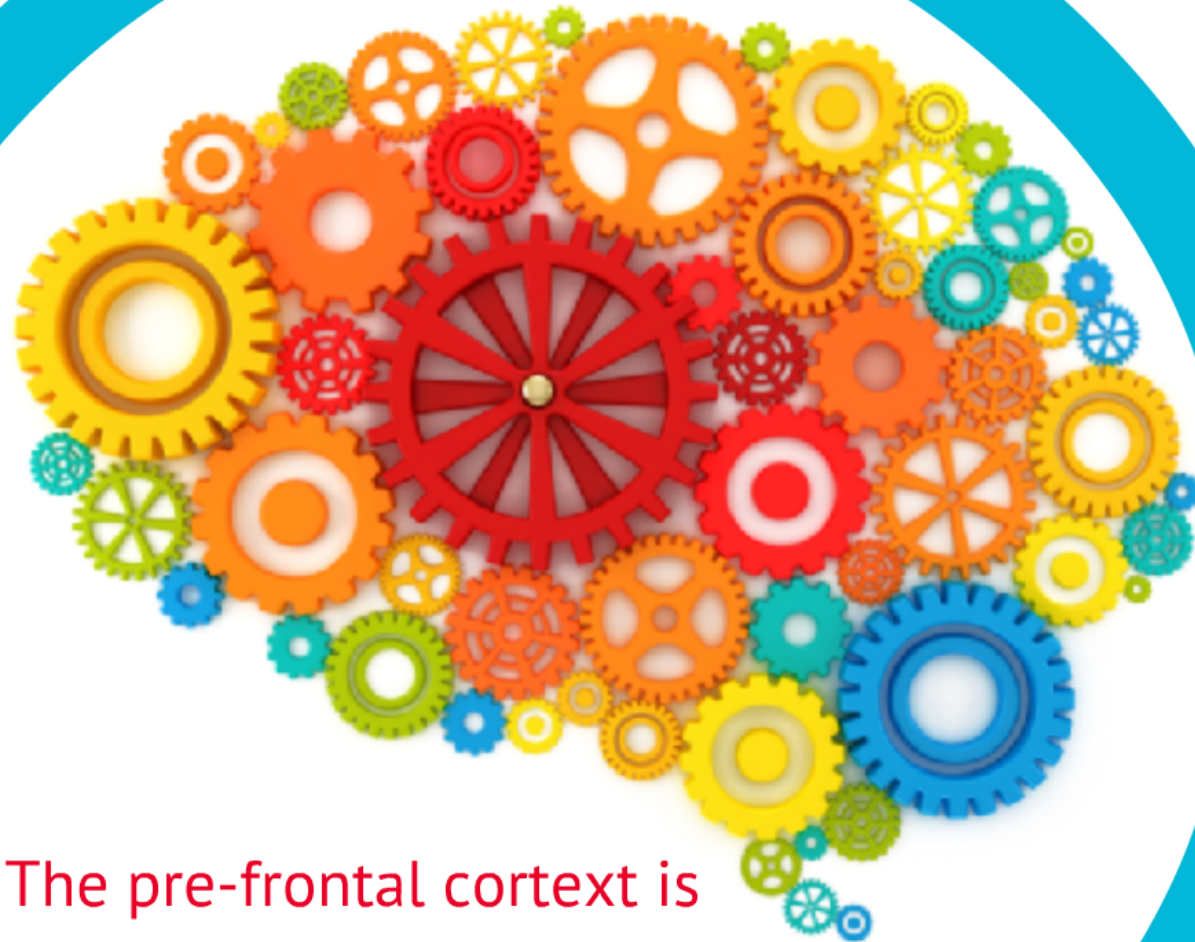
- Schedule a meeting
- Identify an object
- Past

3  
Most Difficult

- Write a business plan
- Comprehend a concept
- Future

[Thecasesolutions.com](http://Thecasesolutions.com)





The pre-frontal cortex is  
responsible for level three thinking

Like a muscle, it gets  
tired quickly

[Thecasesolutions.com](http://Thecasesolutions.com)





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

[Thecasesolutions.com](http://Thecasesolutions.com)