

5 NEURAL LAWS OF LEADERSHIP

The Proven Fortune 500 Leadership
Laws Driving Hypergrowth In 2024



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Did you know companies that nurture leaders are 4 times more likely to outperform those that don't? It's an eye-opening stat, and it demonstrates just how crucial leadership is in business.

Strong leaders can align people towards common goals, attract and nurture top talent, and create a positive workplace culture where people perform at their best. Poor leadership, on the other hand, can lead to a disengaged workforce, decreased productivity, and a higher turnover rate.

So how can you become a better leader – one who is capable of inspiring growth and success (or how can you help your own team improve their leadership skills to do the same)? That's where I can help.

My name is Joe Hart and I'm the founder of True Perspective. I provide one-to-one coaching to help senior executives and managers become better leaders. I hold a Master's Degree in Organisational Psychology and have over 18+ years of experience coaching some of the best leaders working in corporate Australia today. My "EQ-Hypnosis" Method has been used to transform the leadership of huge companies like Samsung and Telstra.

I've written this eBook as a way to help senior executives and managers unlock their true leadership potential. You're going to find little-known tips you can implement right now to become a stronger and more inspirational leader.

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Here's what you'll discover:

- **The 5 neural laws for creating hypergrowth leaders in 2024:**
Learn the secret behind skyrocketing leadership ability, influence and self-awareness!
- **3 dirty lies most executive coaches are feeding you about creating "great culture"...** and how Australia's top Fortune 500 companies are actually doing it
- **The "P word" is one of the most important aspects of leadership (despite being overlooked by most senior executives)...** and how mastering it can make you a better leader overnight
- **The "Imposter Syndrome Plague" that's spreading across Australia...** find out how to stop feeling like a fraud and unlock complete confidence in your leadership ability
- **3 ways to fix a toxic culture that's killing your team's morale and productivity!** Stop the rot before it's too late and your top talent hands in their resignation letter
- **And much, much more!**

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5 Neural Laws For Creating Hypergrowth Leaders In 2024

If you want to become a better leader in your organisation, the first place to start is what I call the 5 Neural Laws of Leadership. These laws are essential to follow if you want to become a leader who inspires growth and success in your organisation.

The 5 Laws of Leadership are:

1 Listen with depth.

Effective leadership begins with deep, active listening. You might think it's about "knowing" what somebody else is trying to communicate, but it isn't. Active listening is about ensuring the speaker knows that you understand their message, and in so doing earn the right to respond. This engages neural circuits related to empathy and social cognition, which are critical for building trust and respect. By actively listening and demonstrating empathy, you can build trust and respect, fostering a positive environment where people can flourish.

2 Learn with endless vigour.

Neural plasticity underlines the brain's ability to adapt and evolve through ongoing learning and exposure to new experiences. Effective leaders harness this by maintaining intellectual curiosity and humility. The best leaders I have worked with are those who recognise they don't know it all and have much to learn. They read, think, reflect, engage, discuss, and act. Learning is a reflection of humility and a willingness to engage people who know more than you do.

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3 Liberate yourself and others.

We all struggle with demons from the past. In many respects, this is what makes us human. As a leader, struggling with your past demons takes a lot of energy and makes you vulnerable in ways that won't help you or your cause. You need to transcend your past and the challenges you have faced and liberate yourself from the stuff that is holding you back. This could be through therapy, great friends, a support network or community, or something you have worked through alone. When you've done the work on yourself, you earn the right to help others do the work for themselves.

4 Link ideas, concepts, and people.

Just as neurons form networks to transmit information effectively, leaders must connect ideas, people, and resources to optimise organisational performance. Effective leaders act as bridges, connecting people, ideas, and concepts within their organisation. By recognising patterns and facilitating collaboration, you can maximise the potential of your team and drive innovation and progress.

5 Love with courage.

From a neural perspective, emotions play a powerful role in decision-making and social interactions. Love and courage are central to effective leadership. Leaders who authentically care about their work, their team, and their organisation inspire others to do the same. Leading with courage means being vulnerable and fully committing to the journey, even if you're unsure what the outcome will be.

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3 Dirty Lies Most Executive Coaches Are Feeding You About Creating “Great Culture”... And How Australia’s Top Fortune 500 Companies Are Actually Doing It

There are many dangerous myths about culture circulating in workplaces around Australia. Some of these are common misconceptions that have been around for decades – while others are simply lies spread by inexperienced leadership coaches who promise a quick fix to get your business (then list excuses when things don’t work).

Here are 3 lies about creating a great culture you need to watch out for:

1 "Culture can be created overnight"

Building a strong company culture is a long-term process. Sure, you can make some changes and see signs of improvement overnight – but you still need to put in the work to create something truly great. Some executive coaches may advocate for implementing flashy perks or hosting one-off team-building events in the hope of instantly transforming a company's culture.

I’m not saying these are bad strategies to use, but they must be one part of a bigger strategy. Look at the history of any successful company in Australia and you’ll see that real cultural change takes time and sustained effort.

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2 "One size fits all"

Another common misconception is that there's a universal blueprint for building a great culture. While there are certainly best practices to draw from, effective culture-building strategies need to be tailored to each organisation's unique context, including its industry, size, and stage of growth.

The culture at a large manufacturing company may be very different to that of a tech start-up – but both could be very successful in their own way. So it's important to build a culture that's true to your organisation's values and allows your people to feel supported and perform at their best, day in and day out.

3 "Culture is solely the responsibility of HR"

While HR plays a crucial role in facilitating cultural initiatives, creating a strong culture requires involvement and buy-in from leaders at all levels of the organisation. Senior executives and managers set the tone for the culture through their actions and behaviours.

For example, if you as a leader of your company value work-life balance and employee well-being, it sends a clear message to the entire organisation that these are important to the culture. This top-down approach to culture-building ensures that everyone is aligned and committed to the organisation's values and goals.

The “P Word”: One Of The Most Important Aspects Of Leadership (Despite Being Overlooked By Most Senior Executives)

Perspective is absolutely crucial in leadership, yet it often gets overlooked by senior managers and executives. Many leaders prioritise giving the appearance of confidence and control at the expense of their team feeling heard.

At some point, you may have said phrases like “I don’t care what people think of me” or “I am who I am, take it or leave it.” While these statements may seem confident, they can also reveal a disregard for others’ perspectives. Because what they are really saying is “I couldn’t be bothered understanding how others feel, think and behave... their perspective doesn’t matter.”

Understanding different viewpoints is essential for solving problems, collaborating effectively, and managing crises. By seeing issues from various angles, you enhance your ability to address challenges, understand behaviours, and discover innovative solutions.

How can you develop perspective?

To develop perspective, focus on empathy and experiential awareness. Empathy means sharing the feelings of others. Experiential awareness is about knowing how others perceive you. These skills help you see through others’ eyes and understand how you come across to them. When you engage with the perspectives of those around you, it enriches your leadership style, promoting a more inclusive and collaborative environment.

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One way to do this is to consistently ask your people for feedback and really listen to the responses. Try to discern not just what your team members say, but why they say it. What concerns might they have? What ideas are they hesitant to share? This attentiveness can uncover valuable insights and foster a climate of trust and openness.

Conversely, ignoring the perspectives of others can lead people to view you as uninterested in their thoughts and feelings. This does not bode well for anyone wanting to create a productive, engaged workplace. Shift your focus to put others at the centre of your universe and you'll have no option but to demonstrate empathy and understanding.

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The “Imposter Syndrome Plague” That’s Spreading Across Australia... How To Stop Feeling Like A Fraud And Unlock Confidence In Your Leadership Ability

According to global office advisory service Instant Offices, there has been a 75% increase in inquiries for impostor syndrome in 2024. This backs up recent research conducted by software giant Atlassian, that found imposter syndrome was on the rise in Australia.

Imposter syndrome is an expression of where your self-awareness sits. As a leader, you are more susceptible to imposter syndrome because you carry more responsibility and expectations on your shoulders. But there are some simple strategies you can use to ease doubts about your abilities:



Acknowledge your achievements.

Take time to recognise and celebrate your accomplishments, no matter how small they may seem. Keep a record of your successes and read over them whenever you're feeling self-doubt. This can boost your confidence and counteract feelings of inadequacy.



Challenge negative self-talk.

Pay attention to the negative thoughts in your mind. Challenge them by asking yourself for evidence to support these beliefs. Often, you'll find that these thoughts are unfounded and based on irrational fears rather than facts.

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**Seek feedback and support.**

Don't hesitate to reach out to trusted colleagues, mentors, or friends for feedback and support. They can offer valuable perspective and reassurance, helping you gain clarity and confidence in your abilities. Remember, you don't have to navigate these feelings alone.

**Set realistic goals.**

Break down your goals into manageable tasks and set realistic expectations for yourself. Focus on making progress rather than striving for perfection. By setting achievable goals and celebrating the small wins, you'll build momentum and confidence over time.

**Practice self-compassion.**

Be kind to yourself. Everyone experiences feelings of doubt and insecurity, so you're not alone. Treat yourself with the same empathy and understanding that you would offer to a friend facing similar challenges.

3 Ways To Fix A Toxic Culture Before It Kills Your Team's Morale And Productivity

Most of the big companies I've consulted – whether it be Samsung, Telstra or Freedom Furniture – place great importance on their culture. A toxic company culture can result in a drop in productivity. Worse still, it can cause your top talent to hand in their resignation. Research conducted by recruitment agency Robert Walter suggests that 73% of people have left a job because they didn't like the company culture.

So how can you create a culture that helps attract and retain talent, instead of forcing people out the door? Here are 3 ways to do it:

1. Encourage open dialogue between team members

Encouraging open dialogue between team members is essential for transforming a toxic culture into a supportive one. To build a culture of respect, I recommend creating "triangles of trust." This involves encouraging team members who might not see eye to eye to address their differences directly, with a manager stepping in only to facilitate a resolution if necessary.

It's important that if you're going to say something about someone, you say it to their face. This applies to both praise and criticism. Direct dialogue may not resolve a conflict immediately, but it significantly reinforces trust throughout the team. It ensures disagreements are seen not as personal attacks, but as commitments to the team's success.

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2. Use one-to-one coaching

Group training is excellent for establishing collective purpose and expectations. However, not everyone will feel comfortable sharing their specific challenges in a group setting. This is where one-to-one coaching becomes invaluable.

Through personalised coaching sessions, team members can openly discuss their individual needs and receive tailored guidance. A method that can be quite effective, especially for larger teams, is live coaching sessions conducted via screen sharing. While it requires bravery from the person being coached, the rest of the team can observe remotely, allowing them to gain insights and apply them to their own situations.

3. Foster a healthy work-life balance

A healthy work-life balance among your team members can boost both morale and productivity. Always encourage people to set clear boundaries between work and personal life, emphasising the importance of taking breaks and disconnecting after work hours... then make sure to respect those boundaries as a leader.

One way to do this is by supporting flexible work arrangements that accommodate individual needs (such as WFH) and providing resources on-site for maintaining mental and physical well-being (such as a staff gym or a fridge full of healthy snacks). By prioritising work-life balance, you demonstrate your commitment to your team's overall health and happiness, leading to increased loyalty and productivity.

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Thank you for taking the time to read this eBook – I hope you’ve found some useful tips you can use to improve your own leadership and the leadership at your organisation. I’ve talked a lot about taking a personalised approach to culture and leadership in this eBook, and for good reason. I truly believe that if you want the best results, one-to-one coaching is the way to do it.

If you’d like to receive tailored advice and pick my brain about leadership and organisational psychology, you can book a free “EQ-Hypnosis” Coaching Session with me.

During your 30-minute session, we’ll discuss your current situation and goals – and then I’ll share some useful strategies from my extensive career in leadership and organisational psychology. After your session, you’ll receive a tailored leadership program that will help transform your company’s executive and management team into top 1% leaders (worth \$997).

This offer is only available to the first 5 senior managers or executives who reach out this month – so act quickly or you will miss out. To find out more information or claim your session, click the link below.

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