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SmartTribes: How Teams Become Brilliant Together

Christine Comaford

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Are You Scaring Your People into Mediocrity?

All leaders want to outperform, outsell, and outinnovate the competition. And most teams are fully capable of doing so. The problem: we consistently say and do things that spark unconscious fears and keep our people stuck in their Critter State. This primitive fight, flight, or freeze mode distills all decision making to one question: *What will keep me safest?*

Lying low, sucking up, procrastinating, and doing a good enough job may keep employees breathing, but it doesn't make for vital organizations. Leaders have to get their people unstuck and fully engaged, replacing their old, limiting mental patterns with new patterns that foster optimal performance.

New York Times bestselling author and applied neuroscience expert Christine Comaford knows what it takes to move people from the Critter State into the Smart State, where they have full access to their own creativity, innovation, higher consciousness, and emotional engagement. When an entire culture maintains that state, it becomes what she calls a SmartTribe. Focused. Accountable. Collaborative. Imbued with the energy and passion to solve problems and do what needs doing, again and again and again.

Comaford brings to this book more than thirty years of company-building experience, combined with her expertise in behavioral modification and organizational development. She has helped hundreds of leaders navigate rapid growth, maximize performance, resolve internal conflicts, and execute turnarounds with the full support of their people.

Now she shares potent yet easy-to-learn neuroscience techniques that will help you do the same. You'll learn how to move your team forward and reach your next revenue inflection point using the five key Accelerators of the Smart State—focus, clarity, accountability, influence, and sustainability. You'll get better at anticipating and moving through your own stuck spots and those of your people.

Using her proven system, Comaford's clients have already created hundreds of millions of dollars in new value. They've seen their revenues and profits increase by up to 210% annually; individuals become up to 50% more productive and 100% more accountable; marketing demand generation grow by up to 237%; new products and services created up to 48% faster; and sales close up to 50% faster. They spot changes in their markets more quickly, then pounce on them to create the future they want.

Ultimately, *SmartTribes* will help you and your team achieve optimal performance and engagement—brilliance—and leave competitors in the dust.

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