



# THE WHOLE-BRAINED LEADERSHIP APPROACH



WOULD YOU FIELD A SPORTS TEAM WITH ONLY A THIRD OF THE ALLOWED PLAYERS OR BEGIN A LONG TRIP WITH ONE-THIRD OF THE GAS TANK FULL? OF COURSE NOT. GREAT LEADERS KNOW THE BEST OUTCOMES ARE THE APPLICATION OF ALL AVAILABLE RESOURCES...



And yet, for generations, even the most celebrated leaders have been accessing, at best, a third of the information at their disposal for decision-making, change management, and support of their teams by relying almost solely on their IQ.

**It's time to boost our output by learning to access all THREE of our brains.  
Yes, three.**

Over the last few decades, the field of neuroscience has discovered that while we previously thought humans had only one brain (in our head), we actually have two more. One in our heart region and one in the gut. Each brain has a number of functions it serves best.

Using them TOGETHER determines the fullness of your leadership capacity, your ability to problem solve in collaborative ways, your company's culture, and many other aspects of having the influence, impact, and outcomes you desire both personally and professionally. This is the Whole-Brained Leadership Approach.





## THE WHOLE-BRAINED LEADERSHIP APPROACH WITH TRACI PHILIPS



### IQ: CHIEF HEAD OF STATE - THE INTELLIGENCE QUOTIENT

*The head brain covers cognitive perception and meaning-making. It is where we connect thoughts, ideas, and experiences. Certifications, exams, acquired skills and the stories we carry about our past experience belong to the realm of IQ.*

*In the world in which the majority of us have been raised, we have been taught to target and hold in the highest regard the development of what we can build, attain, process, and deliver from our cephalic brains. The IQ has reigned supreme.*

*However, this myopic focus has truncated the growth and expansion of other ways in which we, as humans, were designed to collect and process vital information.*



### EQ: HUMAN-SKILL EMERGENT - THE EMOTIONAL QUOTIENT

*Our heart brain is meant to take the lead on emotional processing on values and our connection with others. It is the source of our passion and compassion.*

*EQ focuses on our ability to genuinely connect and build trust and rapport within our human relationships (with others and with ourselves). Without this, we aren't motivated to stick around, learn and grow through engagements, and work through to a conclusive solution. We simply bolt, taking our habits and beliefs with us, only to repeat them again and again. EQ in leadership allows for the capacity to understand, manage, and utilize our emotions to effectively connect with others and move things towards positive outcomes. It also is the center of our WHY, as it connects us with our passions and purpose*



### PQ: GUARDIAN OF THE INTUITION - THE PERCIPIENCE QUOTIENT

*The gut brain is designed to focus on our sense of self, on self-preservation, and on our physicality. It is the root of self-trust and courage. PQ is our instinctive ability to cut through the vagueness of what is unknown to our other quotients to find certainty in what we intuit. It moves us outside the box to do what we sense is right.*



*Some of the world's greatest leaders have learned to trust their hunches and followed their instincts, even when what they sensed flew in the face of what appeared to be the most rational and realistic solution. This ability to override the heavily conditioned values of the IQ is the very thing, much of the time, that has great leaders standing out from the rest.*



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### GET TRACI ON YOUR TEAM

Traci helps visionary leaders understand how to access and decode the information presented to them from each of their centers of intelligence to ensure that they are making more whole-brained decisions and taking action on as much of the information available to them as possible.

In both individual coaching programs and leadership team trainings, Traci uses these steps to move your company into the next level of thinking, profitability, and success by understanding and accessing Whole-Brained Leadership.

- **Awareness** - What is my predominant intelligence? What about the rest of my team? How does it support my individual value within the team? How might it hinder team performance?
- **Application** - How do I access each of my intelligences? How do I best support my colleagues to do the same?
- **Acceleration** - Watch as your team increases its performance, develops a more collaborative and effective approach, and supports common goals towards the overall success of the organization.

### MEET TRACI PHILIPS

As an Executive Leadership and Performance Coach to Visionaries, Traci has helped countless corporate and business professionals successfully and consciously lead and communicate who they are with integrity and truth. She has developed unique ways to recognize and translate patterns in thought, emotion, language, and behavior that can lead to successful outcomes.



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