

LEADERSHIP USA®

Wired to Connect: The Neuroscience of Communication and The Impact of Our Words

Presented by Stephanie Wachman

December 16, 2024



2024 Calendar of Learning Events

LEADERSHIP USA®



Location:

The Conference Center at RidgeGate
9878 Schwab Way, Suite 401, Lone Tree, CO 80124

Schedule:

8:30 AM registration, 9:00 AM to 12:00 PM meeting
Includes breakfast, materials, and parking

Cost (includes recording):

Live Event (instructor-led): \$249 per person (group discounts available)
Live Stream (watch from any location): \$129 per person (bulk discounts available)

Registration:

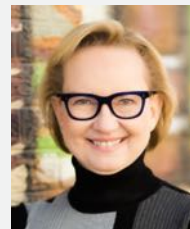
Go to LeadershipUSA.com/events, email Nadine@LeadershipUSA.com, or call 303-471-7401

Monday, January 22, 2024



Elaine Dumler presents
**Presentations That Influence Change:
Getting the Right Information . . . to the
Right People . . . in the Right Format**

Monday, February 19, 2024



Cindy Solomon presents
**Building Your Courage: Creating
Engagement, Accountability and Results**

Monday, March 25, 2024



Carolyn Strauss presents
**Effective Execution: The Art of Getting
Work Done**

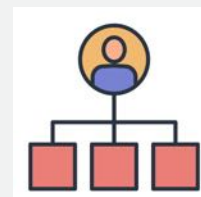
Monday, April 22, 2024



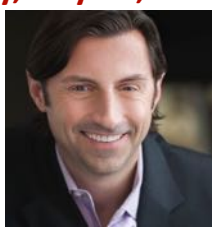
Jon Macaskill presents
**Unleashing the Power of Preparedness, Resilience,
Grit, and Compassion: A Navy SEAL Commander's
Blueprint for Personal Growth**

Monday, May 13, 2024

Jenn Dewall presents
**How to Manage Burnout and Overwhelm:
Find Joy at Work Again**

Monday, June 24, 2024

Richard Bryan presents
**Learning to Lead: Proven
Strategies Guaranteed to Succeed**

Monday, July 22, 2024

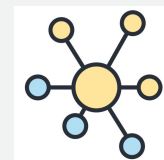
Gerry O'Brien presents
**Maximizing Your Influence: Influencing
Customers, Co-Workers and Employees to
Say Yes to You**

Monday, August 19, 2024

Keith Bailey presents
**TrustWorking: Cultivating Connections
Within Your Sphere Of Influence**

Monday, September 16, 2024

Julie Holmes presents
**UPGRADE Your Team: 7 Steps to Becoming
an AI-Empowered Organization**

Monday, October 14, 2024

Ben Freeman presents
**Primed, Connected, & Personalized: Master
Connection Through Personalized Engagement**

Monday, November 11, 2024

Greg Williams presents
**Rise to Superhero Status: Mastering Vital
Soft Skills for Exceptional Achievement**

Monday, December 16, 2024

Stephanie Wachman presents
**Wired to Connect: The Neuroscience of
Communication and The Impact of Our Words**

Information About This LEADERSHIP USA® Learning Event



AGENDA

Registration starts at 8:00 AM. The workshop starts at 9:00 AM and concludes promptly at 12:00 PM. A fifteen-minute coffee break is scheduled for 10:30 AM. Breakfast is served from 8:00 to 9:00 AM. Restrooms are by the elevator door, as well as the 1st & 2nd floors.



MICROPHONES

This event is being livestreamed around the U.S., so please use the wireless microphones when speaking. Even if the live audience can hear you in the room, the remote audience can't unless you speak into the microphone. Thank you in advance!



PHONE CALLS

As a courtesy to others, please mute your phones during the program. If you must take a call, please take the elevator down to the first floor lobby. (We can hear your conversation if you stand by the restrooms.)



OUTSIDE WORK

Texting, working on your laptop, and responding to email can be a distraction to your fellow learners. Please be present during the event and work outside the meeting room.



REGISTRATION

The schedule of upcoming LEADERSHIP USA learning events is included in the front of this workbook. Register with a credit card online at LeadershipUSA.com/events or email Nadine@LeadershipUSA.com to receive an invoice.



FEEDBACK

To best meet your needs, we need your input! At the conclusion of the session, please complete the paper or online evaluation using the QR code or URL on the inside back cover.



CERTIFICATION

To receive 3 SHRM, and 3 HRCI credits for this event, please email your request to Nadine@LeadershipUSA.com.

Thank you and have a great day!

Exercise Book:

Neuroscience of Communication

Share a Photo

1. ACTIVITY

- Choose a meaningful photo and share it with your group.
- Answer the following prompts:
- Where was the photo taken?
- Why is it special to you?

2. DEBRIEF

- Write or discuss:
 - How did you feel when you shared the picture?
 - If you shared it with others, what did you learn about your colleagues?



Exercise Book:

Neuroscience of Communication

Physical Reactions to Memories

1. ACTIVITY

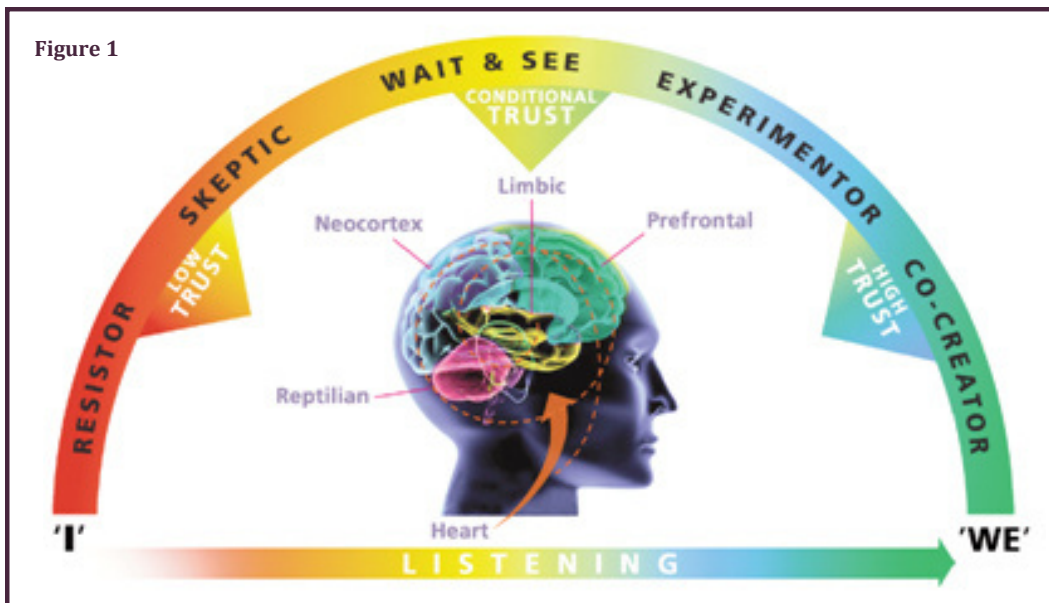
- After reflecting on or seeing the photo, describe how your body reacted.
- Did you feel relaxed, tense, energized, or calm?
- What sensations stood out (e.g., heartbeat, breathing, posture)?

CONVERSATIONAL INTELLIGENCE™

The Impact of Words

CONVERSATIONAL DASHBOARD

Figure 1



THE THREE LEVELS OF CONVERSATION

Figure 2

	LEVEL I TRANSACTIONAL Exchange Information	LEVEL II POSITIONAL Exchange Power	LEVEL III TRANSFORMATIONAL Exchange Energy
	TELL → ASK	ADVOCATE ↔ INQUIRE	SHARE ↔ DISCOVER
Intention	Confirm what I know	Defend what I/We know	Discover what we don't know
I-WE	I-centric	I & WE-centric	WE-centric
Space	Defines Space	Explores Space	Creates Space
Healthy Mindset	Exchange information. Validate what we know	Persuade & influence others to agree with my point of view. Opportunity to seek win-win solutions	Hold a neutral space to explore uncharted territory. Ask questions for which we have no answers & listen to connect
Unhealthy Mindset/ Blind Spots	Tell-Sell-Yell Syndrome Tendency toward telling more than listening or asking	Addicted to Being Right Overuse of telling. Tendency to ask questions to persuade.	All Talk, No Action Tendency for too much ideation & not enough execution
Interaction Dynamics	Inform	Persuade	Co-create
Listen	Listen to Protect	Listen to Accept or Reject	Listen to Connect
Success	My Success	Explore each other's positions; accept or reject	Co-creating Mutual Success
Trust	Low Trust	Conditional Trust	High Trust

Exercise Book:

Neuroscience of Communication

Understanding Neurochemistry and Triggers

1. ACTIVITY

- Reflect on situations or words that trigger stress responses (e.g., cortisol and adrenaline).
- List sentences or phrases that increase feelings of threat, fear, conflict, or stress.

Example:

- "We already discussed this."
- "You're overthinking it."

2. DEBRIEF

- Why do you think these words activate stress?
- How could they be rephrased to be less threatening?

Exercise Book:

Neuroscience of Communication

Self-Reflection

(5 minutes)

PART 1

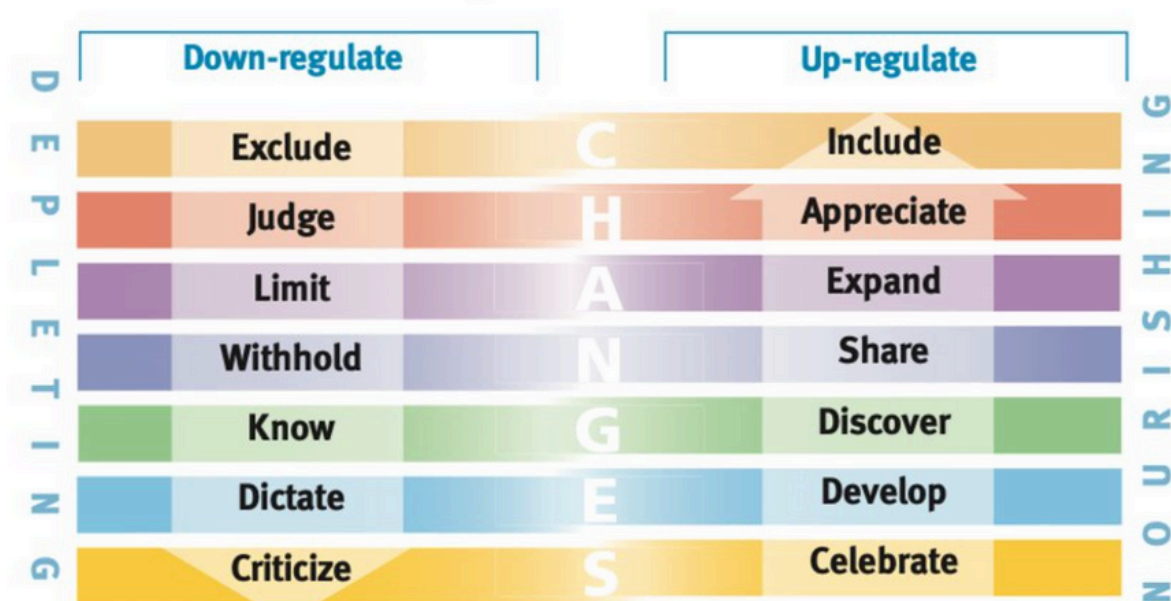
Think of a conversation in which you felt like you connected well with the other person?

What made that conversation work?

Think of your relationships now and consider if they are level I, II and level III conversations

Exercise Book: *Neuroscience of Communication*

Upregulate and Downrgelate



DOWN-REGULATING:
Minimizing the types of conversations that trigger fear, power plays, uncertainty, a need to be right, and groupthink.

UP-REGULATING:
Reinforcing the types of conversations that inspire transparency, relationship building, understanding, a shared vision of success, truth and empathy.



Climbing Down the Ladder of Conclusions

OBJECTIVE

To identify and challenge the assumptions and conclusions you've made in a recent interaction to foster better understanding and improve decision-making.

STEP 1: Reflect on a Recent Situation

(1 minute)

Think of a recent situation where you felt frustrated, confused, or defensive.
Write a quick description of what happened.

Prompt: What was the observable data? What did you see or hear?

Exercise Book:

Ladder of Conclusions

STEP 2: Identify the Steps on the Ladder

(3 minutes)

1. Select Data:

- Which specific details stood out to you?
- Why do you think those details captured your attention?

2. Interpret the Data:

- What meaning did you assign to the details you selected?
- How did your past experiences or biases influence this interpretation?

3. Assumptions and Conclusions:

- What assumptions did you make based on your interpretation?
- What conclusions did you draw from these assumptions?

4. Actions Taken:

- How did your conclusions influence your actions?



Exercise Book: *Ladder of Conclusions*

STEP 3: Reframe and Adjust

Look at one of the assumptions or conclusions you identified. Reframe it:

- What other interpretations or assumptions could be possible?
- How might reframing this change your actions or perspective?

Prompt: What is one alternative approach or belief you can adopt in future situations?



Exercise Book:
Neuroscience of Communication

Reflect and Review

What are your key takeaways today?

NOTES



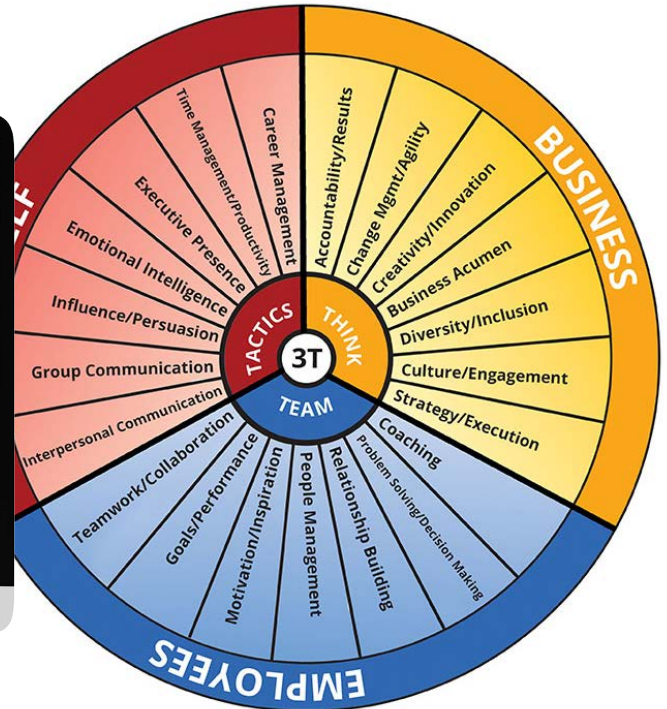
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Who Should Participate



- Large Corporations with internal training departments who want to supplement their existing leadership development programs to “fill in the blanks” on performance improvement needs
- Larger Organizations that don’t have internal training departments or an established leadership development program (who need an outsourced L&D function)
- Small-to-Medium Size Firms who need a consistent leadership development strategy for the senior leaders and managers in their organizations

