The Respect Effect
Using the Science of Neuroleadership to Inspire a More Loyal and Productive Workplace
The Neurology of Respect

• When we perceive a threat of some sort, higher-order (non-essential) brain capabilities go dormant:
  • Planning
  • Socializing
  • Empathizing
  • Problem solving
  • Reasoning
  • Evaluating alternatives

• Release of cortisol & adrenaline cause brain to focus on self-protection
  • Prefrontal cortex shuts down

• Mental (cognitive) energy is spent deflecting disrespect
  • Energy that would otherwise be spent on job responsibilities
  • Our brains are physically incapable of doing their best work
The Neurology of Respect

• The emotional brain responds to an event more quickly than the thinking brain:
  • Hence, the “10-Second Rule” (reacting vs. responding)

• Depending on severity of stress response, may take up to 4 hours for cortisol levels to go back to normal

• Chemical response is reinitiated every time the individual mentally replays the occurrence
The Respect Effect

• Optimal workplace environment is that in which we perceive ourselves to be genuinely:
  • Free from threats
  • In the presence of those who appreciate us
  • Our contributions are valued
  • Our best effort is deemed essential to the group’s success

• Neurotransmitters released when in this environment help:
  • Our brains be more productive than normal
  • Stimulate our creativity
  • Increase our desire to work collaboratively
  • Create a sense of deep personal satisfaction
Defining Respect

“Respect is an active process of non-judgmentally engaging people from all backgrounds.

It is practiced to increase our awareness and effectiveness.

It is demonstrated in a manner that esteems both us and those with whom we interact.”
What Does Respect Look Like?

- Offering a verbal compliment/giving public recognition
- Making direct eye contact
- Addressing them by their name
- Showing concern for their well-being
- Sharing your resources/offering assistance
- Seeking their opinion or help
- Showing interest in their work and/or family
- Giving undivided attention
- Recommending them to others
- Including them in an important discussion
- Validating their opinions and ideas
- Empathizing with a setback or loss