



STEVE HAFFNER

From to

A-ha!



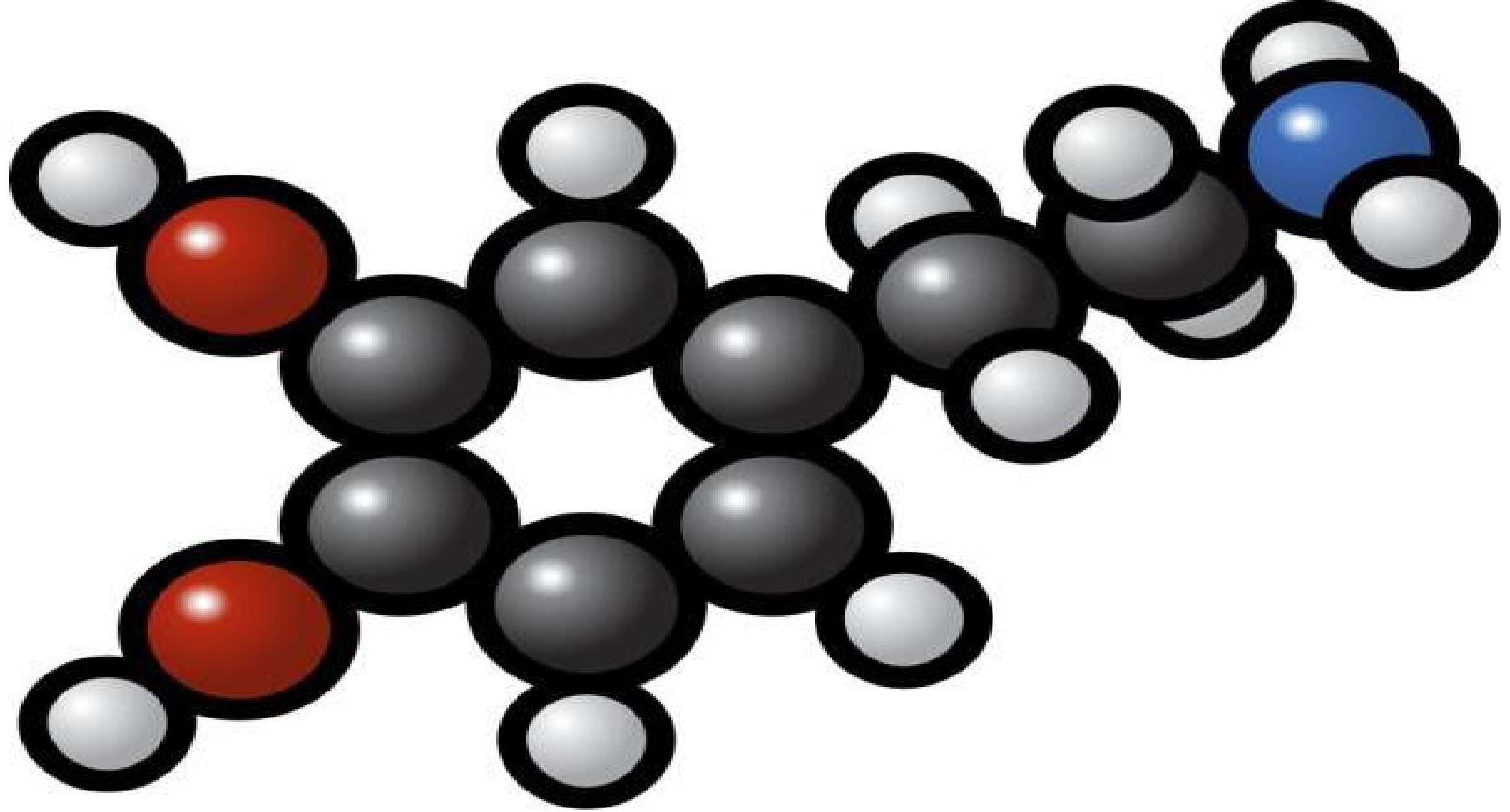
WASH STATE

The Healthy Eating Magic Show





A-ha!



Dopamine $\text{C}_8\text{H}_{11}\text{NO}_2$





TADA!





3 Keys to TA-DA! Performance

1) Attention redirection





Threats Contrast Change



A man in a blue plaid shirt is walking away from a woman in a red top on a city street. He is looking back over his shoulder at her with a concerned expression. The woman is smiling and looking forward. The background is a blurred city street with other pedestrians.

**Threats,
Contrast,
Change**

**Your
brain**

**Your
goals**

Pitfalls of misdirection

- Inconsistent
- Unreliable
- Unpredictable
- Less trustworthy

CAREERS

Neuroscience Explains Why You Need To Write Down Your Goals If You Actually Want To Achieve Them

Mark Murphy Senior Contributor 

I use science to transform leaders, managers and executives.

Follow

3 Keys to TA-DA! Performance

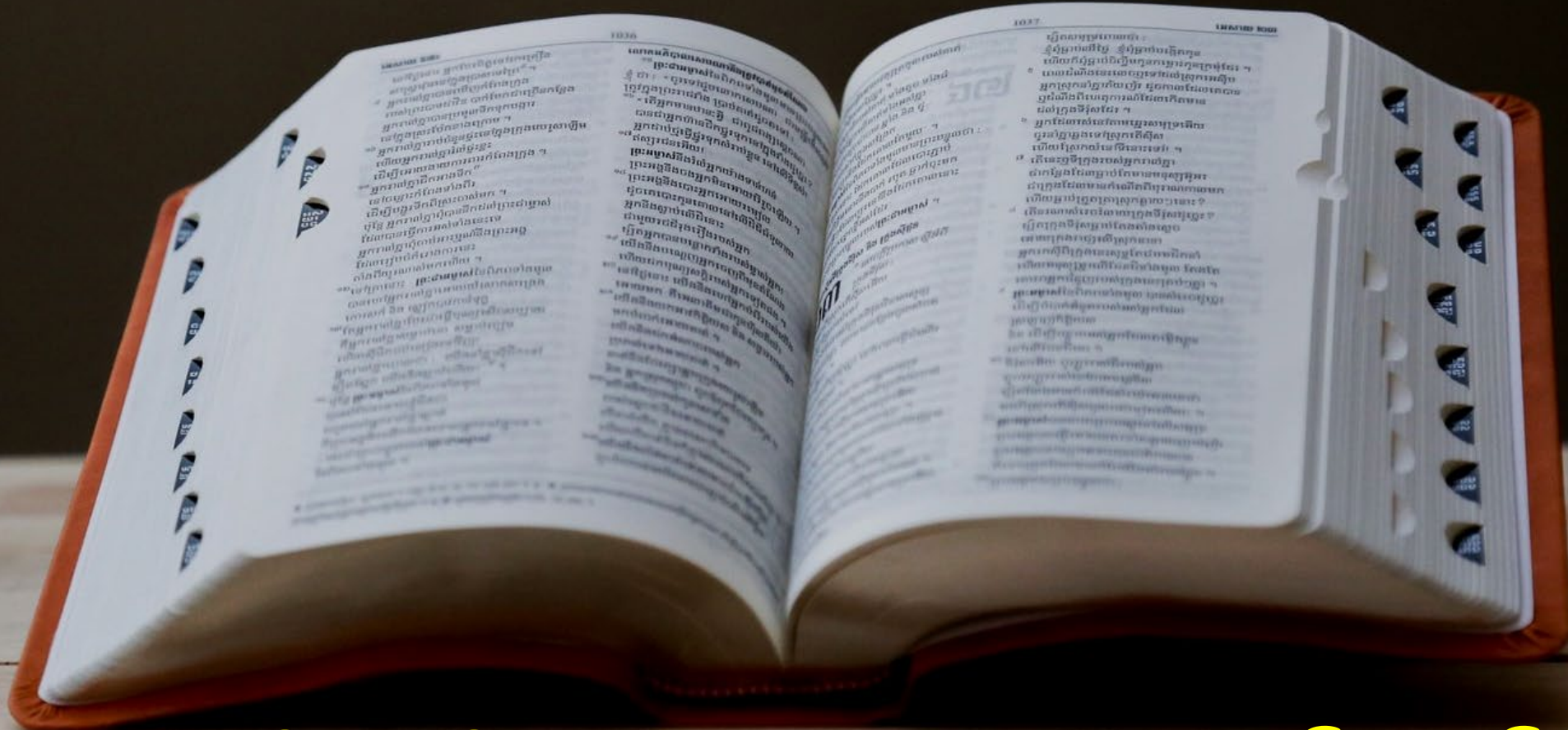
- 1) Attention redirection
- 2) Handling setbacks



GRAB your
CARDS and
STAND
UP!



Status Quo



the existing state of affairs

3 Keys to TA-DA! Performance

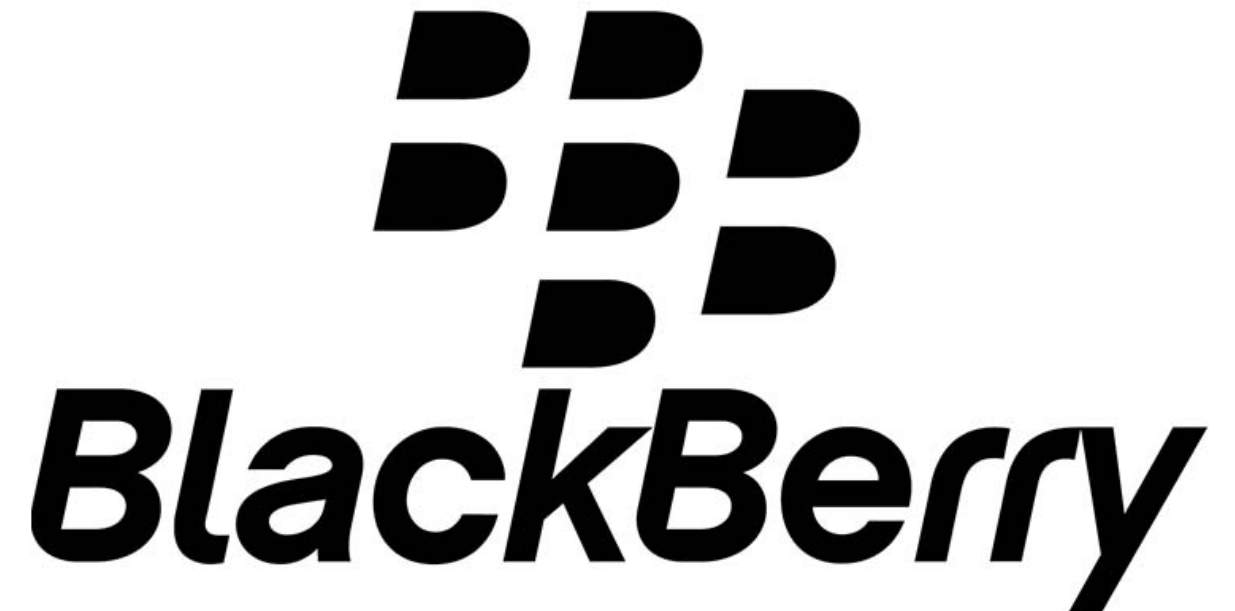
- 1) Attention redirection
- 2) Handling setbacks
- 3) Resist status quo bias

*“If it ain't
broke,
DON'T FIX
IT!”*

DAILY NEWS

IT'S HARD TO QUIT YOUR STATUS QUO!

GOOD NEWS



amazon

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a thick, orange curved arrow that starts under the 'a' and points towards the 'n', resembling a smile.

Assess

your



processes

Are they...

inefficient?

ineffective?

PITA?

3 Keys to TA-DA! Performance

- 1) Attention redirection
- 2) Handling setbacks
- 3) Resist status quo bias

Teamwork!



Feedback for Steve

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MAGIC

bonus ebook:
7 Strategies for Making Great
Decisions