

Jason Jones, PH.D.

**Organizational Psychologist; International Keynote Speaker;
Two-Time Best-Selling Author**

Please contact a GDA agent for information.

Topics

- Disruption
- Future of Work
- Leadership
- Navigating Change & Uncertainty
- Peak Performance
- Resilience

About Jason Jones, PH.D.

Dr. Jason Jones helps leaders upgrade their leadership “operating system” for the age of AI, disruption, and rapid change. As an organizational psychologist, keynote speaker, and executive coach, Jason is the world’s foremost expert on **NeuroAdaptive Leadership**—his groundbreaking research that blends neuroscience, psychology, and practical leadership strategies to unlock peak performance.

For more than 25 years, Jason has coached and developed leaders across industries, equipping them with science-backed tools to **motivate people, elevate engagement, and drive high performance**. His clients include some of the world’s most respected brands, including Microsoft, IBM, Porsche, American Airlines, and AT&T.

Jason is the author of two best-selling books: *Activator: Using Brain Science to Boost Motivation, Deepen Engagement, and Supercharge Performance* and *28 Days to a Motivated Team*. Previously, he led executive education at AT&T, where he developed more than 6,000 leaders worldwide and helped the company earn recognition as the #1 Learning Organization in America by *Chief Learning Officer Magazine*.

Jason delivers high-energy keynotes and training experiences that merge science and storytelling to inspire leaders to rewire their brains, adapt faster, and build cultures of trust, motivation, and performance.

Select Keynotes

• **NeuroAdaptive Leadership: Leading with Agility in the Age of AI**

In an era of unprecedented disruption—where AI reshapes entire industries overnight, workplace volatility reaches crisis levels, and decision complexity increases exponentially—traditional leadership approaches are failing. Leaders are burning out, teams are fragmenting, and organizations are struggling to adapt fast enough to survive, let alone thrive.

This groundbreaking keynote introduces **NeuroAdaptive Leadership**—a revolutionary approach that transforms how leaders think, feel, and perform by aligning with the brain’s natural capacity to rewire itself. Unlike conventional leadership models that focus outward on techniques and tactics, NeuroAdaptive Leadership focuses inward on developing a new operating system for how your brain works under pressure.

Drawing from cutting-edge neuroscience and behavioral research, this presentation reveals how leaders can consciously evolve their neural architecture to not just survive at the edge of uncertainty, but to thrive there. You’ll discover how to harness neuroadaptation—the brain’s ability to rewire itself under dynamic conditions—to develop the cognitive, emotional, and behavioral agility needed for exponential leadership impact.

This keynote doesn’t just change how you think about leadership—it changes how your brain approaches leadership itself.

Attendees Gain:

- **Master the Art of Conscious Neural Rewiring** – Learn specific techniques to identify and transform unproductive thought and emotional patterns that limit your leadership effectiveness.
- **Develop Adaptive Speed** – Discover how to calibrate your brain to adapt faster than your environment changes, turning volatility into competitive advantage.
- **Build Unshakeable Emotional Resilience** – Gain practical tools to manage the emotional upheaval of uncertainty, pressure, and



stress without burning out or backing down.

- ◆ **Unlock Mental Toughness and Growth Agility** – Learn how to leverage neuroplasticity to develop the mental fortitude and learning velocity needed for continuous evolution.
- ◆ **Create Psychologically Safe High-Performance Cultures** – Understand how your inner neural state directly influences team dynamics and discover methods to foster both safety and exceptional results.
- ◆ **Navigate AI Integration Strategically** – Develop the cognitive frameworks to lead ethically and effectively in an AI-augmented world while maintaining human-centered leadership.
- ◆ **Transform Complexity into Clarity** – Master decision-making processes that work with your brain's architecture to cut through ambiguity and make confident choices under pressure.

● **Activate! Unleash the Brainpower and Potential of the People You Lead (ALT Title: The Neuroscience of Leadership)**

It's an unfortunate truth. Most leaders don't know how to bring out the best in their people. Managers and leaders too often default to threats and rewards that lead to decreased motivation, disengagement, and underperformance. Activators, on the other hand, are leaders who understand how to unleash the best in their people using practical applications of behavior and brain science. They activate the brains of their people by lighting them up through intentional interactions and experiences, resulting in greater focus, energy, engagement, and self-directed work.

This keynote is based on Dr. Jones's best-selling book, *Activator: Using Brain Science to Boost Motivation, Deepen Engagement, and Supercharge Performance*. Utilizing three neuroscience principles that can be applied to the workplace, Jason shares three daily leadership practices that are rooted in science and can be implemented immediately to make a measurable impact on employee motivation and engagement, while building a high-performance culture where people want to do their best.

Attendees gain:

- ◆ Insight into what really motivates and engages people at work.
- ◆ The three daily leadership practices every leader can use to activate the full brain.
- ◆ Discover how to prime behavior and high performance by using *Activation Words*.
- ◆ Six neuroscience-based strategies to activate the brain, boost energy, enhance emotional intelligence, and facilitate high-performance.
- ◆ Tools to provide constructive feedback and guide team members through change to ensure faster adaptation and growth.
- ◆ Understand how the brain communicates beyond verbal and body language.
- ◆ Learn how to gain people's trust even when they disagree with you.

● **Evolve & Thrive: Building a Mindset to Win in Any Situation**

Effective leadership is more than driving results and accountability. The best leaders create experiences for their employees that unleash the best in them to adapt, evolve, and thrive in the midst of change, uncertainty, and ambiguity.

Our current work environment is changing faster than ever before and requires every person to have a continually evolving mindset and skillset to navigate the rapid rate of disruption. In this session, Dr. Jones inspires audience members to evolve their thinking and language and then challenges each participant to choose to thrive by applying intentional daily behaviors.

Jason shares with the audience how to reflect and reframe thinking and language that hinders their confidence and motivation. Then teaches how to replace sabotaging self-talk and behavior that can create performance breakthroughs. All of this while inspiring each person to take action to thrive each day by leveraging personal strengths and collaborating with their colleagues to achieve and win at a higher level.

Attendees gain:

- ◆ Insight into how our brain helps and hinders us during change and disruption.
- ◆ Tools to abolish negative thinking and pessimism.
- ◆ Insights to manage burnout and build resilience.
- ◆ A set of "Power Words" that will prime others for positivity and high performance.
- ◆ Learn how to boost personal motivation and create optimized neurochemistry for greater joy and satisfaction.
- ◆ Ideas for how to collaborate better and bring out the unique contribution of every team member.

● **Unlock Your Brainpower: Leverage the Neuroscience of Focus, Flow, and High-Performance**

In today's fast-paced world, professionals are constantly challenged to do more in less time, often leading to burnout and overwhelm. But what if you could unlock your brain's full potential to increase focus, enhance performance, and achieve deep engagement with your tasks?

Drawing on cutting-edge neuroscience and the principles of "Flow" popularized by psychologist Mihaly Csikszentmihalyi, this keynote will give you science-based tactics to beat distraction and boost productivity by up to 500%, while reducing stress and overwhelm. You will learn how to tap into the flow state, supercharge your brain power, and achieve peak efficiency, enabling you to get more done in one day than most people achieve in a week.

This program will inspire and equip you to take your focus, thinking, and performance to the next level. Discover how to break through

procrastination, enter flow quickly, and leverage visualization techniques to enhance your confidence and problem-solving ability. Whether you're leading a team or managing your own projects, you'll leave with actionable strategies to rewire your brain for hyperfocus and ultra high-performance.

Attendees gain:

- ◊ Learn how to enter deep focus states that drive higher productivity, task engagement, and creative thinking.
- ◊ Beat Distraction and Procrastination
- ◊ Double your productivity - Get more done in one day than most get done all week.
- ◊ Enhance Decision-Making and Problem-Solving
- ◊ Reduce Overwhelm and Stress
- ◊ Double Your Learning Speed
- ◊ Increase Confidence and Influence

• **The Neuroscience of Selling: Leveraging Brain-Based Triggers that Move People to Trust and Action**

We are in a new era of sales. Today's most successful salespeople know how to quickly overcome skepticism and defensiveness to build a trusting connection that accelerates the sales process. Successful selling takes more than a good personality, product knowledge, and sales skills. It requires understanding how the deepest part of the brain (primal region) decides unconsciously to lower defenses and entrust another person for guidance.

The Neuroscience of Selling presentation shares evidence-based principles and practices that can be applied immediately to any sales role. This program provides insightful principles and tactics for understanding people better, becoming more confident, looking for unconscious decision cues, and how to close deals faster than ever before.

Attendees gain:

- ◊ A mindset shift to gain the trust of potential customers/clients.
- ◊ Insight into why some people are innately more successful in sales than others.
- ◊ Learn the three things the buyer's brain is looking for to move toward the close.
- ◊ Practices to become more charismatic and likable.
- ◊ Ideas for how to feel more confident during sales conversations.
- ◊ Three ways to lower buyer defense and reduce resistance.
- ◊ How to overcome the barriers of virtual selling.

Select Book Titles

- **2021:** Activator: Using Brain Science to Boost Motivation, Deepen Engagement, and Supercharge Performance
- **2013:** 28 Days to a Motivated Team: A Step-by-Step Guide for Accelerating Motivation and Engagement

Select Testimonials

Our group was highly entertained and at the same time informed by Jason. He is very personable and connected well with everyone who attended. He combined his research and excellent presentations skills to deliver a message participants can readily apply. We are looking forward to having him back!

— *Chris Burke, Integris Health and Oklahoma Hospital Association*

"Jones is an innovative voice in our new world of work."

— *Marshall Goldsmith, #1 Leadership Expert and Executive Coach*

Dr. Jones has created a unique step-by-step formula that any business leader can immediately leverage to help him/her team achieve their goals. Dr. Jones' passion for helping organizations reach their full potential is contagious and any company (big or small) could benefit from his research-based frameworks and insights. We have incorporated some of his tools and resources into our daily operations and can appreciably see the differences in our results and business planning.

— *R'Kes Starling, McKesson Corp.*

Jason's passion for his message is contagious. He provides valuable, data-driven insights and usable tools in an approachable fashion. The participants were energized and engaged!

– *Robben Kniffen-Rusu, AT&T*

Dr. Jones' insights were very helpful to our organization. His content was rock solid and just what our team needed to take their performance to the next level. He also brought the passion and energy that really helped our team learn and retain his valuable insights.

– *Steve Shoemaker, Ideal Homes*

His insightful and humorous presentation was the perfect approach to energize and engage the participants!

– *Tom Brooks AT&T - Washington, D.C*