

NEUROBIOLOGICAL PERSPECTIVE OF COMMUNICATION

SCARF: a brain-based model for
collaborating with and influencing others

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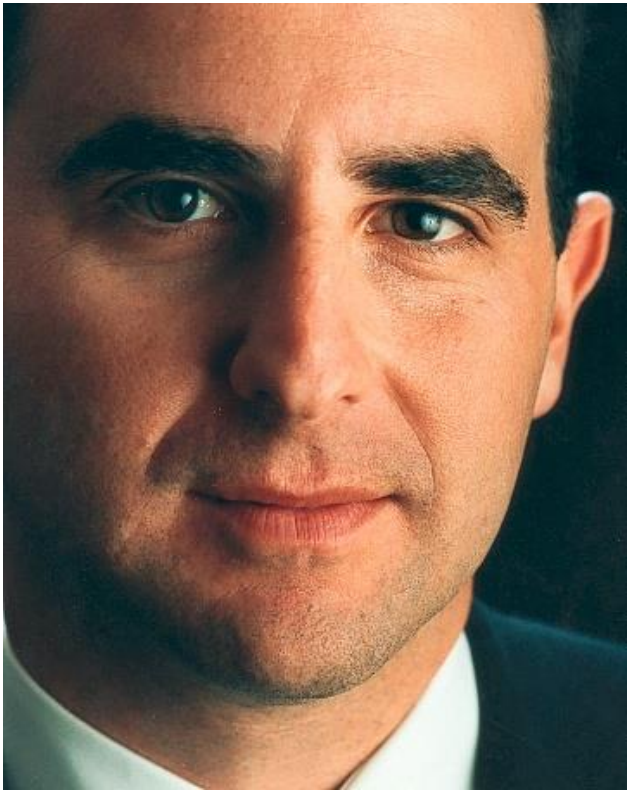
VUCA WORLD



XXI CENTURY



DR. DAVID ROCK



NeuroLeadership

HOW THE BRAIN WORKS?

MINIMIZE THREATS

MAXIMIZE REWARDS



HOW THE BRAIN WORKS?

PREDATOR

FOOD

BEING IGNORED

WATER

TREATED UNFAIR

HAVE CHOICES



BRAIN OWN DRIVERS

- ***Status*** – the relative importance to others.
- ***Certainty*** – the ability to predict future.
- ***Autonomy*** – the sense of control over events.
- ***Relatedness*** – the sense of safety with others.
- ***Fairness*** – the perception of fair exchanges.

STATUS



CERTAINTY



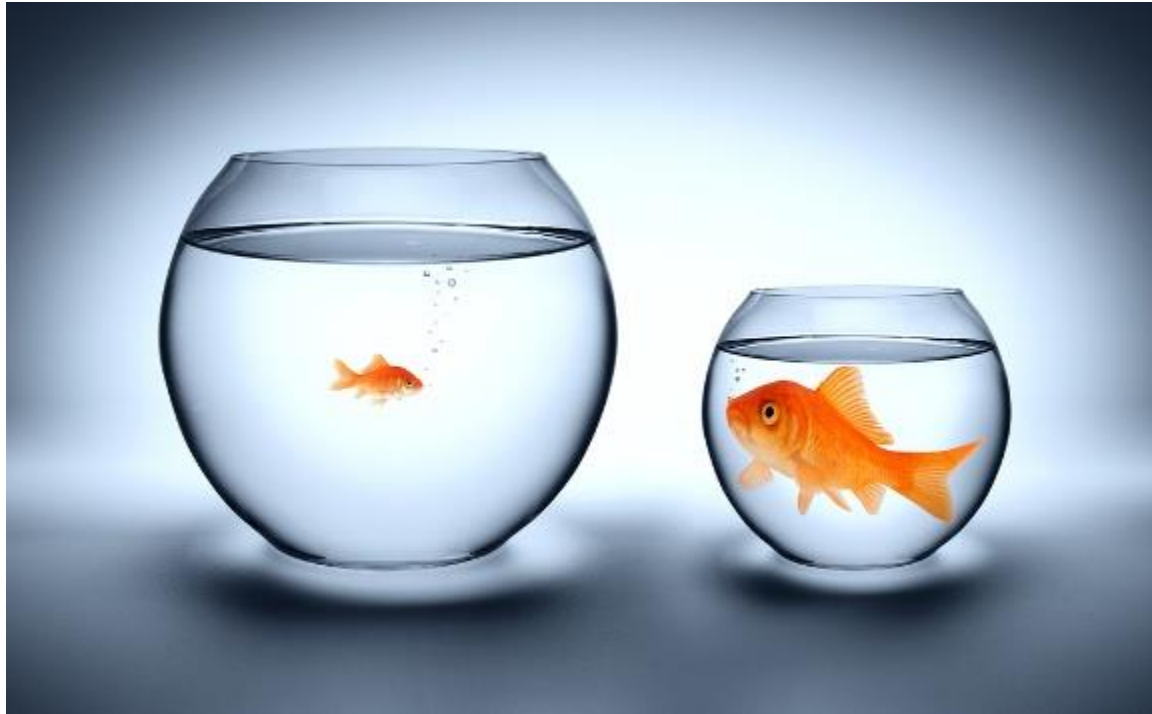
AUTONOMY



RELATEDNESS



FAIRNESS



*When we will make the same
breakthroughs in the way we
relate to each other, as we have
made in technology?*

- Theodore Zeldin, Philosopher

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, reflecting the sky. The buildings are arranged in a way that creates a sense of height and architectural scale. The sky is a clear, bright blue.

THANK YOU!

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