Zug CIPS event
PROCUREMENT TECHNOLOGY & TALENT

10th Apr 2018

MOTIVATION: A VIEW FROM INSIDE THE BRAIN

Peter Wright
TECHNOLOGY

NEUROSCIENCE

Inside | Out Paradigm (TRANSFORMATIVE COACHING)

TALENT

MOTIVATION

CREATIVITY

RESILIENCE

CONNECTION | TEAM WORK
Peter Wright
Transformative Coach
Senior Executive
(Supply Chain / Procurement)

Bio:
- Over 30yrs experience managing diverse teams in large respected multi-nationals.
- Focused on results delivery though helping individuals and teams understand the principles that underpin performance.
- Extensive coaching experience both within large organizations and with private clients.
- Strong business acumen supported by strong communication skills.
- Based in Switzerland, Married with two children

Recent Roles

<table>
<thead>
<tr>
<th>Date</th>
<th>Position</th>
<th>Company</th>
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<tbody>
<tr>
<td>07/16 - 06/17</td>
<td>Head of Procurement</td>
<td>Ashai BE Ltd</td>
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<tr>
<td>01/13 - 08/16</td>
<td>Head of Procurement - Europe</td>
<td>SABMiller PLC</td>
</tr>
<tr>
<td>06/08 - 12/12</td>
<td>Director Procurement - Int.</td>
<td>Amgen</td>
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<tr>
<td>01/04 – 05/08</td>
<td>Divisional Head of Procurement</td>
<td>Novartis CH</td>
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Professional Training (Extract)

<table>
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<tr>
<th>Year</th>
<th>Training Type</th>
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<tbody>
<tr>
<td>2018</td>
<td>Practitioner in Brain / Behavioral change - tbc</td>
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<tr>
<td>2015</td>
<td>Certificate in Applied Neuroscience</td>
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<tr>
<td>2012/18</td>
<td>5 Coaching trainings – 3 ICF approved</td>
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<tr>
<td>2007/10</td>
<td>NLP Training – Certified Trainer</td>
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MOTIVATION MODELS (INTRINSIC)

Purpose
Mastery
Autonomy (Pink)
Autonomy
Relatedness
Competence (Ryan – Deci)

S C A R F (Rock)
- Purpose
- Mastery
- Autonomy
- Autonomy
- Relatedness
- Competence

Extrinsic
- Economic
- Emotional
- Inertia

In all these models the factors are subjective and personal.
THE TRIADIC BRAIN

vmPFC
- Regulation
- Reasoning
- Evaluation

Amygdala
- Threat / Safe
- Avoid

Ventral Striatum
- Reward
- Approach
• vmPFC reaches maturity in the late teens.
• Risk / reward assessment is personal.
• Emotional range / regulation can be developed.

How we perceive the world drives our behaviors.
How to listen

Exploration

VS

Exam Preparation

Examples of Revolution

[Images of a compass, exploration map, solar system, and bacteria]
Examples of the language we use:
• “I’ll be happy, when I have..”
• ”He/She made me..”
• “..... Scare me”
• “Come here and I’ll make it better”
Thought creates our world, and then says, “I didn’t do it.”
D Bohm

“Reality is an illusion albeit an extremely persistent one.”
A Einstein
IMPLICATIONS

Helpless  Empowered

Victim  Creator
Fear  Courage
No choice  Choice
<table>
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<tr>
<th>We live in a world of 7 Billion “realities”</th>
<th>This impacts all of our communication</th>
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</thead>
<tbody>
<tr>
<td>Thought creates our experience and the brain provides the special effects</td>
<td>The ultimate empowerment, we are not victims of circumstance</td>
</tr>
<tr>
<td>Motivation is personal and subjective</td>
<td>Intrinsic motivation is powerful</td>
</tr>
<tr>
<td>Extrinsic motivation can drive unproductive behaviors</td>
<td>Beware the bonus culture</td>
</tr>
<tr>
<td>The teenage brain is still maturing</td>
<td>Understanding this explains the “teens”</td>
</tr>
<tr>
<td>Emotional range / regulation can be developed</td>
<td>Connection, conversation &amp; exploration can make a difference</td>
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</table>
Daniel Pink: The Puzzle of Motivation

Books
- Invisible Power: Insight Principles at Work
  - Michael Neill: The Inside Out Revolution
  - Manning | Charbit | Krot: Invisible Power
- Sydney Banks: The Enlightened Gardener
- The Neuroscience of Leadership Coaching
  - Bossons, Riddel, Sartain: The Neuroscience of Leadership Coaching
- Neuroscience for Leadership
  - Swart, Chisholm, Brown: The Neuroscience of Leader Coaching
- The Power of Habit
  - Charles Duhigg

Training
- ITS Certificate in Applied Neuroscience
  - Michael Neill: Supercoach Academy
Our perception of the world is a fantasy that happens to coincide with reality

Everybody is doing what they think is right given the thinking that appears real to them in the moment

Seek first to understand

S. COVEY

SYD BANK
Questions?