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# Deepen Your Lean Leadership Skills with Brain Science



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1

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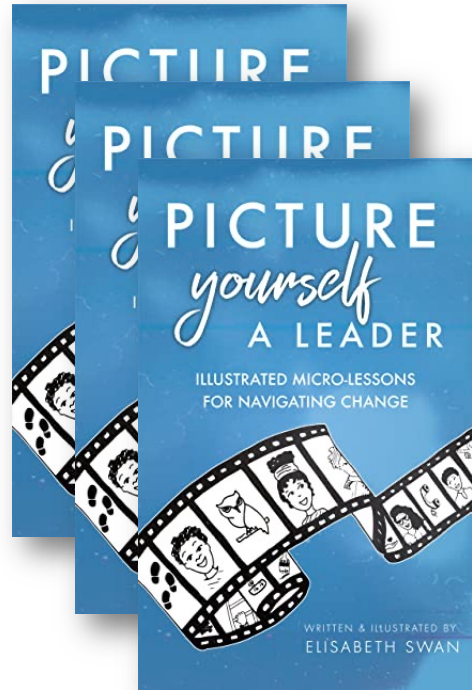
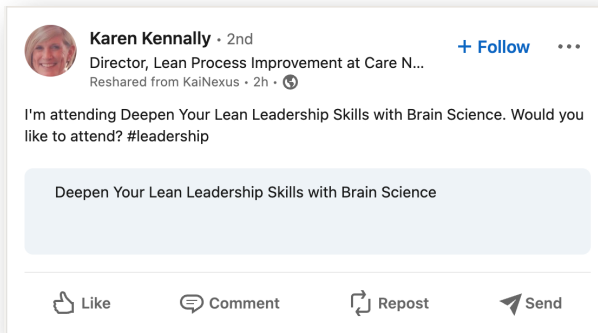
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3

## About Elisabeth Swan



- Co-Designer and Lead Instructor for the Lean Six Sigma Leadership Course at University of California, San Diego (UCSD)
- Co-founder of Just-in-Time Café, and co-host of the Just-in-Time Café podcast
- Co-authored *The Problem Solver's Toolkit: A Surprisingly Simple Guide to Your Lean Six Sigma Journey*
- Author of *Picture Yourself a Leader: Illustrated Micro-Lessons for Navigating Change*
- Websites:
  - ElisabethSwan.com
  - JITCafe.com

4



# Deepen Your Lean Leadership Skills with Brain Science

Presented by Elisabeth Swan



5

## Agenda

- Factors that get in the way of good problem-solving mindsets
- The brain science that helps & hinders
- Ways to adapt and leverage
- Q&A



6

"Facts and data often fail to move hearts and minds."



7

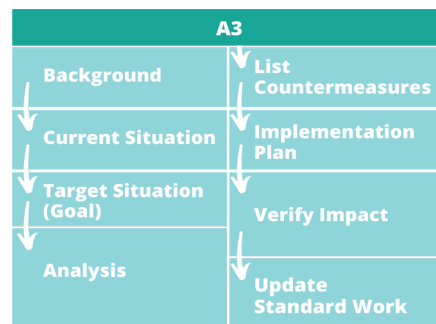
## Improvement Opportunity

### • Issue:

- Hospital ordering and storing dozens of varieties of gloves with different SKU (Stock Keeping Unit) numbers, although they seem very similar

### • Current State:

- Confusion—which gloves to order
- Natural rubber or latex gloves have three years lifespan or shelf life
- Taking up storage space
- Tossing out expired gloves costing thousands of dollars



8

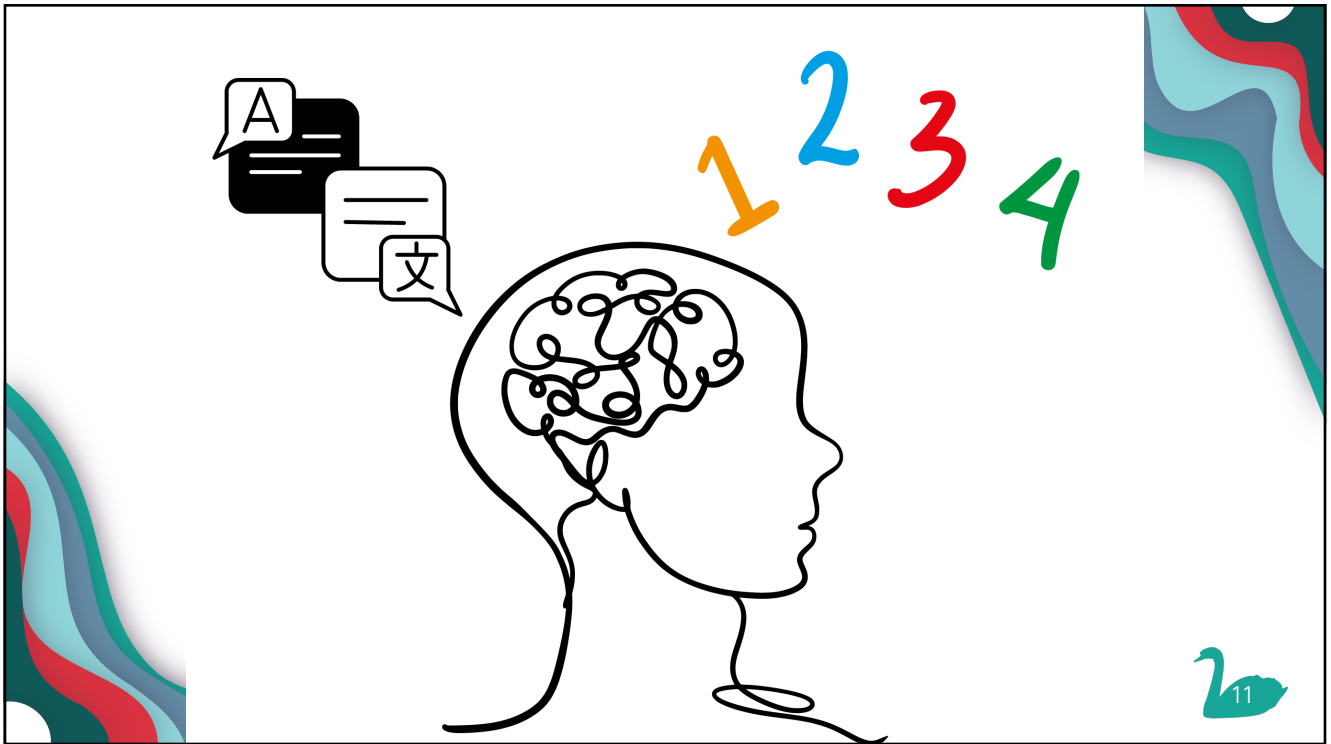




9



10



11



12

## How We Process Text



13

## Tiger

From Wikipedia, the free encyclopedia

*"Tigress" redirects here. For other uses, see [Tiger \(disambiguation\)](#) and [Tigress \(disambiguation\)](#).*

The **tiger** (*Panthera tigris*) is the largest living [cat species](#) and a member of the [genus Panthera](#). It is most



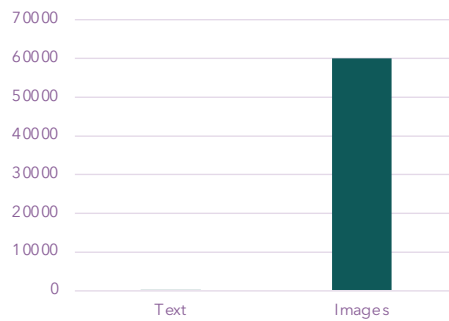
The tiger is among the most recognisable and popular of the world's [charismatic megafauna](#). It featured prominently in the ancient [mythology](#) and [folklore](#) of cultures throughout its historic range, and continues to be depicted in modern films and literature, appearing on many [flags](#), [coats of arms](#) and as [mascots](#) for sporting teams. The tiger is the [national animal](#) of [India](#), [Bangladesh](#), [Malaysia](#) and [South Korea](#).



14

## How We Process Images

- We can process an image in 13 milliseconds
  - **60K** times faster than text
- Survival dependent on vision (predators)



15

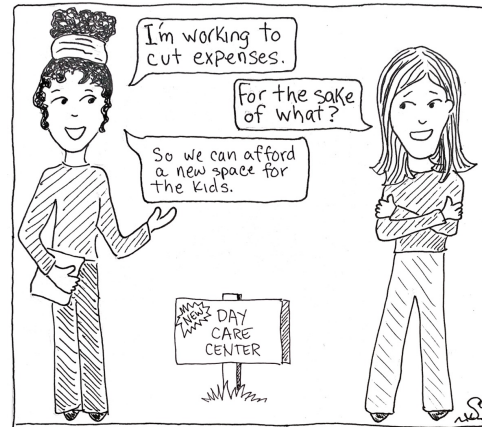


Credit: [Yong Wang/Shutterstock](#)



16

**Target: Reduce the  
expenses for the  
organization by  
\$2,000/month**

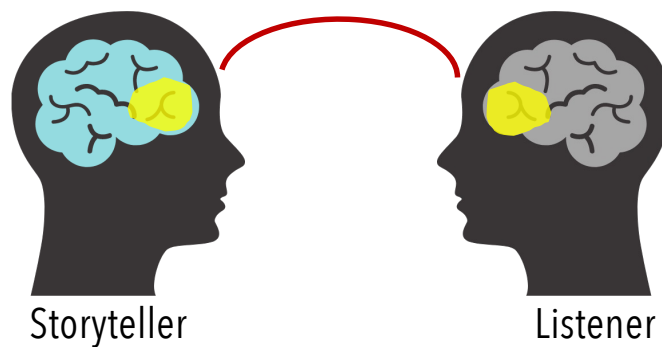


From *Picture Yourself a Leader*



17

## How We Process Stories



18



## Question: Getting at "Why"

- **Question:** Do you have a favorite question or method of helping yourself or others get at the "why" of an effort?



19

## Story and Image



20





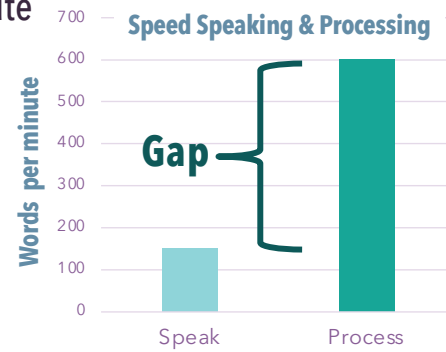
21



22

## How We Process Speech

- Speak at 150 words per minute
- Understand speech at 400 - 800 words per minute



23

## Activity: Waiting to Talk

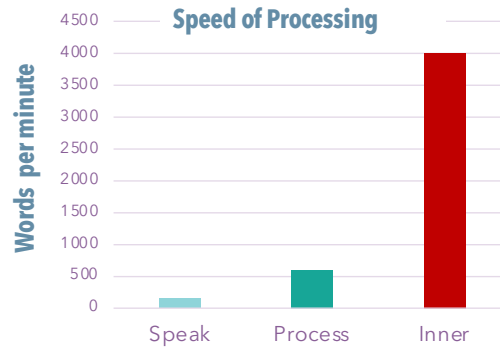
- **Question:** How do you overcome the "waiting-to-talk" syndrome?



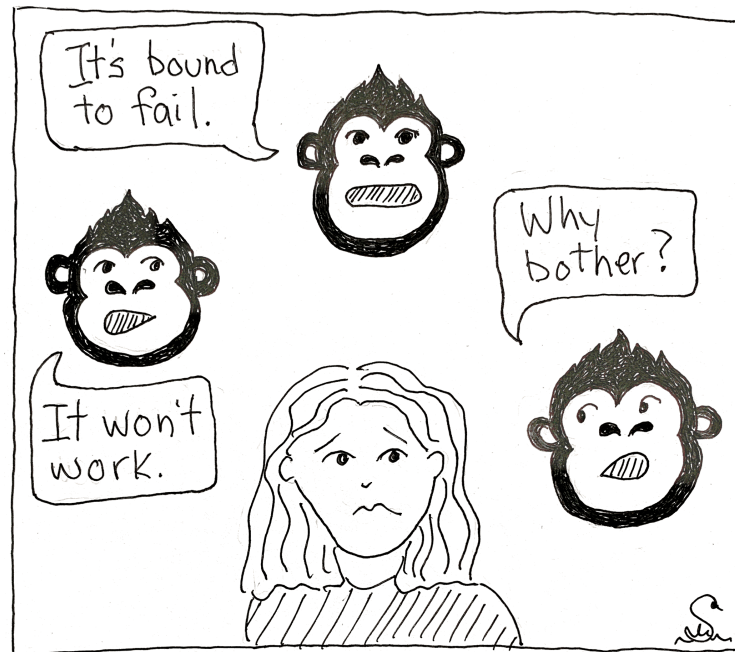
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## How We Process Inner Speech

- We talk to ourselves at 4000 words per minute



25



From Picture Yourself a Leader



26

## How To Quiet the Inner Naysayers

- List accomplishments from “doing it scared”
- Stress chemicals same as excitement–reframe
- “Awfulize” is–what’s the worst that could happen?
- Share goals with an accountability partner

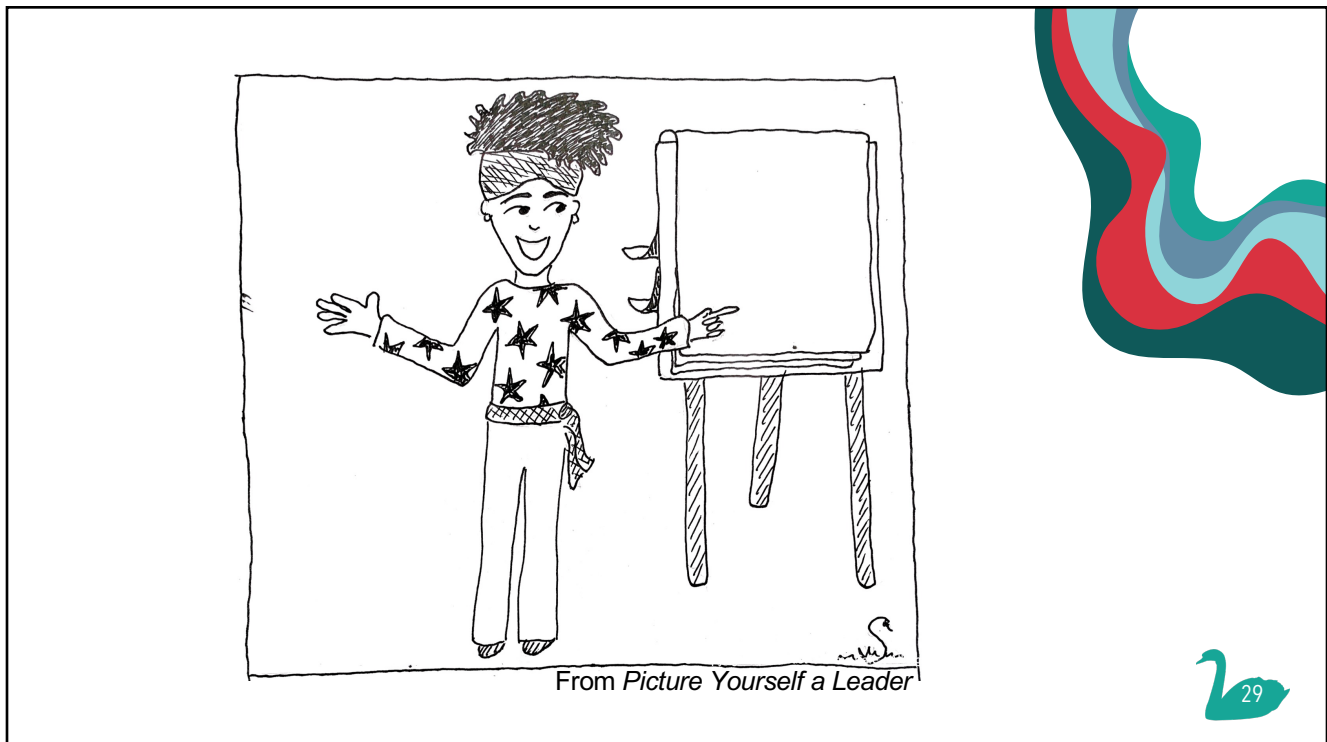


27

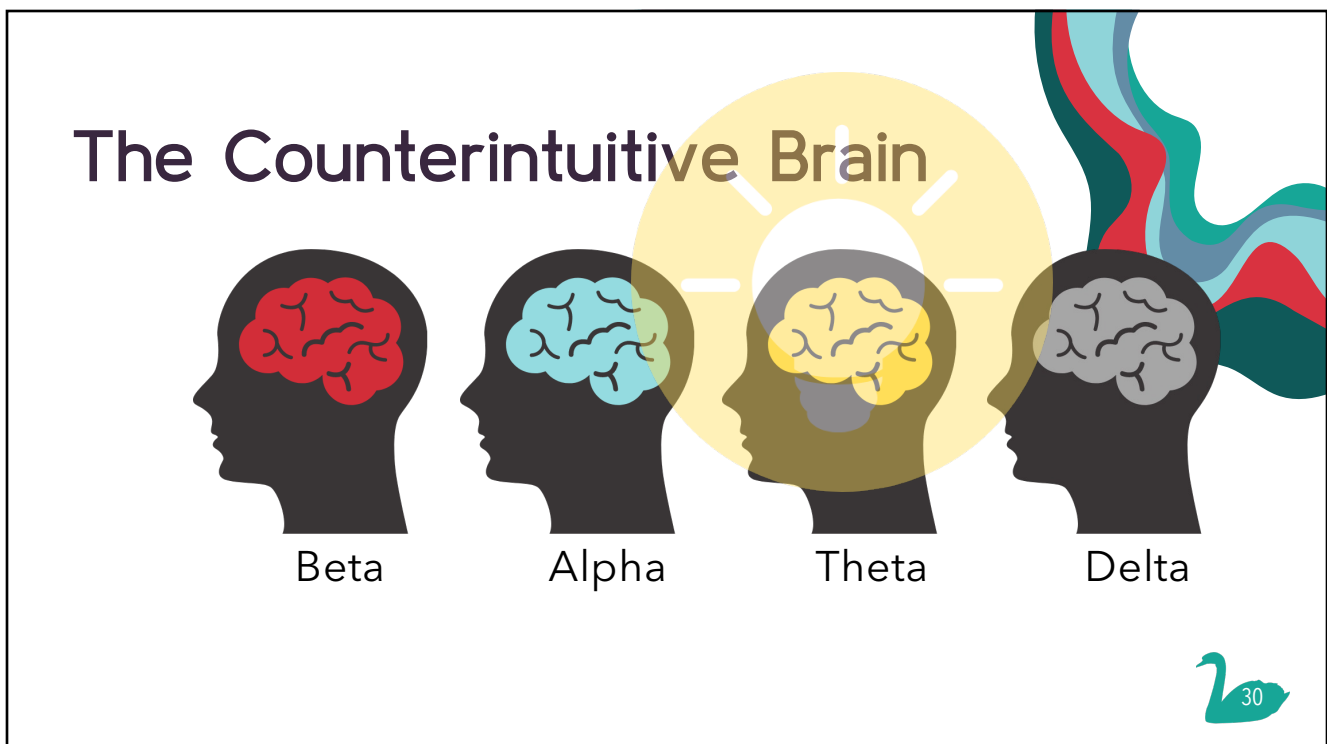
**Where do you get your  
best ideas?**



28



29



30

## Question: Answer in Chat

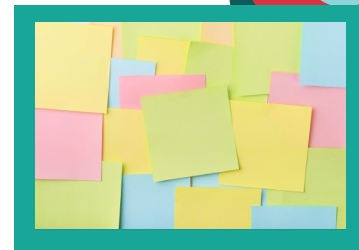
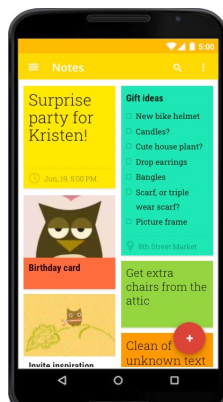
Do you get your best ideas during autopilot activities or during the awakening cycle?

1. Autopilot activities
2. Upon waking up/drifted off to sleep



31

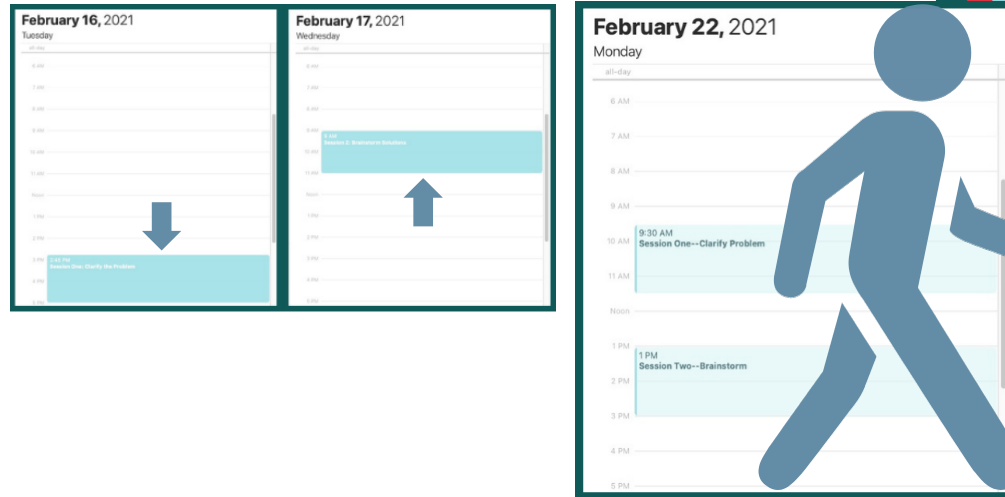
## Capture Idea Flow



32



## Facilitation Techniques



33

## Simulating Autopilot



34

## Reflections

- Facts and data may not be compelling enough
- We process images 60K times faster than text
- Stories connect us with listeners
- We process speech faster than the speaker
- We speak to ourselves 10X faster than to others
- We do our best thinking away from work



35

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Greg Jacobson, MD & Morgan Wright



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37

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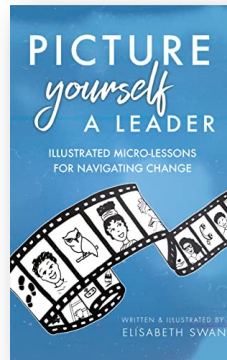
# Q&A

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