

# NeuroProductivity

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This isn't caused by the Covid-19 pandemic ... it's a sustained and accelerating shift in the nature of the workforce and working practices.



The world of work is changing faster than ever before. There is a sustained and accelerating shift from a physical workforce to a knowledge-based workforce, a new technological revolution with robotics and AI increasingly assuming repetitive tasks and providing [insights that were previously unimaginable](#).

This shift will require much greater and nuanced collaboration between humans and advanced technologies. It creates a huge opportunity for organizations to become more creative, more diverse, more agile, and more efficient.

However, embracing new technologies is not enough, the positive disruption that they bring are changing the rules of the game as the speed of innovation grows ever faster and decision-making has to adapt accordingly.

At the same time, changing [demographics and other factors](#) will intensify the competition for the best talent. Old, industrial age business models will become obsolete and there is an urgent need to reconsider and [evolve leadership](#), mindsets, organization dynamics, and key [people practices](#) to truly seize these opportunities.

At OrgShakers our goal is to put humans and human brain health at the centre of decision-making to drive productivity and growth.

## Why Brain Health?

Brain health is critical to our well-being and productivity. Just like the rest of our body, this incredible organ needs good nutrition, hydration, exercise, and rest in order to work to its optimum capacity.

The conditions in which we work and the way that we work are therefore crucial to the quality of our thinking output. With our brains operating at their best we are agile thinkers, innovative, creative, and resourceful.

An exhausted brain is not productive or insightful, or able to do the thinking that AI can't - which is why optimizing brain health needs to be at the center of our business conversations.

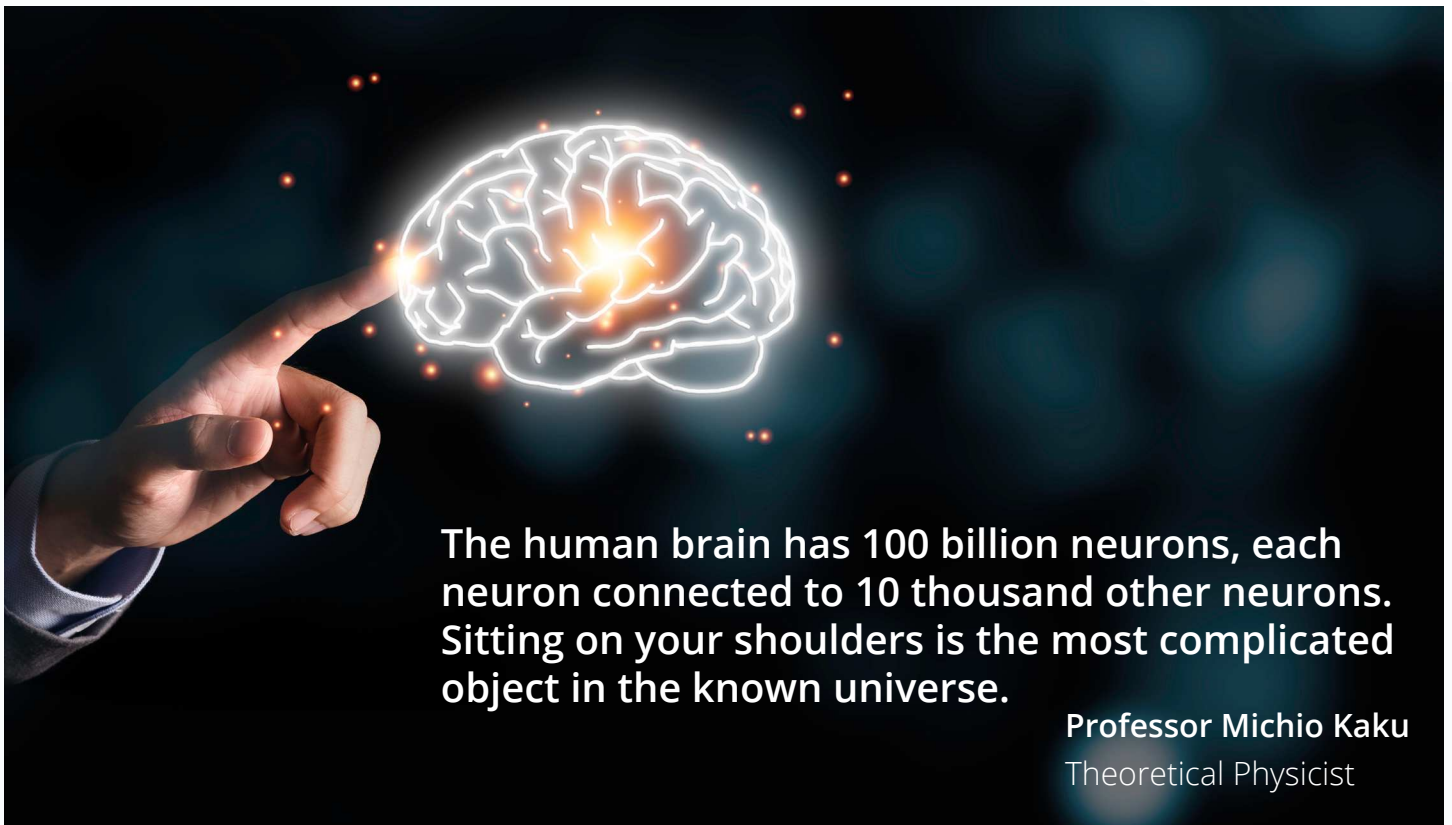
## How do we approach this?

At OrgShakers, we believe in the power of optimizing People in organizations. We are a global team with a proven track record in helping organizations do this in ways which make the biggest difference in the shortest time.

We look to psychology and performance science and combine these with real-life HR expertise to help determine and improve the brain health of individuals based on optimizing the working practices within an organization. This means we can truly understand how to reshape culture, leadership, roles, structures, and practice to create new ways of thinking and acting.

We look at the evidence base for actions and, as in performance science, we look across the organization for improvement, including overlooked and unexpected areas, and we join the dots for a significant combined impact.

And we're preventative rather than reactive, looking upstream to the cause, rather than just applying quick-fix tactics.



**The human brain has 100 billion neurons, each neuron connected to 10 thousand other neurons. Sitting on your shoulders is the most complicated object in the known universe.**

**Professor Michio Kaku**  
Theoretical Physicist



## So where do we start?

**Culture** – successful organizations understand the necessity to manage their culture proactively. But changing corporate culture can be daunting for everyone.

Using a unique, award-winning system based in neuroscience, we identify an organization's positive and negative cultural impacts on NeuroProductivity and wellness applying workforce science and predictive analytics.

This allows us to guide cultural evolution, prioritizing those actions which will make the biggest difference to wellbeing and organizational productivity in the shortest time.

**Leadership** – it starts at the top. We have expertise in assessing leaders' Emotional Intelligence (EQ) using high quality tools, to identify their ability to successfully coach teams, manage stress, deliver feedback, deal with – even encourage – challenge and collaboration with others.

We supplement this with psychological wellbeing audits to understand whether the workplace environment enables and encourages open communication, trust, challenge, and mental stretch.

We design individually tailored EQ programmes for the leaders of today - and to develop high potentials as the leaders of tomorrow.

**Individual** – we place an emphasis on self-care and resilience, including nutrition and fitness, time management, dealing with anxiety and personal issues, and a recognition that wellness is everyone's responsibility.

Much of this can be covered in workshops and bite-sized learning modules (or "Skill Pills") to address specific needs - when they are needed.

**Enablers** – we review the organizational enablers that impact NeuroProductivity. These can include organization dynamics, workplace design, virtual working, reward & recognition, and mentoring & support networks.

**NeuroLab** – is our thought leadership centre where we convene world-class expertise, supported by AI and our access to some of the world's most advanced people-related data, to continually innovate, assess, and develop the latest thinking and good practices through a series of briefings, webinars, seminars, and articles.

The changing world of work creates many new and growing challenges and opportunities for employers. With a scientifically-rigorous roadmap to inform the purposeful evolution of organizational culture, with leaders equipped to lead in an ever-changing workplace, and with individuals empowered to self-manage their wellbeing, organizations that act now will optimize employee NeuroProductivity, attract, retain, and inspire the best talent and ultimately set a competitive advantage.

Working with you to implement the approach that is right for your organization, OrgShakers can help accelerate productivity across your organization.

Across a range of People disciplines, OrgShakers have the knowledge, tools, and expertise to support you in defining and implementing programs which will unlock the People Power within your organisation. Our services can flex to meet the specific needs of your organisation, so whether you need consultancy support, executive coaching, team workshops and training, business and employee insights, communications, HR systems, or organisation design – OrgShakers can help.



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