

The Neuroscience of Cooperation: How to form wellfunctioning teams

Dr Nikolaos Dimitriadis

Head of Neuro Consulting Services, Optimal HR Group
Professor of Practice, University of York Europe Campus
Visiting Professor, University of Ljubljana
Chief Vision Officer, Wellbeing.ai





ADVANCED MARKETING MANAGEMENT

PRINCIPLES, SKILLS AND TOOLS

NIKOLAOS DIMITRIADIS NEDA JOVANOVIC DIMITRIADIS JILLIAN NEY



Tested 7,500 brains from more than 25 countries.











POSITIVE MOOD INTERACTION

EXTENSIVE EYE CONTACT CONSTRUCTIVE TONE OF VOICE

Enhance the ability of mother and infant brains to **operate as a single system**!

Promotes efficient sharing and flow of information between mother and infant.



Results apply to other types of **affiliative bond**:

- Romantic relations
- close friends
- siblings

The strength of the positive effects of <u>brain synchronization</u> is likely to depend on how well the two people **know each other** and the **level of trust** between them.



Taking turns

Duration of turns

Relevance

Intrusiveness

Contingency

"Neural synchrony in mother–child conversation: Exploring the role of conversation patterns." Social Cognitive and Affective Neuroscience (2021).

Benefits of Brain Synchronicity

Feel	feel each other's inner experience to "get them" better
Communicate	communicate more effectively
Learn	learn from each other
Bond	bond stronger in tighter social groups
Respond	respond more effectively together to external threats and opportunities





RESEARCH ARTICLE | NEUROSCIENCE |

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Neural synchronization predicts marital satisfaction

Lei Li, Xinyue Huang, Jinming Xiao, +6 , and Xujun Duan 🖾 Authors Info & Affiliations

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Teams on the same wavelength perform better: Inter-brain phase synchronization constitutes a neural substrate for social facilitation

Caroline Szymanski ¹, Ana Pesquita ², Allison A Brennan ³, Dionysios Perdikis ⁴, James T Enns ², Timothy R Brick ⁵, Viktor Müller ⁶, Ulman Lindenberger ⁷

Affiliations + expand PMID: 28284802 DOI: 10.1016/j.neuroimage.2017.03.013

Abstract

Working together feels easier with some people than with others. We asked participants to perform a visual search task either alone or with a partner while simultaneously measuring each participant's EEG. Local phase synchronization and inter-brain phase synchronization were generally higher when subjects jointly attended to a visual search task than when they attended to the same task individually. Some participants searched the visual display more efficiently and made faster decisions when working as a team, whereas other dyads did not benefit from working together. These inter-team differences in behavioral performance gain in the visual search task were reliably associated with inter-team differences in local and inter-brain phase synchronization. Our results suggest that phase synchronization constitutes a neural correlate of social facilitation, and may help to explain why some teams perform better than others.

Keywords: EEG; Hyperscanning; Joint attention; Social facilitation; Social neuroscience; Visual search.







Low interaction Prolonged bad mood No eye contact Negative tone of voice Depression Anxiety Aggressiveness Uncertainty Unfamiliarity Outgroup NO TRUST

The FIVE pillars of TRUST

In Building Teams that Believe!

Attachment

We believe those that care about us and prioritize our wellbeing. Because all we need is LOVE!



Morality

We believe those with the same sense of fairness and values with us.

Because what's fair is fair!

Patterns





Because seeing is believing!



Because united we stand!

Existence

We believe those that give meaning to our mortal, limited time existence, painting a bigger picture with purpose.

Because we are the world! 1.4

Attachment = Friendship

Morality = Guardianship





Pattern-seeking = Scholarship

In-Groups = **Companionship**

Existence = Fellowship







LEADERSHIP





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