



BOOK NOTES

The Leader's Brain

by Michael L. Platt

- Neuroscience understanding significantly impacts a leader's abilities and impact.
- Be purposeful in connections - eye contact, summarizing, being present. Keep your power in check, and aware of biases.
- We're tribal beings - create a vision all can rally to - prevents sub tribes...
- Prime peoples brains to create receptivity to a message and make sure communication is a 2-way street and specificity is key.
- Build in breaks to drive innovation - busy minds don't innovate. Know what you're trying to solve before calming you mind by walking, sleeping, etc.
- Options have a point of diminishing returns in decision making.
 - Framing effect and Decoy effect
- Brains are wired to learn from trial and error, regret and observing others' choices. These process happen continuously and often without us being aware of it.
- Think like a trader (\$\$ at the end is more important that gains and losses of each trade) to minimize impact of regret and counterfactual thinking

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