



PRIMAL TEAMS

Harnessing the Power of Emotions to
Fuel Agility

Objectives

- ▣ How to Enhance Team Resilience
- ▣ Techniques to Activate Creative Insight
- ▣ Practices to Maintain Peak Team Energy

IBM CEO Survey

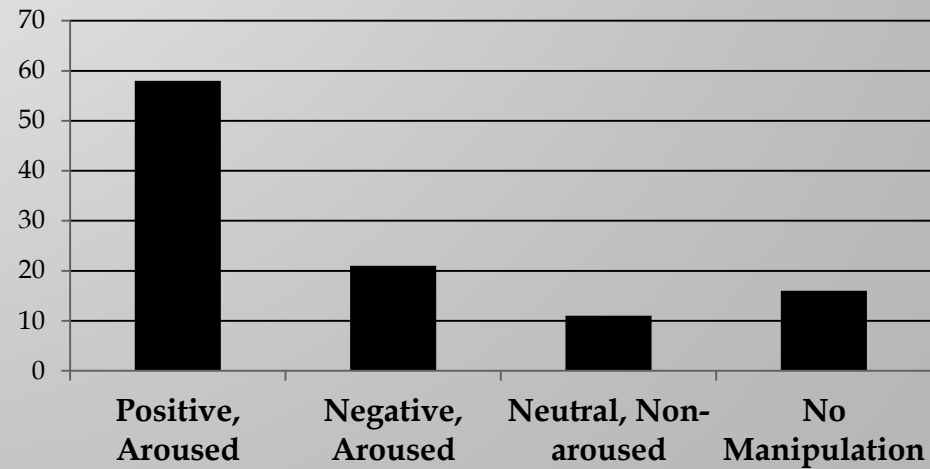
Creativity is the key quality that organizations need to succeed



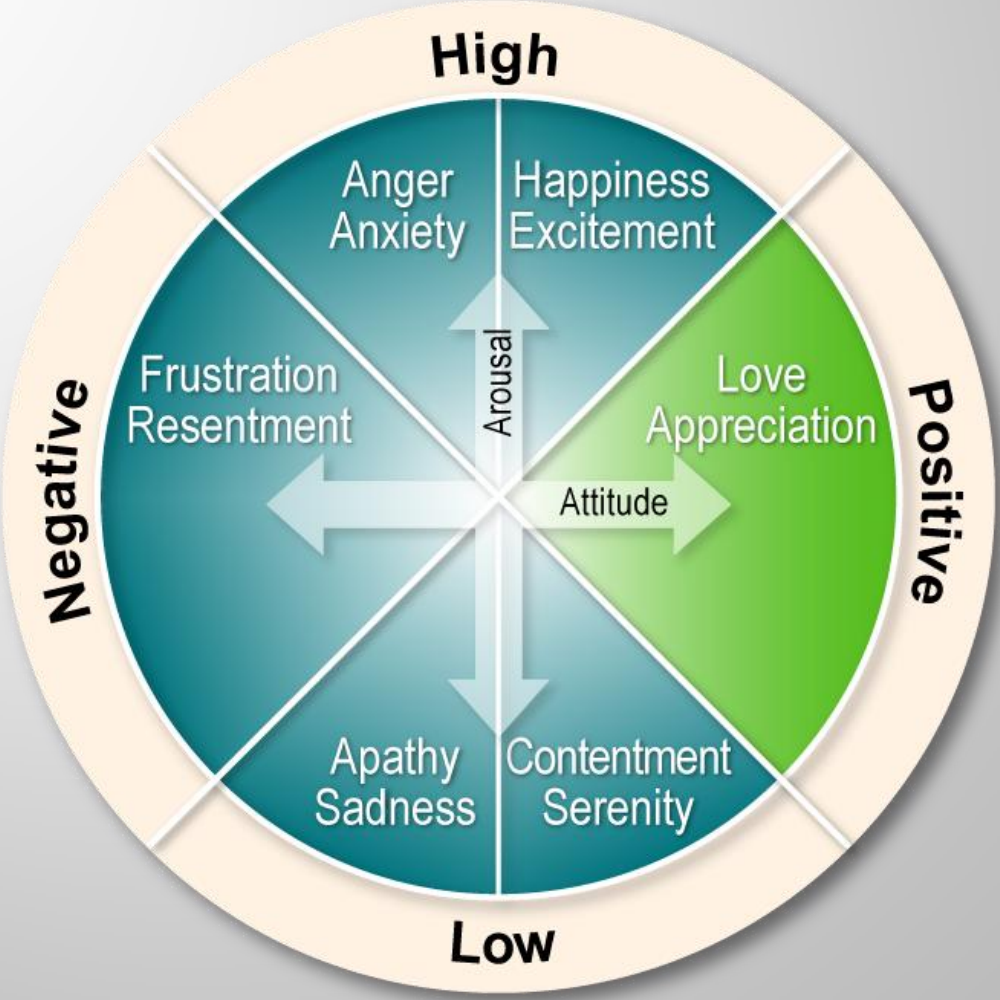
Creative Problem Solving



% Successful Completion



The Emotional Target Zone



Who's Likely to be Most Creative?



Enhance Resilience

Top 5

#1 Make Room for Negativity



#2 Make Threats Conscious



#3 Use Novelty to Invigorate



#4 Play Around



#5 Let Your Face Do the Talking



Which PM Will Create a Resilient Team?

“Let’s just concentrate on making the project successful; then the team will be happy.”



“We do our best work when we intentionally shape our emotions to be optimal.”

“The project is three months past due, but I can’t let the team see how worried I am so I’ll just smile.”



Activate Creative Insight

Top 5

#1 Stress Mastery Rather than Performance



#2 Tap the Beginner's Mind

“In the beginner's mind there are many possibilities, in the expert's mind there are few.”

—Shunryu Suzuki



#3 Shake Up Mental Patterns



#4 Incubate an Insight



#5 Mix Familiar with Diverse



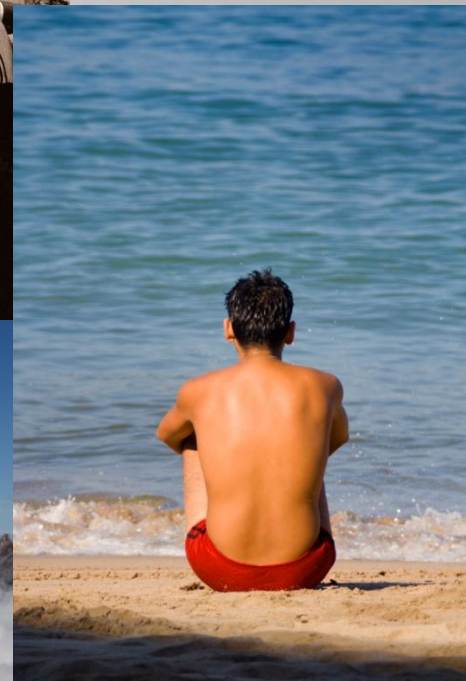
Which Team Practice Sparks Creative Insight?



Maintain Peak Energy

Top 3

#1 Build Emotional Bonds



#2 Extend the Trust



#3 Connect to a Deeper Purpose



Which Purpose is Most Powerful?

“To surpass last year’s book sales by 10 percent.”
- Publisher **1**

“To provide the most valuable information in book format.”
- Publisher **2**

“To empower people in the pursuit of happiness with the books we publish.”
- Publisher **3**

Old School Teams

Stifle Emotions
Control Emotion Cognitively
Suppress Fear & Negativity
Stay Positive
Read Body Language
Let Data Drive Decisions
Define Logical Purpose
Collaborate Mentally
Stress Individual Performance

Mechanistic Solutions
Same Old Ideas
Incremental Change

Primal Teams

Welcome Emotions
Deal with Source of Emotions
Confront Fear & Negativity
Spread Positivity
Read the Whole Person
Balance Data with Intuition
Connect to Heartfelt Purpose
Build Emotional Bonds
Stimulate Group Achievement

Super Creative Solutions
Breakthrough Ideas
Transformative Change

