

How a NeuroMentor System Delivers Exceptional Performance



Our Sofia technology captures the know-how of your very best people and makes it available to team members via their laptops, tablets and smartphones when they need a mentor the most.

What if everyone in your organization had an excellent **NeuroMentor** who, in just minutes and at the exact moment of greatest impact, provided guidance and support leading to excellent daily work performance? Imagine the engagement and productivity gain for your organization with such a mentor.

Why not start doing this today? Organizations are under constant time and budget pressure, often preventing them from investing the time and resources required to develop the long-term human capabilities needed for sustained success. The urgency-of-the-now blocks investment in the future. Any serious improvement in performance must be in this context, it must be instantaneous and require minimal time.

Fortunately, recent neuroscience research, and related mobile and cloud technologies, give organizations the capability to provide a **NeuroMentor** for all their people, any time, any place, no matter how many people would benefit from mentoring. Our **NeuroMentor** technology reduces *fear of failing* and gives the *knowledge and confidence* needed to be extraordinary at a job. Organizations using this technology report that the mentees showed 90-98% of attitudes and behaviors of their very best performers.

The Pros and Cons of Human Mentoring

Mentoring by humans – also sometimes referred to as “on the job training -- is widely accepted as one of the most effective ways to improve performance in an organization. In human mentoring, a mentee is assigned to someone (the mentor) who is responsible for guiding the mentee’s development.

Years of studying great mentors have shown that great mentoring has four components:

- Excellent, well-organized and understood knowledge of a role, job or process.
- A consistent, fast process for creating mentee engagement and understanding of the mentoring process
- Highly effective cues that communicate the content and guide people to excellent performance in the domain

- Willingness and ability to allocate the time required for good interactions with the mentee

When the mentor does all these with their mentees, mentee performance soars.

However, human mentoring has serious limitations. Most mentors:

- Are **unconsciously competent** – meaning they don't know what they know – so the content they communicate is often missing key elements and is rarely high quality.
- Are severely **time constrained** because they are in high demand, so they don't allocate the time required to be effective mentors and aren't usually available for mentoring at the exact moment of maximum value (and the organization doesn't want them spending their precious time mentoring when they could be performing their function).
- Are not skilled at communicating with and guiding others so the limited content doesn't have much impact.
- Can only mentor a few people at a time limiting their impact in large, geographically dispersed environments (i.e. human mentoring isn't scalable).

As a result of these limitations, human mentoring while extremely value when it is great, rarely has much impact.

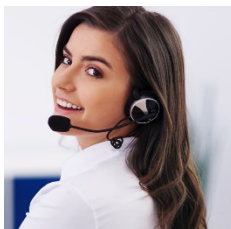
What is a NeuroMentor?

Our breakthrough approach to mentoring is based on our Sofia technology and provides the same advice and support to people as a great mentor but is available to everyone, everywhere, at any time. It generates all the benefits of human mentoring without the limitations. Here are some examples of **NeuroMentor** technology in action:



- A major account salesperson was walking down the hall to a critical meeting that would, ideally, convert a great prospect into a strategically valuable client. To “get the order,” the salesperson needed to guide her team to effectively present a complex solution to a diverse group of the client’s decision makers, each of whom had at least a slightly different agenda. Even though she and her team had done a lot of preparation, she was still worried about how to best present the solution and how to handle the complex client decision making. As she walked down the hall, she pulled out her phone, opened the **NeuroMentor** app and got advice about focusing on the core value and listening well to each participant. It took less than a minute with the **NeuroMentor** to refresh her thinking...and she got the order.

- A frontline manager for a timber products company was initiating use of a new and potentially dangerous piece of equipment. He was worried that he hadn't done enough to ensure his team's safety. Just before they started the first production processes, he pulled out his phone and accessed his **NeuroMentor's** advice on safety barriers and processes. Using the **NeuroMentor** guidance, he detected both that one of the safety barriers wasn't completely connected to a wall and one of his team member's use of faulty safety equipment. The **NeuroMentor** helped him to enhance team safety.



- A customer service representation (CSR) in a health insurance company's call center was getting yelled at by an unhappy customer. The customer's anger was causing her to become defensive, which was limiting her ability to understand the exact nature of the problem and resolve it. She asked the customer if it was OK to put them on hold for just a moment to get more information about the account. During that minute, she both began "pulling up the account" and looked at the **NeuroMentor** on her phone. In less than 20 seconds, she found the section on handling angry customers, read it and it restored her equilibrium. She was then able to listen better to the customer, understanding and ultimately resolving the problem. The **NeuroMentor** helped stabilize the situation.

- An executive of a technology company was confronted with competitor's announcement of a new product that threatened his business unit's success. He recognized that he had to simultaneously calm his team down and guide them to quickly make the substantial changes needed to succeed in a reconfigured market. As he prepared for the business unit "town hall" he was worried about how to balance these messages. He pulled out his phone and looked up the section in which his **NeuroMentor** talked about how to maintain calm in the midst of chaos – delivering a realistic message about their situation and his plan for engaging everyone in the business unit to help with the transformation. The team left the session motivated to "win" in the complicated new market.

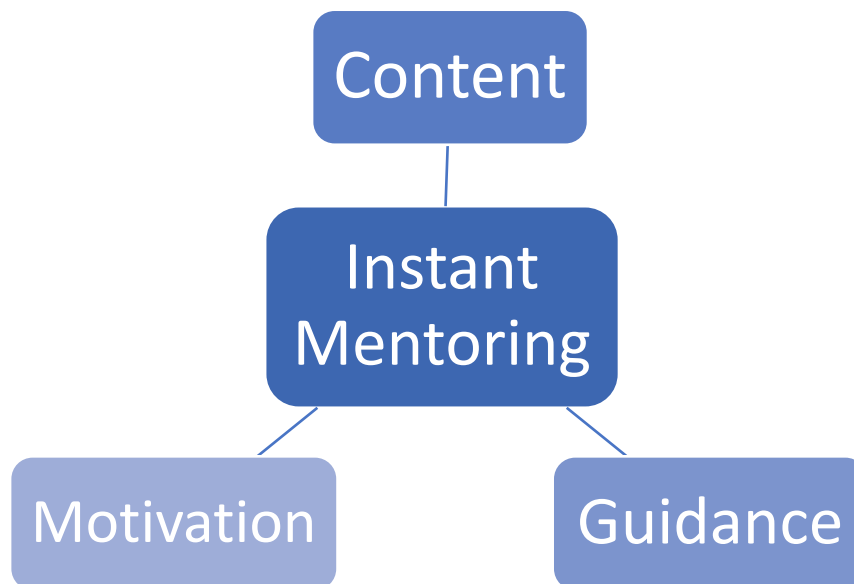


These situations have many common components. In each, the person is doing their "day job" but needed just a little support to do their job better. The **NeuroMentor** reduced the fear of failing and generated an increase in confidence that is the difference between mediocrity and great success. They accessed the **NeuroMentor** by tapping their phones and reviewing the great advice of their experts, delivered through their phone.

Interactions with the **NeuroMentor** happen quickly and deliver immediate improvements in job performance. By reviewing the advice from the **NeuroMentor**, the user experiences a very brief *“reflective pause”* that enables sophisticated, highly accelerated information processing, leading to much improved outcomes. Over time, multiple interactions with a **NeuroMentor** lead to the development of long-term performance improvement capabilities

How Does **NeuroMentor** Work?

The top performers in any company have figured out how to be successful in their role. These are the people you would want mentoring others. **NeuroMentor** provides access to their expertise and then employs the same cues as a great motivator and guide.



All three elements – content, motivation and guidance -- must be present to have an effective mentoring experience. If the content isn't compelling, the mentee won't pay attention. If the content is poorly communicated, the mentee won't get and stay engaged. If the cues don't lead to more confidence, they won't keep using it. But when all are present, Sofia **NeuroMentor** becomes a powerful tool for fostering extraordinary daily job performance.

Creating Expert Content for **NeuroMentor**

It is possible to develop the excellent content needed for **NeuroMentor** in a Sofia online interview that requires only 2-3 hours. It is content development also within the time constraints of daily operations.

Why is it possible to develop **NeuroMentor** content with so little time and effort? Studies of thousands of experts in many different domains show that true experts organize their expertise in the same way regardless of their industry or domain. For someone to become a true expert three things must have occurred:

1. **Deep Motivation:** They found the domain so interesting that they worked hard to become excellent in the area for a long time (some call this the 10,000-hour rule). Their expertise was gained by trial and error, making mistakes, and garnering great successes. We believe that others can learn much faster by avoiding the errors and focusing on what made these high-performers great.
2. **Diverse Experiences:** During that time, they had many diverse on-the-job experiences that created a deep reservoir of domain specific knowledge. They also identify those experiences that were more valuable and formative than others.
3. **Distilled Expertise:** They distilled this reservoir of knowledge into very concise and organized patterns and content that made them extremely efficient and effective in the domain.

Because these patterns are so consistent, it is possible to ask an expert a very focused series of questions that elicit their most valuable content very quickly. The interview questions leverage the distillation that occurs in the last step. They include:

- Why is this domain so important, fun, exciting, engaging, etc. that it captured your attention all this time (their “compelling purpose”)?
- How would you guide someone to be organized to master the domain (their “path to mastery”)?
- Based on your real-world experience, what specific guidance would you give someone to help them be successful in this domain (“Tips for Mastery”)?
- Based on the real-world experiences that were most impactful, what specific actions would you guide someone to do to help them execute effectively in the domain (“Actions to Build Mastery”)?

During these Sofia online interviews, experts write answers to these questions which causes them to dig deep into the best part of their experiences converting previously “unconscious competence” into explicit knowledge. They love it because they are reflecting on the best of themselves, which releases various neurochemicals of engagement – endorphins, dopamine, serotonin and oxytocin. Experts love completing **NeuroMentor** interviews.

Getting Engagement With **NeuroMentor**

Great mentors follow a very systematic, fast process for getting their mentees deeply engaged in the mentoring experience. They will meet with the mentee, make sure they are aligned with the mentoring relationship and process and will lay out a plan for development.

More specifically, during a first meeting, great mentors:

- Ask their mentees about their views about why this role is so important, and in the ensuing discussion, create alignment on the compelling purpose (stimulates the mentees endorphins and dopamine).
- Guide the mentee to see a clear “Path to Mastery” thereby reassuring the mentee of probable success (builds a “cognitive hierarchy”).
- Reviews some of the specific “Tips” about how to handle real situations in support of each of the steps in the Path to Master (suppresses fear responses).
- Review the recommended Actions and gives the mentee initial action assignments (“Now go try this”), that generate the desired improvement in real-world conditions without taking time away from their “day job” (uses self-directed neuroplasticity to create new neural pathways).

The Sofia **NeuroMentor** technology emulates the natural mentor launch process. Each part of the launch has a specific purpose and generates a desirable neural response resulting in the mentee having their own written, compelling purpose for being great in the function and sufficient knowledge of the content, process and **NeuroMentor** technology that they know that it will be useful, when it will be useful and how easy it is to access the mentors expertise. The technology allows an organization to conduct launches for any number of people, any time, at scale.

Using **NeuroMentor**

After the launch, great mentors supply three types of fast, effective ongoing support for their mentees:

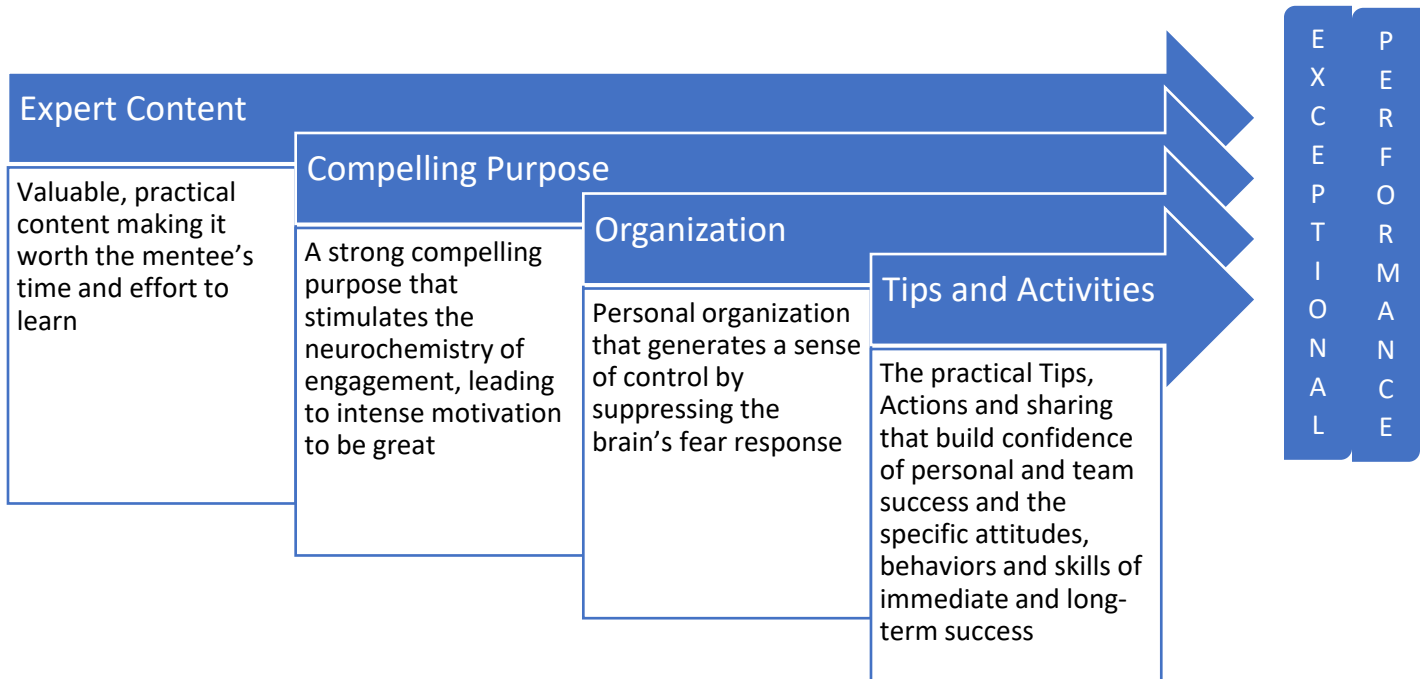
1. They give their mentees short (usually about 30 minutes of effort per week), practical assignments to “go try this” and then to report back to them about what happened. These reflect the best of the overall Tips and Actions and build long-term expertise.
2. They are available to support the mentee in the challenging, time intensive situations that occur constantly in the “messy real world.” This is the actual **NeuroMentor** experience described in the examples above

3. They promote sharing of experiences between different mentees to broaden each mentees experience and build collaborative networks

The technology does all these too. It gives mentees ongoing Actions, reminders to complete the actions and a place to reflect on what they learned from the Actions. It gives them the real-time access described in the examples above. It gives them social media spaces to share their experiences. Since this practice is so directly and obviously relevant to their immediate work, they are highly motivated to use the **NeuroMentor** and they barely realize they are transforming, so they didn't resist the modest time requirements.

Why NeuroMentor?

Most people like having a great human mentor – and they appreciate and use **NeuroMentor** for the same reasons. **NeuroMentor** provides the mentee with:



Emotionally, people love the **NeuroMentor** experience because, through the reflective pause, it directly reduces their fears of failing and builds the confidence needed for immediate success. They feel better about themselves. Organizations love **NeuroMentor** because it improves daily execution within the speed and time limitations of their world. It is the best of mentoring delivered any time, any place, no matter how many people need to be mentored.

How to Get Started with NeuroMentor

Now is the time to improve your organization performance by putting a mentor in the pocket of team members around the world. Just as the **NeuroMentor** process itself is fast and easy, so too is the process of the introducing this breakthrough technology to your organization. The cost is easily affordable and set-up process is quick and easy. Call or email us today to schedule a demo to get started.

Rick Grbavac
1-888-355-0213
rick.grbavac@cerebyte.com



<https://cerebyte.com/>