

## **NEUROSCIENCE OF THINGS:**

LEADING, MANAGING, STRATEGIC FACILITATION, WORKSHOPS, CONFERENCES, CULTURE AUDITS, CUSTOMER ENGAGEMENT INDEX NEURO-BASED, SELLING, MARKETING, TEAM COACHING

**DR BILL PRICE**

AFRICA'S NUMBER 1 GO-TO PERSON FOR THINGS PRACTICAL COGNITIVE NEUROSCIENCE.

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**Notes for the SYNAPSE  
Neuroscience way of doing MY Personal and  
Business Branding**

Most  
WELCOME  
2

NEUROSCIENCE  
STYLE

ME-MY-BRAND

~~UNIQUENESS~~

DEFAULT OFFERING

MODE = UNCONSCIOUS

DESIRE  
KNOW MORE

RATE  
0-1-2-3-4-5

ENVIRONMENT

WHO · WHAT · WHERE

MANAGER  
MEXCO

TEAM

CONTEXT

HOW



CUSTOMERS

BUSINESS



CONSCIOUSLY  
UNRAINER  
"DEFAULT"

SELF  
PERMISSION

INTENT  
PRO-  
ACTIVE  
CLARITY



COSTING  
ME

PAST --- PRESENT --- FUTURE

PAST

NOW

RATE

"WANT 2"

0-1-2-3-4-5

Too Long  
Too much  
BURNOUT

AREA SKILLS  
GROWTH

3



SWEET  
SPOT  
"FLOW"  
AWARE  
?

(R)  
0-5

GOOD  
(a)



NIKE  
DOING

(R)  
0-5

(1) QUEST

RATE  
0-1-2-3-4-5

STRENGTHS

WANT TO  
BECOME  
INTENTIONALLY

A  
W  
A  
R  
E



- PROMOTE
- DELIVER
- TREAT



PROFIT-  
 VALUE ADDING + MINDED

MINDSETS X COMMITMENT

- △ AUTHENTICITY
- △ AUTHORITY
- △ OPERATION (WANT)  
 $f_x^z$
- △ AFFINITY WITH (R)
- △ ADAPTIVE WITH



RATE 0 - 1 - 2 - 3 - 4 - 5

BENEFITS

DESIRE  
WANT TO..

? COST  
IF "SAMENESS"

▲  
▲  
▲  
▲

--- PRESENT --- \* --- FUTURE



INTENTIONAL  
→ THINKING

○ → FEELING  
M → ACTIONS  
APPLY

CONTEXT

BRAND VALUE

VALUES

→ BOSS

MINDSETS

→ TEAM

IDENTITY

→ CUSTOMERS

IMPORTANCE  
"WORTHY"

→ FAMILY

MEANING

RATE IF I COULD...

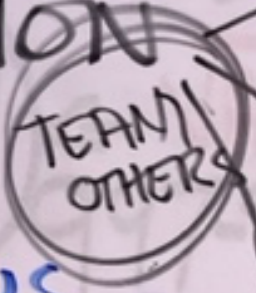
0 - 1 - 2 - 3 - 4 - 5

WANT TO KNOW...



SUBCONSCIOUS  
CONSCIOUS

"AGITATION"



① HOW LONG  
HERE  
② START -

② HOW GET  
THERE

③ RESULT

CONSCIOUS  
(MIND)

FEEL LIKE?



INTENTION

INCISIVE

INTELLIGENCE

'KNOWING'

SPACE  
Δ SEE  
TEAM WORDS

Δ HEAR

Δ FEEL  
COMMUNITY

M

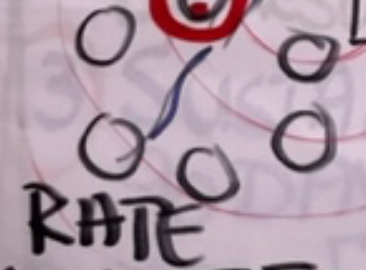


Δ KINNETHETIC  
IMPACT

Δ Small

Δ TASTE

Δ VESTIBULAR



RATE  
WANT TO

MOVE - TOWARD  
AWAY  
MOMENTUM

0-1-2-3-4-5

✓ DESIRE

37%

← VALUE EXCHANGE

997.00

1260  
How long?  
①

MASTER CLASS 3000

- ① PROFILE (x3) PRE-MC 3500
- ② 3 HRS COACHING

ROI

→ THE WAY DO WHAT-BY WHEN

→ RESULTS FEELING

- ③ SUSTAINABLE 90 DAYS (2x45)

DRAWN

▶ VIDEOS [ ] ARTICLES HABITS RITUALS



