



Incessant warfare, assorted environmental calamities, myriad financial crises, crime, terrorism and other social ills remind us that our knowledge of how to design and manage human systems is grossly inadequate

(Gary Jacobs, human-centred economics)



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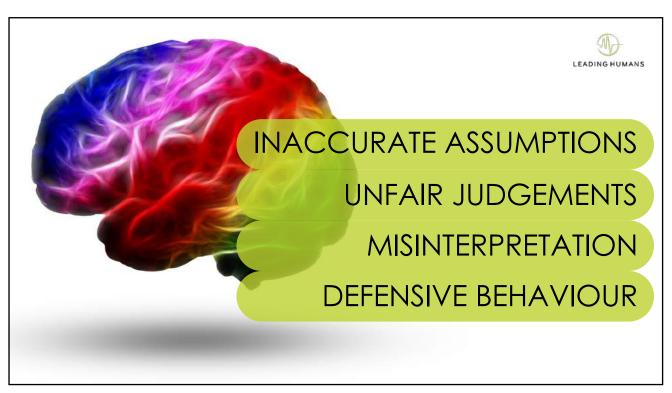


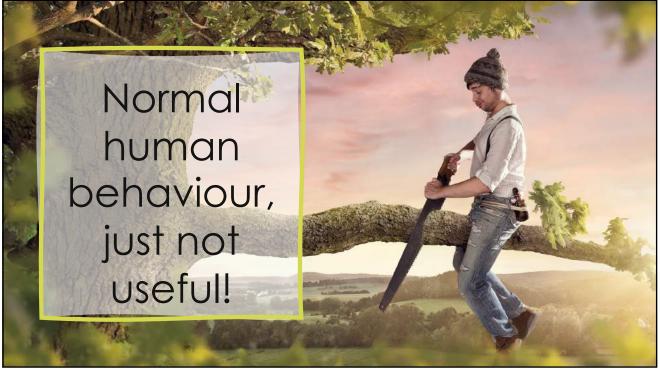
SOCIALLY SOPHISTICATED WORLD

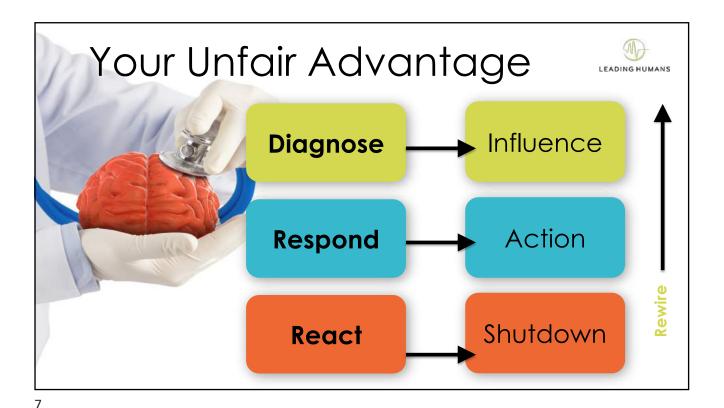
PRIMITIVE BRAIN



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Substance Leadership The Methodology INSPIRE POWERFUL CONVERSATIONS Knowledge Awareness MOTIVATION Substance Leadership is the mastery of being an effective 'primitive' Understand and Diagnose Engage in Exceptional Influence human being in a Human Behaviour Human Behaviour Human Behaviour REACT TECHNICAL socially sophisticated Leaders (and self-leaders) of substance can do three things... **Understand and diagnose human behaviour** – then prescribe useful responses Influence human behaviour using brain-based conversation skills **Engage in exceptional human behaviour** – having mastered self-regulation and emotional agility and understanding the difference between intention and impact LEADING HUMANS Copyright @ Michelle Loch 2019. All rights reserved.

