

PATHS OF
MEMORY

Visual association
cortex (motion,
location)

THE NEUROSCIENCE

WORKING
MEMORY
Frontal
cortex

LONG-TERM
MEMORY
Hippocampus
and adjacent areas

HABITS
AND SKILLS
Cerebellum
Basal ganglia

HOW TRUST SHAPES CONNECTIONS & WELL-BEING

PERCEPTION - COGNITION - EMOTION - BEHAVIOR

AND ITS ROLE IN LEADING CHANGE WITHOUT STRESS

Social neuroscience is about how we feel, act and react socially to others, our decision making, emotions and trust, and how we build trust relationships.

TRUST DECISION-MAKING

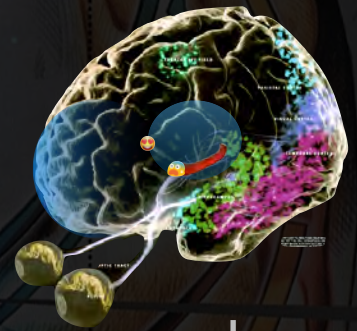
CHANGE IN ENVIRONMENT



Trust associations in fastest neural connections



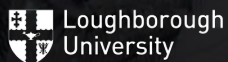
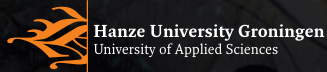
(SUB)CONSCIOUS RESPONSE



EMOTIONAL (MEMORY) LENS



EMOTIONAL MEMORY Amygdala



TRUST.MBA
BUILDING TRUST LEADERSHIP • IN ONE DAY

Visual input

Social neuroscience is about how we feel, act and react socially to others, our decision making, emotions and trust, and how we build trust relationships.

TRUST DECISION-MAKING

Trust associations in fastest neural connections

LONG-TERM MEMORY
Hippocampus and adjacent areas

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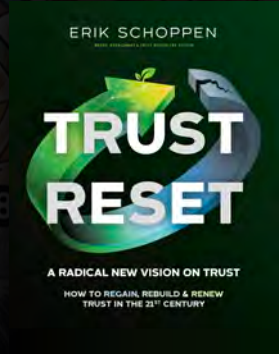
Behavioural psychology: studying the role of trust in mental and physical health and subjective well-being

Visual association cortex (motion, action)

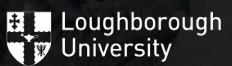


TRUST & SUSTAINABLE BRAND MANAGEMENT

SMM5.NL



Expected in fall 2026
TRUSTREST.COM



TRUST.MBA
BUILDING TRUST LEADERSHIP • IN ONE DAY

Visual input

EMOTIONAL MEMORY
Amygdala

LARGEST FESTIVAL TRUST PERCEPTION RESEARCH IN THE WORLD



MICRO-SOCIETY OF 70.000 PEOPLE AT LOWLANDS MUSIC FESTIVAL

GATE OF TRUST & LOVE (COMBINATION OF ART & SCIENCE)



SOCIAL GATHERING PLACE

REALTIME TRUST METER

ENTRANCE

GATE OF TRUST & LOVE - A BEACON OF TRUST

PEOPLE LOOK FOR
TRUST INDICATORS
IN THEIR ENVIRONMENT

**IT INCREASES SOCIAL,
PSYCHOLOGICAL SAFETY
AND WELL-BEING**



GATE OF TRUST & LOVE - A BEACON OF TRUST

PEOPLE LOOK FOR
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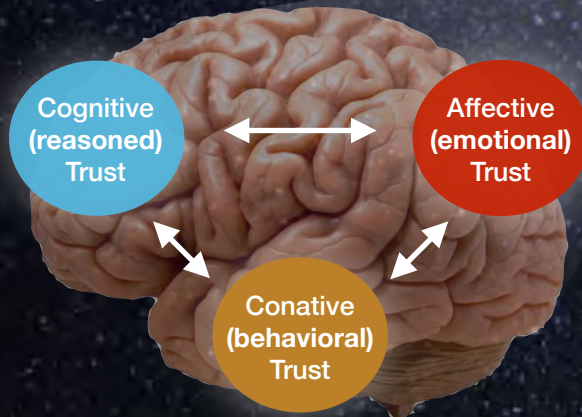
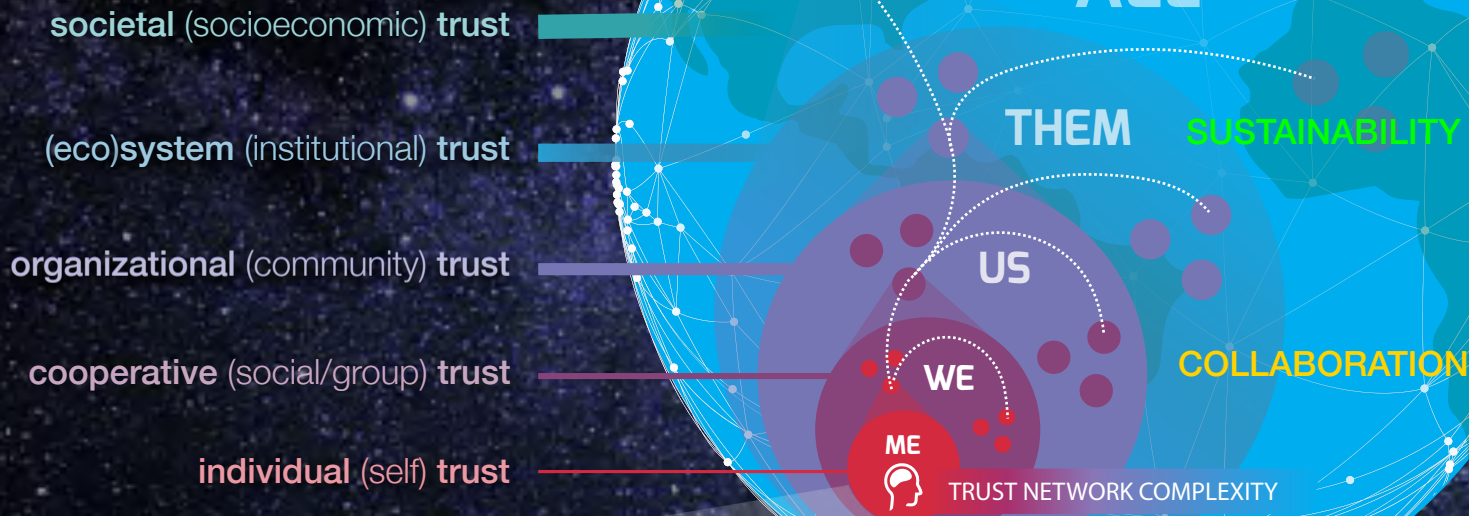
**IT INCREASES SOCIAL,
PSYCHOLOGICAL SAFETY
AND WELL-BEING**

**IT CAN DO THE SAME
FOR YOUR WORK
ENVIRONMENT AS WELL**

**INCREASING TRUST AND
WELL-BEING OF STAFF
POPULATION**



Research into (sustainable) trust attitudes (trust-based decision making)



SOCIETALTRUST.COM



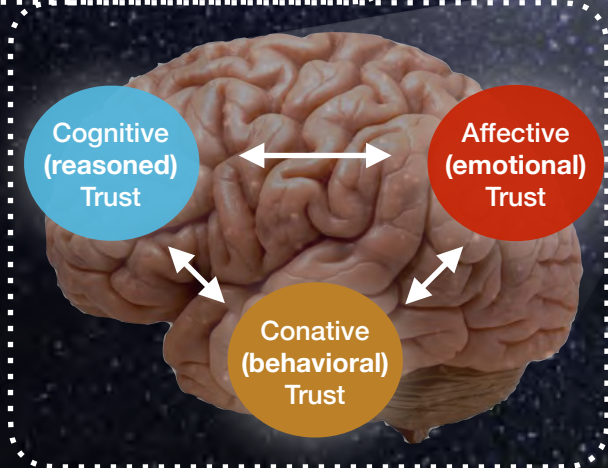
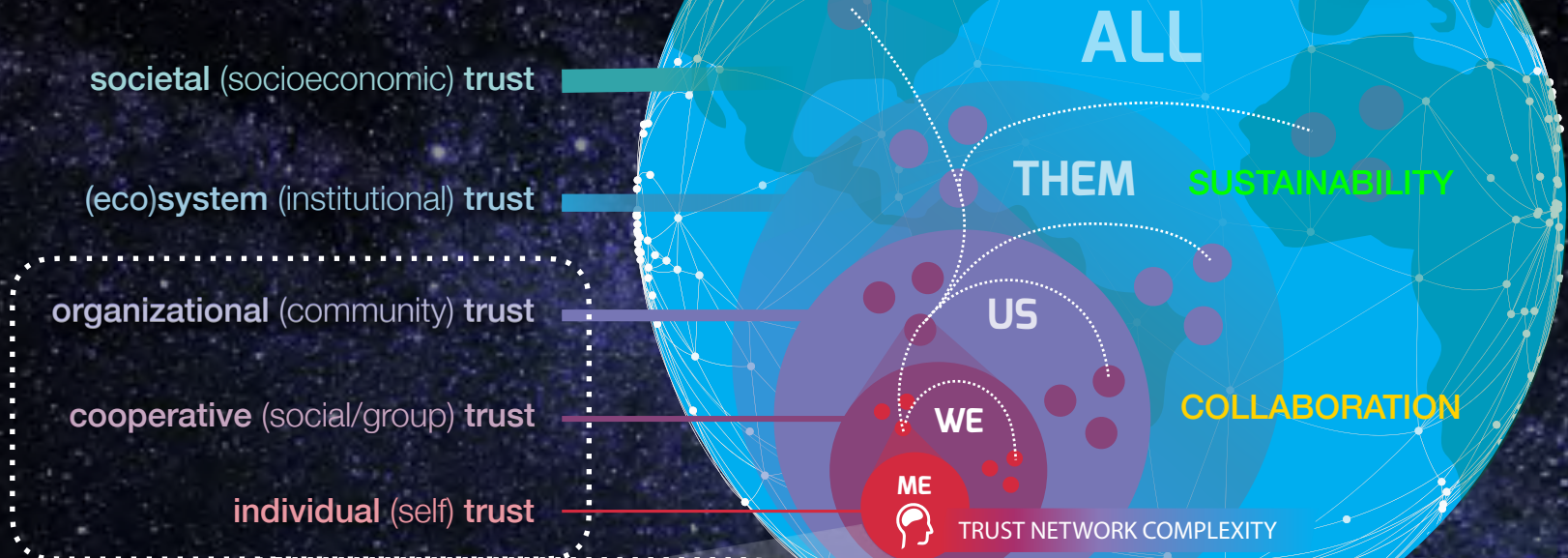
Hanze University Groningen
University of Applied Sciences



university of
groningen

Trusting Sustainability

Research into (sustainable) trust attitudes (trust-based decision making)



SOCIETALTRUST.COM



Hanze University Groningen
University of Applied Sciences

university of
 groningen

Trusting Sustainability

ERIKSCHOPPEN.COM

WORK HAPPINESS

THREE CONNECTED AND REINFORCING HUMAN FACTORS THAT HAVE GREAT IMPACT ON TEAM SUCCESS AND ORGANIZATIONAL PERFORMANCE

**SUBJECTIVE
WELL-BEING**

PERSONAL
ASSESSMENT &
PERCEPTION
OF OVERALL LIFE
SATISFACTION,
HAPPINESS &
FULFILMENT

individual (self) trust

WORK HAPPINESS

THREE CONNECTED AND REINFORCING HUMAN FACTORS THAT HAVE GREAT IMPACT ON TEAM SUCCESS AND ORGANIZATIONAL PERFORMANCE

TRUST RELATIONS

COOPERATE,
SHARE
VULNERABILITIES,
AND DEPEND ON
ONE ANOTHER
WITHOUT FEAR OF
EXPLOITATION

cooperative (social/group) trust

SUBJECTIVE WELL-BEING

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individual (self) trust

PSY. SAFETY

SPEAK UP,
ASK QUESTIONS,
ADMIT MISTAKES,
AND EXPRESS IDEAS
WITHOUT FEAR
OR NEGATIVE
CONSEQUENCES

organizational (community) trust

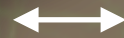
WORK HAPPINESS

THREE CONNECTED AND REINFORCING HUMAN FACTORS THAT HAVE GREAT IMPACT ON TEAM SUCCESS AND ORGANIZATIONAL PERFORMANCE

TRUST
RELATIONS

+10-50%
HIGHER
PRODUCTIVITY
IN ORGANIZATIONS
WITH STRONG
TRUST

Johannsen, R. & Zak, P. (2021). The Neuroscience of Organizational Trust and Business Performance. *Frontiers in Psychology*.



SUBJECTIVE
WELL-BEING

+12% HIGHER
ENGAGEMENT &
PRODUCTIVITY
INCREASE WHEN
PEOPLE ARE
HAPPIER

Oswald, Proto & Sgroi (2015). Happiness and Productivity.
Lyubomirsky, King & Diener (2005). The Benefits of Frequent Positive Affect.



PSY.
SAFETY

+35% HIGHER
PROBABILITY THAT
MEETINGS ARE
PRODUCTIVE WITH
PSYCHOLOGICAL
SAFETY

Constantinides et al. (2021). ComFeel: Productivity is a Matter of the Senses Too.

WORK HAPPINESS

THREE CONNECTED AND REINFORCING HUMAN FACTORS THAT HAVE GREAT IMPACT ON TEAM SUCCESS AND ORGANIZATIONAL PERFORMANCE

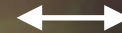
TRUST
RELATIONS

COOPERATE,
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SUBJECTIVE
WELL-BEING

PERSONAL
ASSESSMENT &
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OF OVERALL LIFE
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PSY.
SAFETY

SPEAK UP,
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HOW WE LEARN, THINK, FEEL, AND (RE)ACT
TO FEEL WELL AND TRUST OUR WORK ENVIRONMENT

THREE STAGES OF BRAIN DEVELOPMENT

HUMAN BRAINS EVOLVED TO BE MORE RESPONSIVE TO ENVIRONMENTAL INFLUENCES

5.000
20.000
250.000
250.000.000
500.000.000

written language

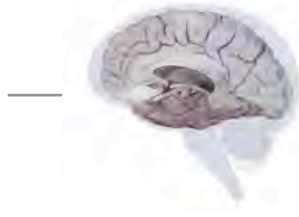
CULTURE & TRADITIONS

spoken language

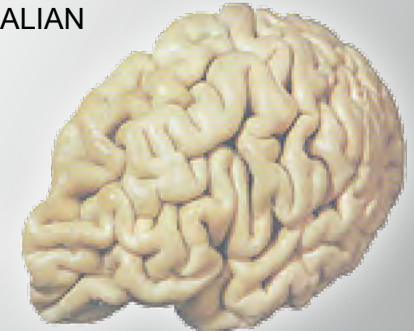
REASON & PLANNING

cortex

RATIO
HUMAN



LIMBIC SYSTEM
PALEOMAMMALIAN

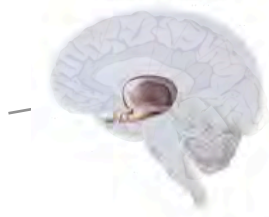


NEOCORTEX
NEOMAMMALIAN

FEELINGS & EXPRESSIONS

limbic

EMOTIONS
MAMMAL



PRIMARILY PHYSIOLOGICAL NEEDS

stam

INSTINCTS
REPTILE



BRAINSTEM AND CEREBELLUM
PROTO REPTILIAN BRAIN

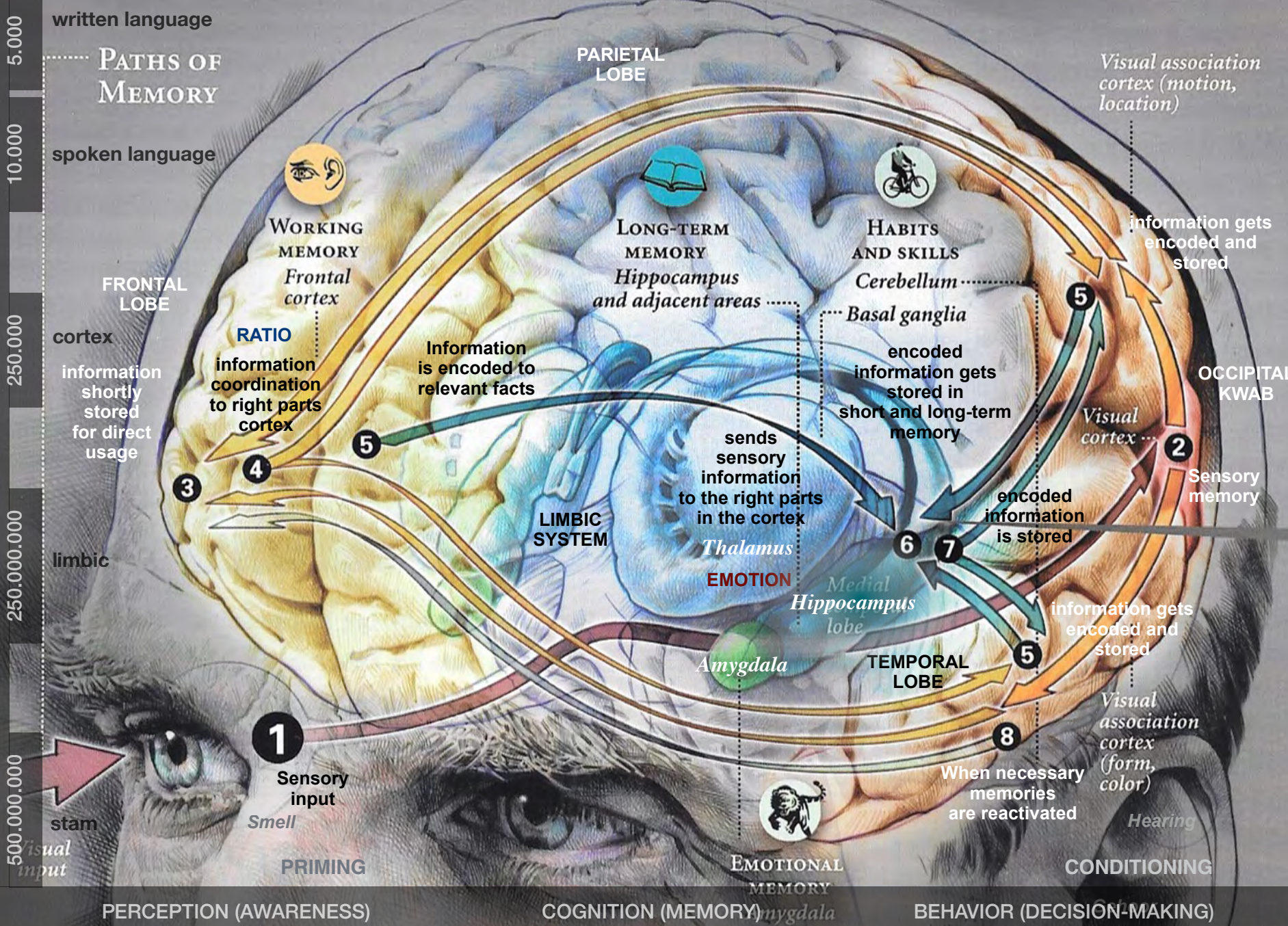
PRIMING

CONDITIONING

PERCEPTION (AWARENESS)

COGNITION (MEMORY)

BEHAVIOR (DECISION-MAKING)



5.000
10.000
250.000
250.000.000
500.000.000

written language
PATHS OF MEMORY

spoken language

FRONTAL LOBE
cortex
information shortly stored for direct usage

limbic

stam
visual input

PARIETAL LOBE

Visual association cortex (motion, location)

WORKING MEMORY
Frontal cortex

LONG-TERM MEMORY
Hippocampus and adjacent areas

HABITS AND SKILLS
Cerebellum

information gets encoded and stored

RATIO
information coordination to right parts cortex

Information is encoded to relevant facts

Basal ganglia
encoded information gets stored in short and long-term memory

OCCIPITAL KWAB

Visual cortex

Sensory memory

sends sensory information to the right parts in the cortex

encoded information is stored

LIMBIC SYSTEM

Thalamus

EMOTION

Medial Hippocampus lobe

information gets encoded and stored

TEMPORAL LOBE

Amygdala

Visual association cortex (form, color)

When necessary memories are reactivated

Hearing

1
Sensory input
Smell

EMOTIONAL MEMORY
Amygdala

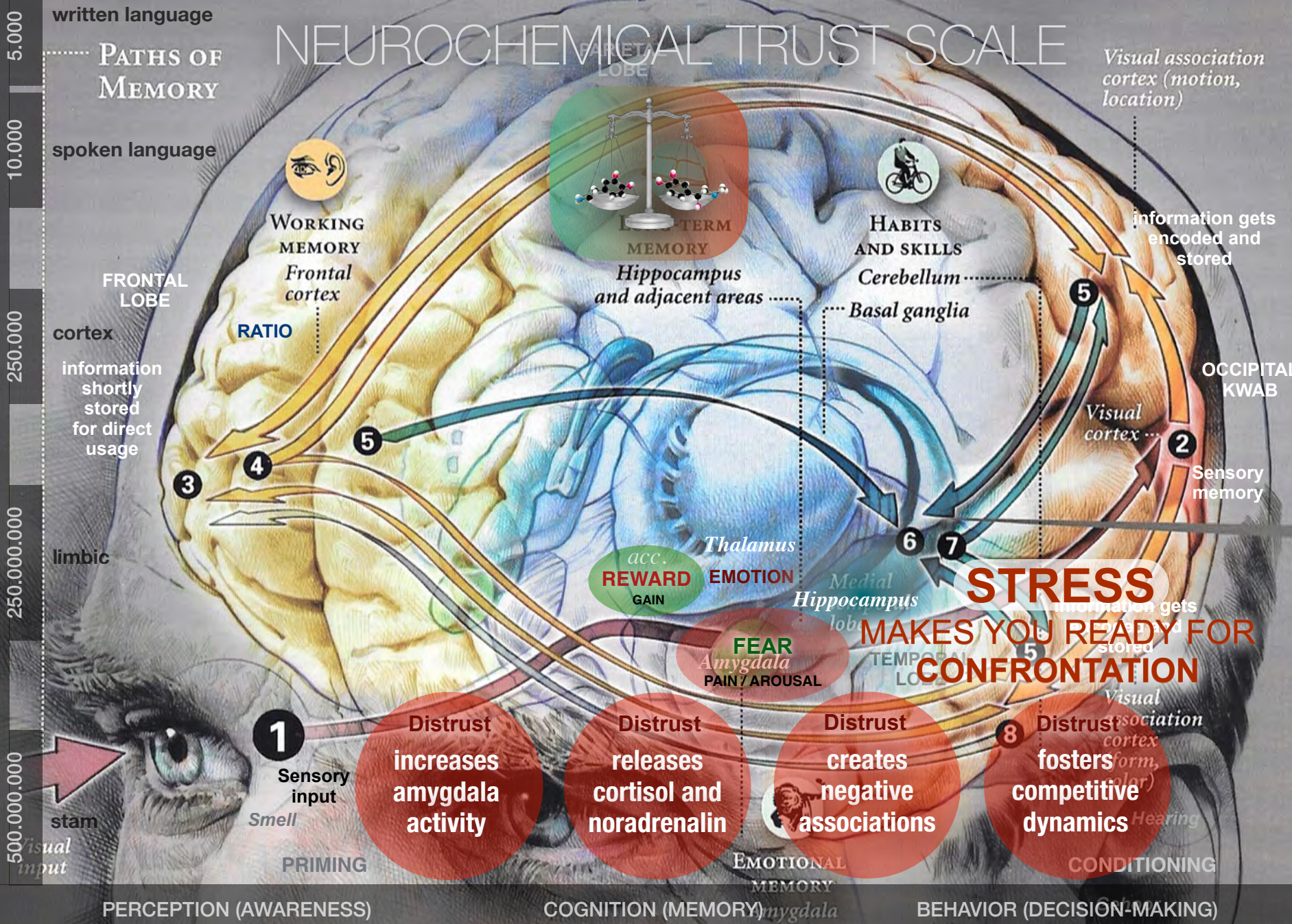
CONDITIONING

PERCEPTION (AWARENESS)

COGNITION (MEMORY)

BEHAVIOR (DECISION-MAKING)

NEUROCHEMICAL TRUST SCALE



5.000
10.000
250.000
250.000.000
500.000.000

written language
PATHS OF MEMORY

spoken language

FRONTAL LOBE
cortex
information shortly stored for direct usage

limbic

stam
visual input

PERCEPTION (AWARENESS)

COGNITION (MEMORY)

BEHAVIOR (DECISION-MAKING)

Visual association cortex (motion, location)

information gets encoded and stored

OCCIPITAL KWAB

Sensory memory

STRESS
MAKES YOU READY FOR CONFRONTATION

Visual association cortex (form, color)
Hearing

CONDITIONING

WORKING MEMORY
Frontal cortex

SHORT TERM MEMORY
Hippocampus and adjacent areas

HABITS AND SKILLS
Cerebellum
Basal ganglia

acc. REWARD GAIN
EMOTION
Thalamus

FEAR
Amygdala
PAIN / AROUSAL

Medial Hippocampus

TEMPORAL LOBE

1
Sensory input
Smell
PRIMING

Distrust increases amygdala activity

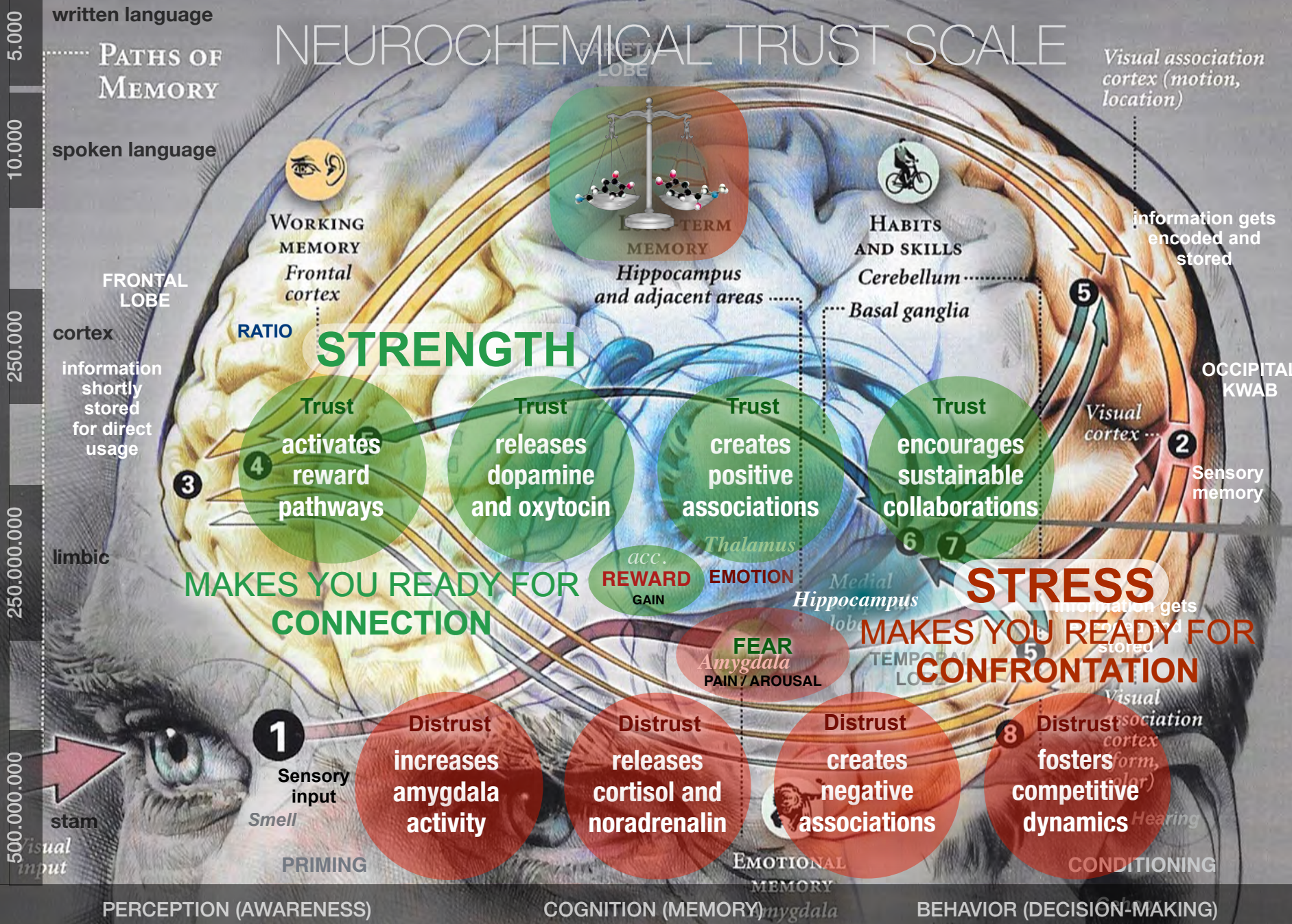
Distrust releases cortisol and noradrenalin

EMOTIONAL MEMORY
amygdala

Distrust creates negative associations

8
Distrust fosters competitive dynamics

NEUROCHEMICAL TRUST SCALE



5.000
10.000
250.000
250.000.000
500.000.000

written language
PATHS OF MEMORY

spoken language

FRONTAL LOBE

cortex
information shortly stored for direct usage

limbic

stam
visual input

PERCEPTION (AWARENESS)

WORKING MEMORY
Frontal cortex

RATIO

STRENGTH

Trust
3
4
activates reward pathways

Trust
releases dopamine and oxytocin

Trust
creates positive associations

Trust
encourages sustainable collaborations

MAKES YOU READY FOR CONNECTION

acc.
REWARD GAIN

Thalamus
EMOTION

FEAR
Amygdala
PAIN / AROUSAL

1
Sensory input
Smell
Distrust
increases amygdala activity

Distrust
releases cortisol and noradrenalin

Distrust
creates negative associations

5
6
7
8
Distrust
fosters competitive dynamics

COGNITION (MEMORY)

STRESS
MAKES YOU READY FOR CONFRONTATION

Medial Hippocampus

TEMPORAL LOBE

EMOTIONAL MEMORY
amygdala

BEHAVIOR (DECISION-MAKING)

Visual association cortex (motion, location)

information gets encoded and stored

OCCIPITAL KWAB

Sensory memory

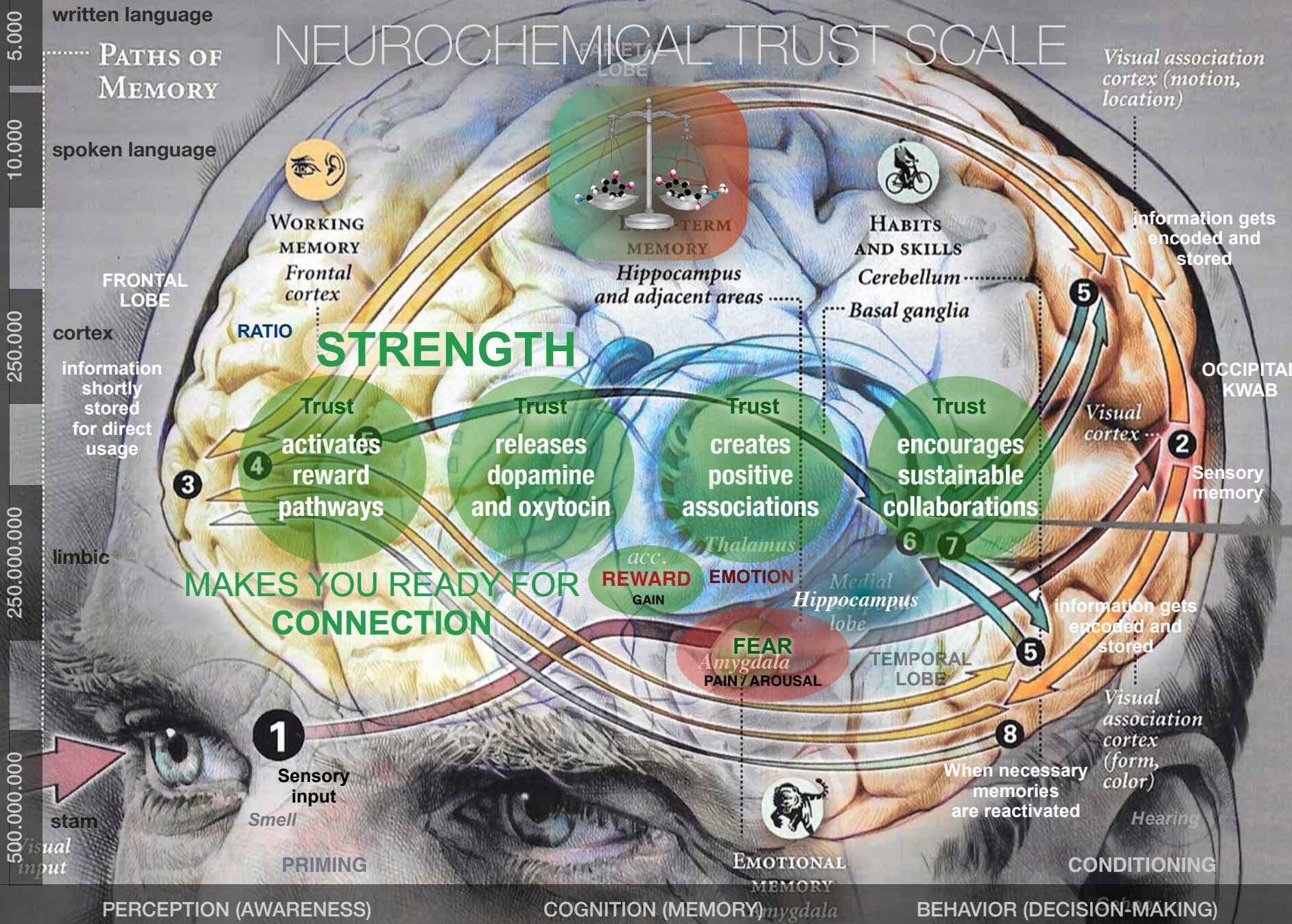
information gets encoded and stored

Visual association cortex (form, color)

Hearing

CONDITIONING

NEUROCHEMICAL TRUST SCALE

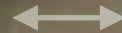


WORK HAPPINESS

THREE REINFORCING HUMAN FACTORS HAVE A GREAT IMPACT
ON TEAM SUCCESS AND ORGANIZATIONAL PERFORMANCE

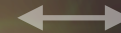
TRUST
RELATIONS

COOPERATE,
SHARE
VULNERABILITIES,
AND DEPEND ON
ONE ANOTHER
WITHOUT FEAR OF
EXPLOITATION



SUBJECTIVE
WELL-BEING

PERSONAL
ASSESSMENT &
PERCEPTION
OF OVERALL LIFE
SATISFACTION,
HAPPINESS &
FULFILMENT



PSY.
SAFETY

SPEAK UP,
ASK QUESTIONS,
ADMIT MISTAKES,
AND EXPRESS IDEAS
WITHOUT FEAR
OR NEGATIVE
CONSEQUENCES

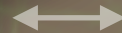
HOW WE LEARN, THINK, FEEL, AND (RE)ACT
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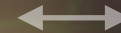
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SUBJECTIVE
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PATHS OF
MEMORY

WORK HAPPINESS

Visual association
cortex (motion,
location)

WORKING
MEMORY
Frontal
cortex

LONG-TERM
MEMORY
Hippocampus
and adjacent areas

HABITS
AND SKILLS
Cerebellum
Basal ganglia

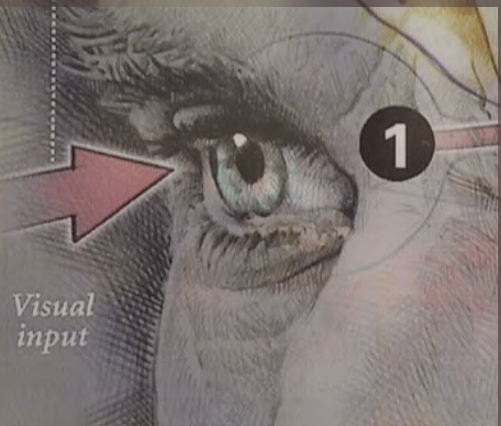
WE SEE THROUGH A COLOURED LENS

Visual
cortex

Medial
temporal
lobe

Visual
association
cortex
(form,
color)

EMOTIONAL
MEMORY
Amygdala

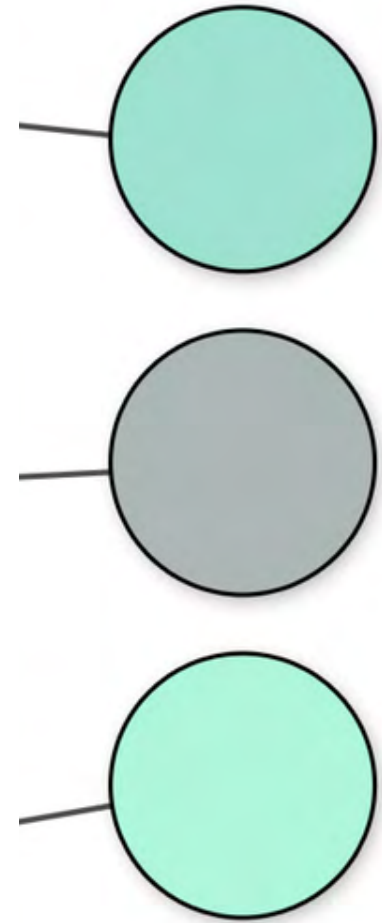


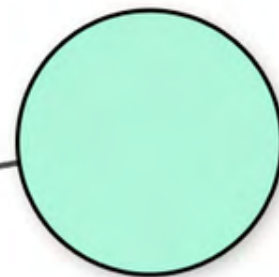
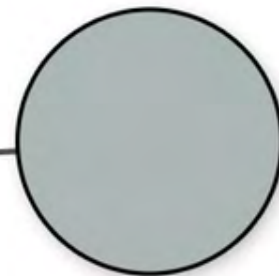
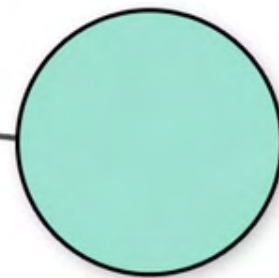
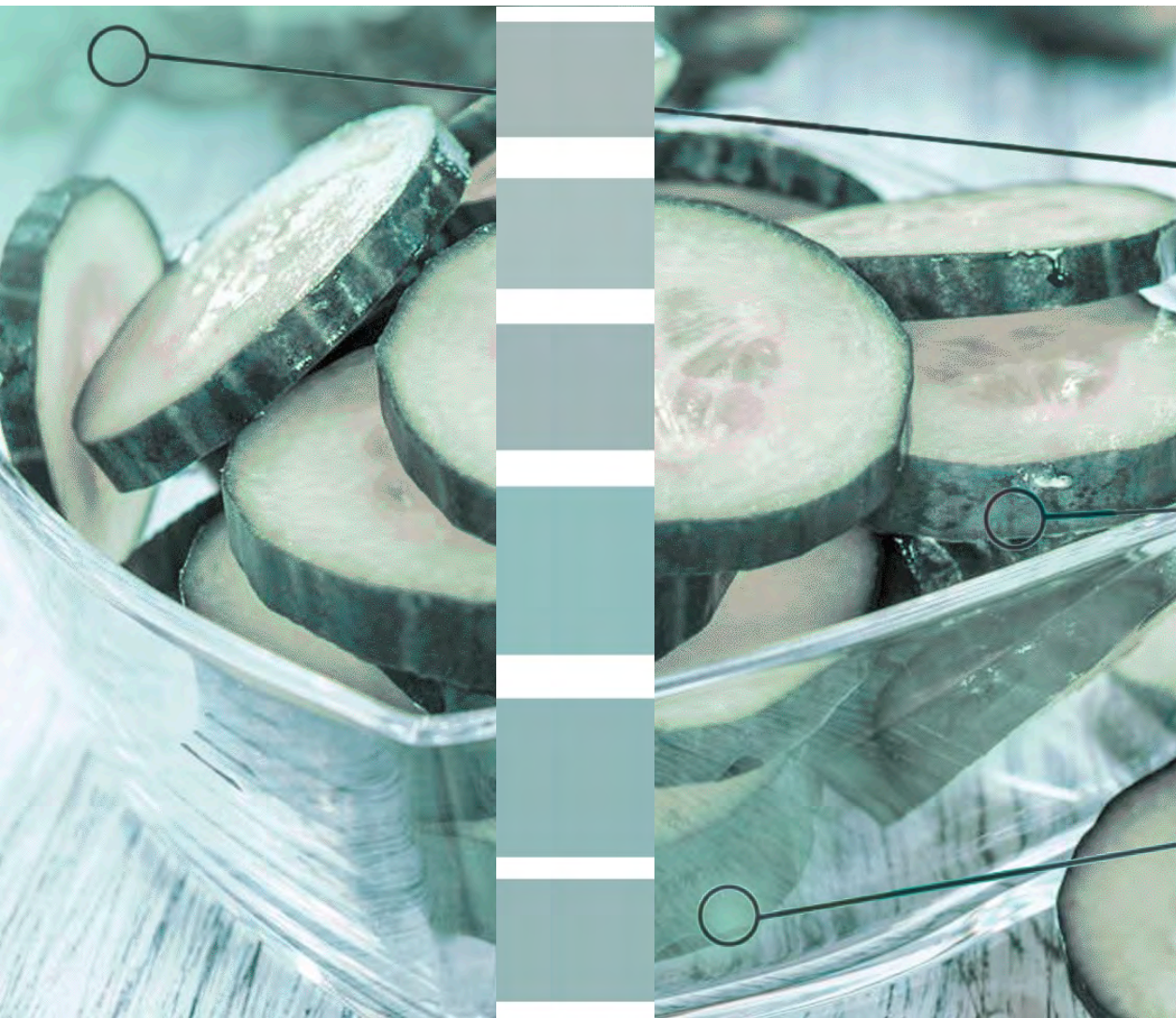
YOU 'LOOK' WITH YOUR MEMORY (+/-95%)

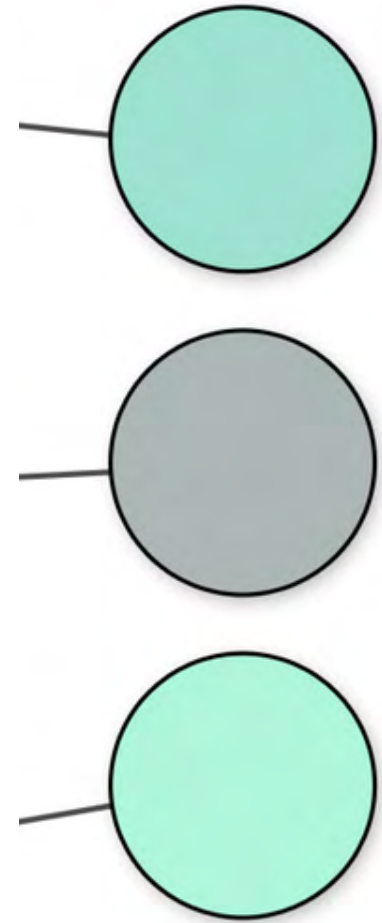


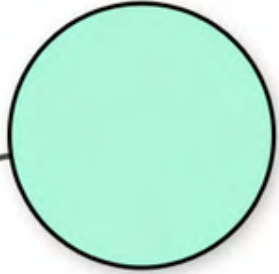
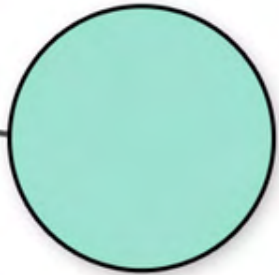
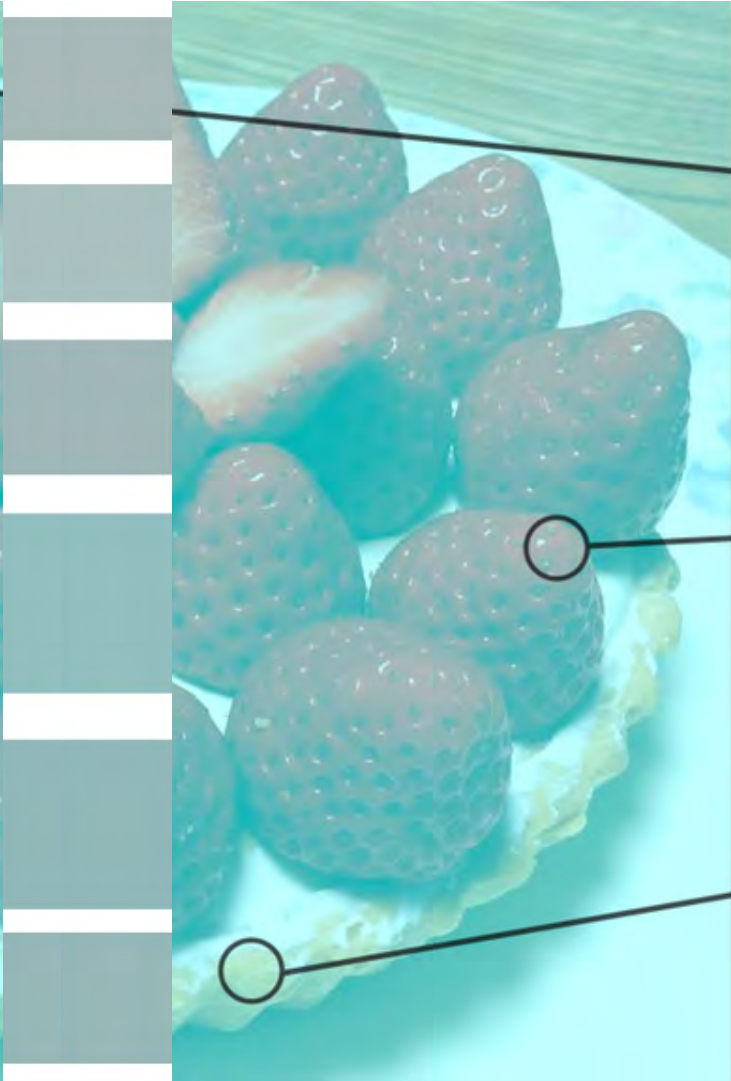
BRAIN IS CONSTANTLY UPDATING ITS INTERNAL MODEL

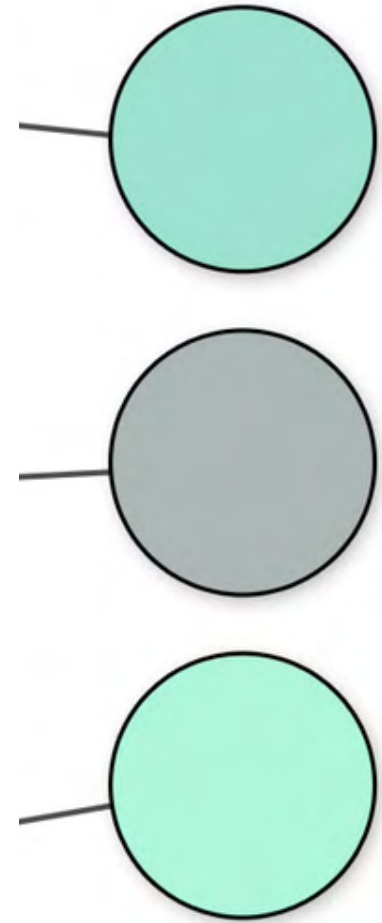
PERCEPTION
TEST

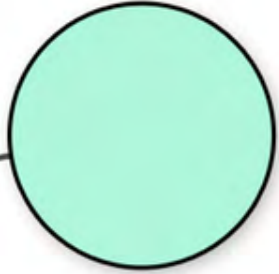
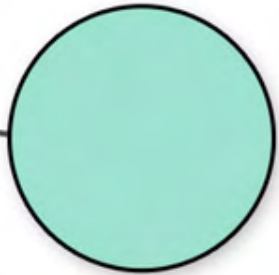
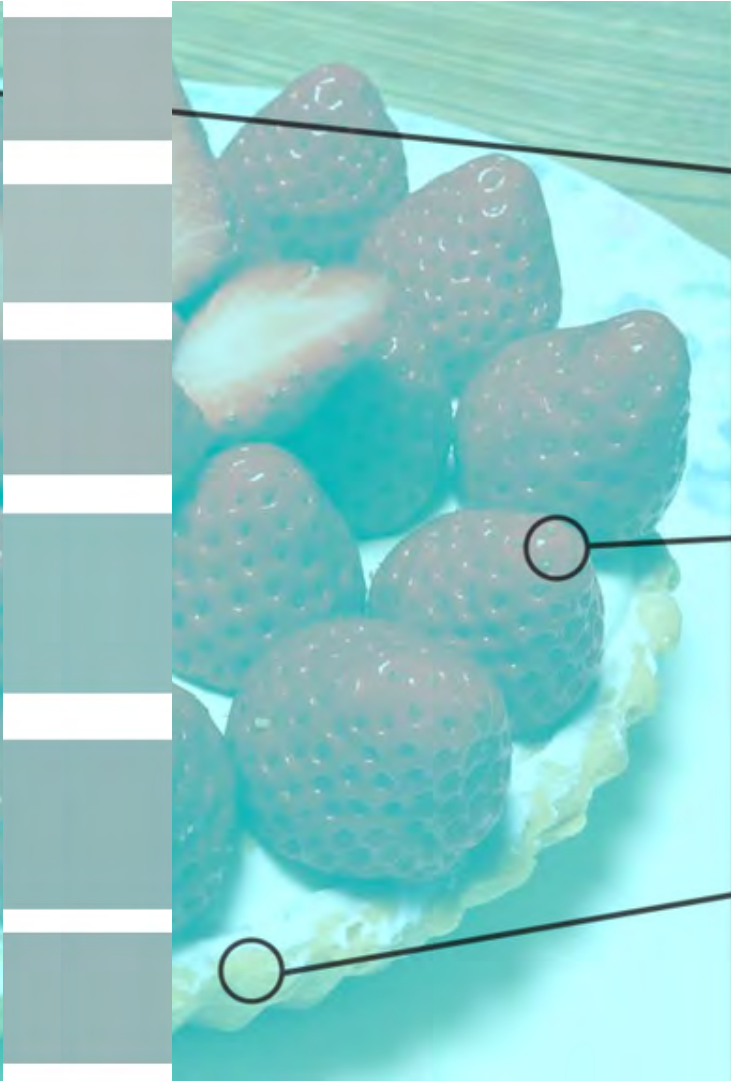






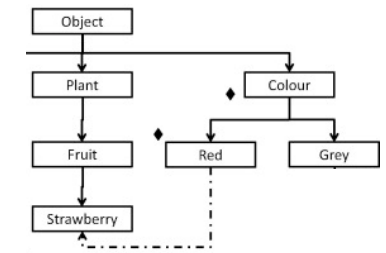




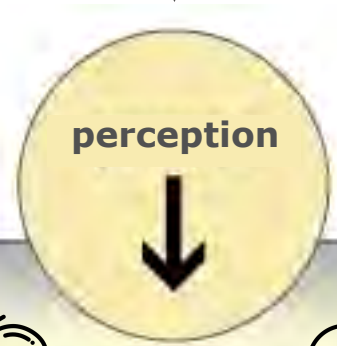


visual

verbal



information ← communication



explicit

processing information



implicit

learn

remember

memory



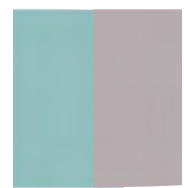
observation = blue-green-gray-like



however



interpretation = red, because strawberries are red



assumption stronger than reality



observation is subjective construction from memory



I see and think of **Green**

Mmm...

I see and think of **Red**

I trust on **Green**

NO!

I trust on **Red**



observation = blue-green-gray-like



however



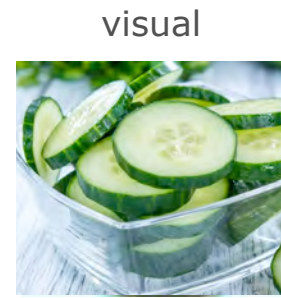
interpretation = red, because strawberries are red



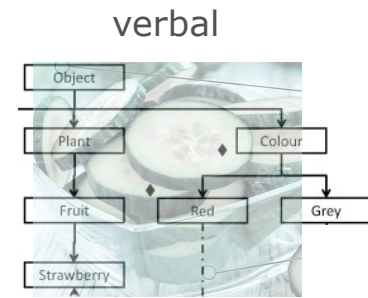
assumption stronger than reality



observation is subjective construction from memory

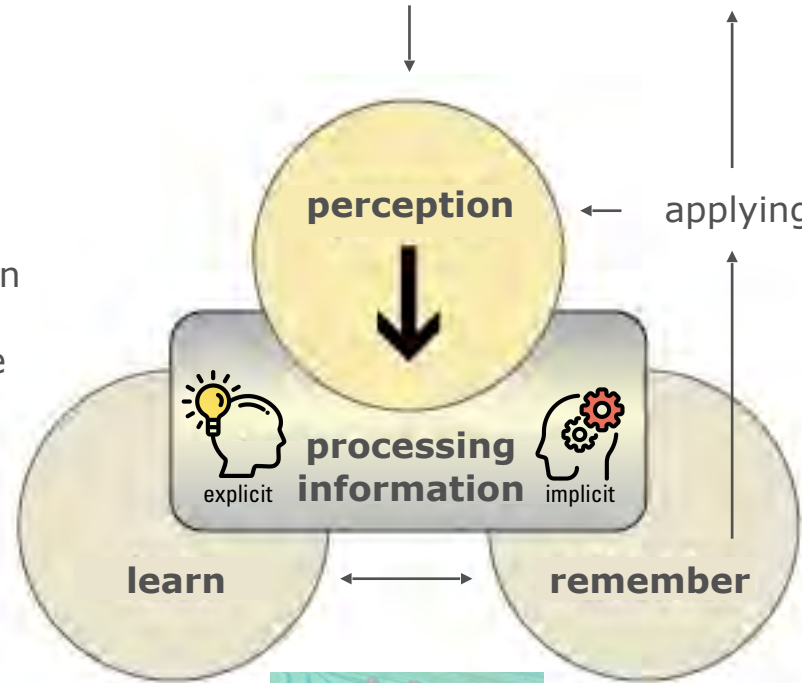


visual



verbal

information ← communication



memory

WORK HAPPINESS

PATHS OF
MEMORY

Visual association
cortex (motion,
location)



WORKING
MEMORY
Frontal
cortex



LONG-TERM
MEMORY
Hippocampus
and adjacent areas



HABITS
AND SKILLS
Cerebellum
Basal ganglia

WE PROCESS
INFORMATION
EMOTIONALLY

Visual
cortex

Visual
association
cortex
(form,
color)

EMOTIONAL
MEMORY
Amygdala

Visual
input



BALANCE IS ABOUT RIGHT MIX OF EMOTIONS

COMPLEX EMOTIONS ARE COMBINATIONS

TRUST

APPROACH
BEHAVIOR
REWARD

CALM



DOUBT



PLEASURE

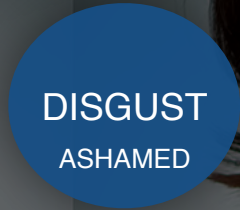
EXCITEMENT



SORROW

PAIN

REGRET



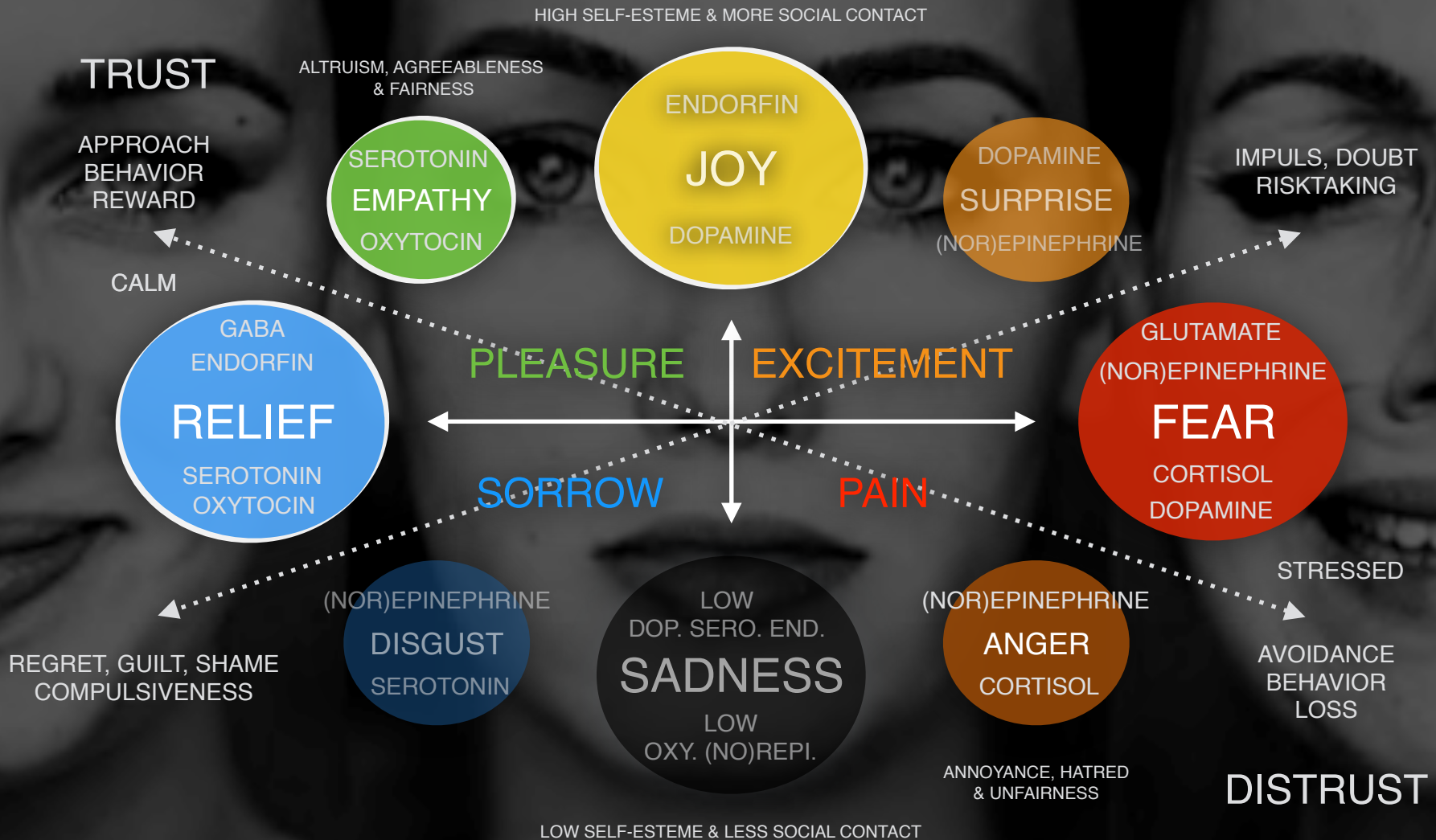
STRESSED

AVOIDANCE
BEHAVIOR
LOSS

DISTRUST

BALANCE IS ABOUT RIGHT MIX OF EMOTIONS

EMOTIONS TO HELP 'GAIN' ACTIVATION



WHAT MAKES YOU TRUST SOMEONE / SOMETHING?

VELOCITY

**THOUGHTS, FEELINGS
& BEHAVIOR**

FEELING



**'shared' neural
association networks
[fastest connection wins]**

**neurotransmitters
hormones
[positive feeling wins]**

**INFORMATION
ASSOCIATION**

**SOCIAL
PROOF**

CONNECTING INFORMATION WITH EMOTIONS

NEURAL COMMUNICATION

VELOCITY

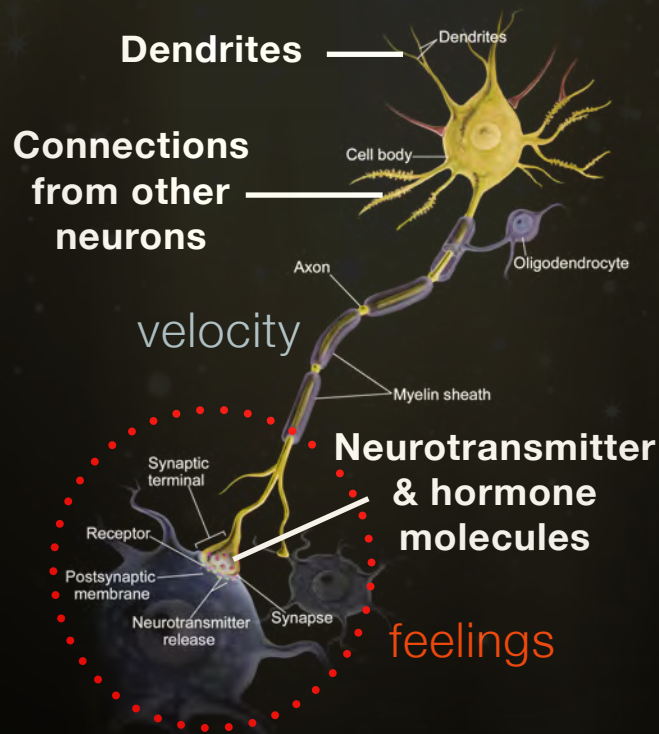
**THOUGHTS, FEELINGS
& BEHAVIOR**

FEELING

**Cognitive
(reasoned)
Trust**

**'shared' neural
association networks
[fastest connection wins]**

**INFORMATION
ASSOCIATION**



**Affective
(emotional)
Trust**

**neurotransmitters
hormones
[positive feeling wins]**

**SOCIAL
PROOF**

CONNECTING INFORMATION WITH EMOTIONS

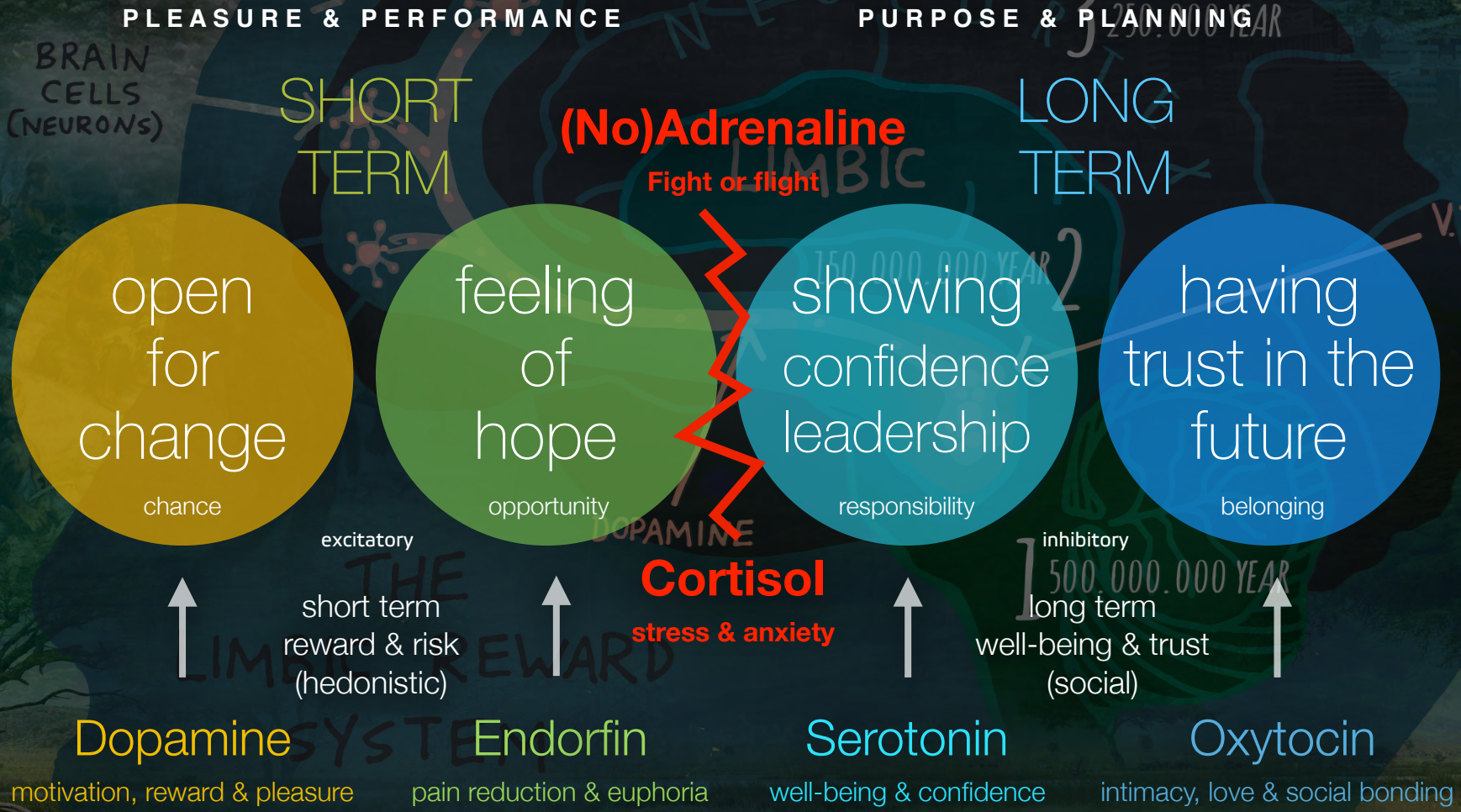


NEURONS COMMUNICATE THROUGH SYNAPTIC CLEFTS
BY NEUROTRANSMITTERS BETWEEN THE NEURONS

THE 4 NEUROTRANSMITTERS FOR REWARD, SAFETY & TRUST



THE 4 NEUROTRANSMITTERS FOR REWARD, SAFETY & TRUST

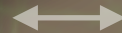


WORK HAPPINESS

THREE REINFORCING HUMAN FACTORS HAVE A GREAT IMPACT
ON TEAM SUCCESS AND ORGANIZATIONAL PERFORMANCE

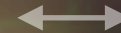
TRUST
RELATIONS

COOPERATE,
SHARE
VULNERABILITIES,
AND DEPEND ON
ONE ANOTHER
WITHOUT FEAR OF
EXPLOITATION



SUBJECTIVE
WELL-BEING

PERSONAL
ASSESSMENT &
PERCEPTION
OF OVERALL LIFE
SATISFACTION,
HAPPINESS &
FULFILMENT



PSY.
SAFETY

SPEAK UP,
ASK QUESTIONS,
ADMIT MISTAKES,
AND EXPRESS IDEAS
WITHOUT FEAR
OR NEGATIVE
CONSEQUENCES

HOW WE LEARN, THINK, FEEL, AND (RE)ACT
TO FEEL WELL AND TRUST OUR WORK ENVIRONMENT

PATHS OF
MEMORY

WORK HAPPINESS

Visual association
cortex (motion,
location)

TEAM TRUST & LEADERSHIP

STARTS WITH INDIVIDUAL CONFIDENCE

individual (self) trust

IN SOCIAL COOPERATIVE BEHAVIOUR,

cooperative (social/group) trust

AND THE WILLINGNESS TO TAKE RISK
IN A SAFE AND FAIR ENVIRONMENT

organizational (community) trust

EMOTIONAL
MEMORY
Amygdala

Visual
input

EYE POKING GAME



SELF CONFIDENCE



SOCIAL TRUST

Aardige aap is veel relaxter

Van onze verslaggeefster
Maxime Sarr

GROUP PROSOCIAL BEHAVIOR
LEADS TO PSYCHOSOCIAL
SAFETY & INCLUSIVITY

AARDIGE AAPEN. Dat concluderen Amerikaanse biologen die zeven jaar lang 45 vrouwelijke bavianen in Botswana bestudeerden.

'Aardige' vrouwtjes vertonen niet alleen minder stress dan hun onvriendelijke soortgenoten, zo blijkt onder meer uit metingen van hun stresshormoon, ze hebben ook meer vloopartners en maken soms net zoveel kans op nageslacht als een vrouwtje dat hoger in rang is. Dat laatste is opmerkelijk, want vrouwtjes met een hoge rang hebben in paringstijd de eerste keus. De resultaten van het onderzoek verschenen gisteren in *PNAS*.
'Je zou denken dat de natuur individuen hoog op de hiërarchische ladder

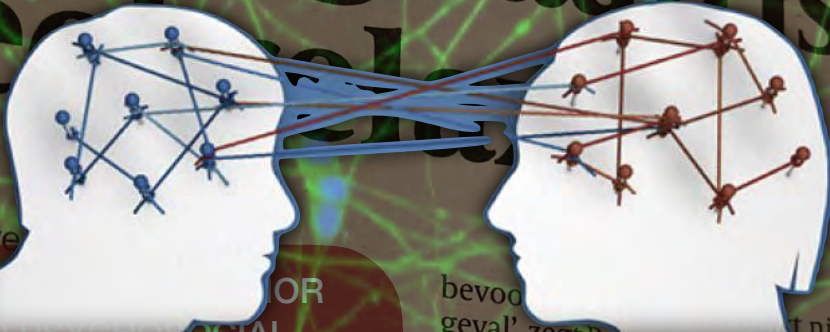
bevoordeelt, maar dat blijkt niet het geval', zegt Robert Seyfarth van de universiteit van Pennsylvania, een van de onderzoekers. 'Een baviaan met een aardige persoonlijkheid heeft een groter aantal vloopartners van haar generatie. Om te weten hoe aardig zij zijn en welke niet, keken de onderzoekers naar de frequentie waarmee de beesten naar elkaar brommen, een belangrijk communicatiemiddel bij bavianen. Op basis daarvan werden de apen in drie groepen verdeeld: de aardige baviaan, de gereserveerde baviaan en de loner. Een aardige baviaan gromt en knort veel naar andere vrouwtjes om contact te maken, ook als die van een lagere rang zijn. Overigens waren de persoonlijke behoeften van de bavianen net als bij de mens, niet altijd consistent. Zo hadden de aardige bavianen ook wel eens een slechte dag.

PROSOCIAL CONTACT
LEADS TO SHARED
SUBJECTIVE WELLBEING

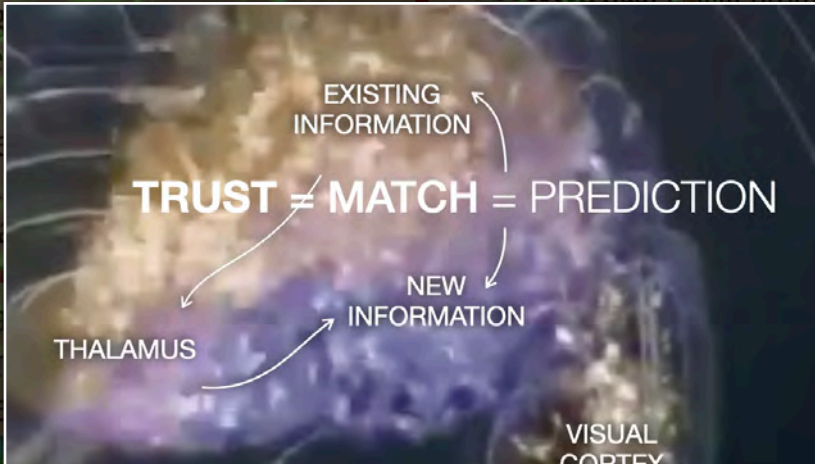


Aardige aap: meer nageslacht, meer aandacht.

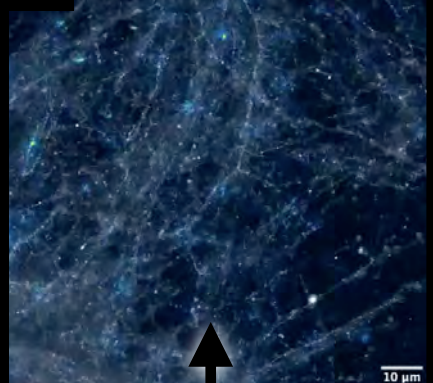
WE MIRROR OURSELVES TO OTHERS



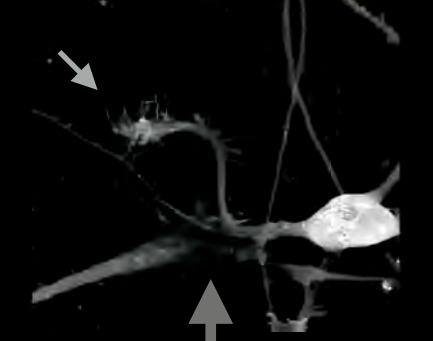
THE HIGHER THE **PREDICTABILITY**,
THE GREATER THE **SIMILARITIES**
IN BOTH BRAIN ACTIVITY.



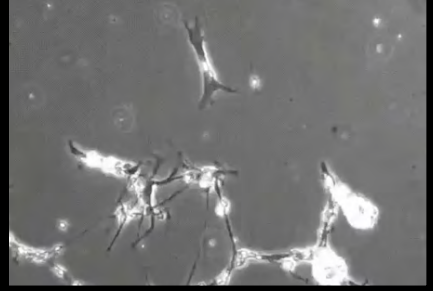
3 SHARED NETWORKS



2 NEW CONNECTIONS



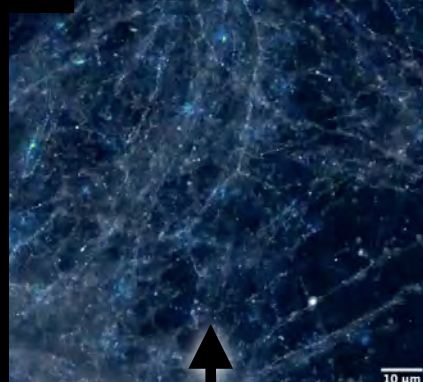
1 NEUROPLASTICITY



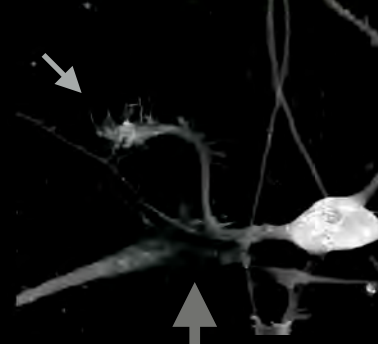
WE MIRROR OURSELVES TO OTHERS



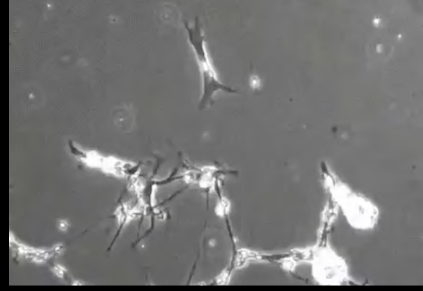
3 SHARED NETWORKS



2 NEW CONNECTIONS



1 NEUROPLASTICITY



Van onze
Maxim
GROUP F
LEADS
SAFE
THE
jaar lang
in lousv

'Aardige'
leen mind
lijke soor
meer uit n
moon, ze h
ners en ma
nageslacht
in rang is.
Want vroe
hebben in
De resultat
schenen gis
'Je zou de
duen hoog op de hiërarchische ladder

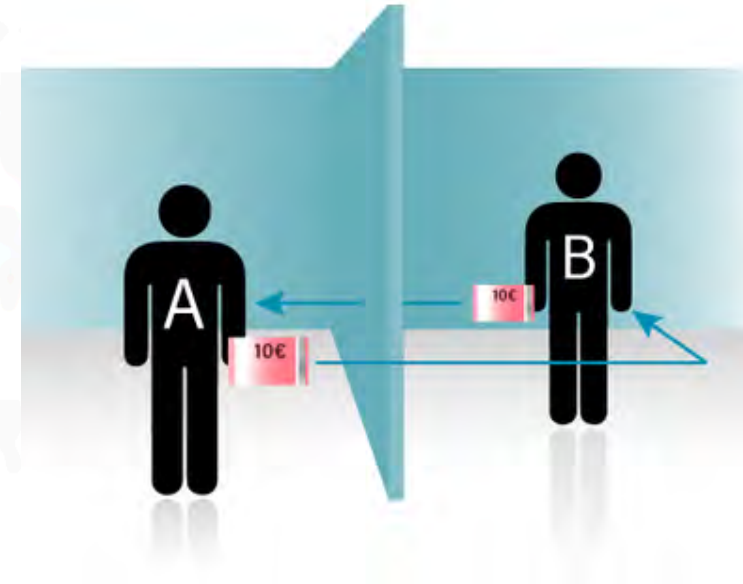
TY,
ES

Aardige aap

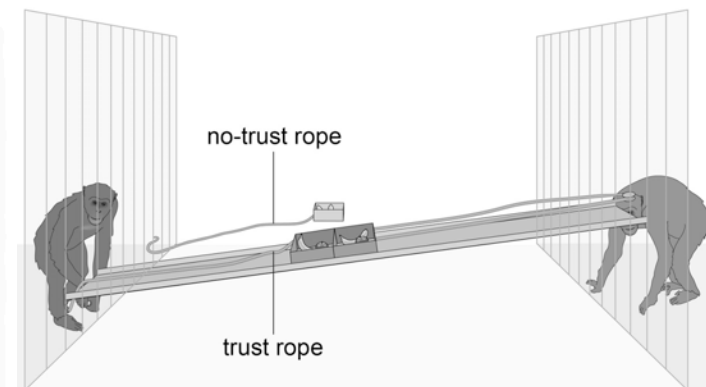
SHARE Like humans, chimpanzees trust their friends

By Virginia Morell | Jan. 14, 2016, 12:00 PM

Trust, philosophers say, lies at the heart of human friendships. Now, scientists report that it's also central to friendships between chimpanzees. To find out whether chimps trust their friends more than they do nonfriends, the researchers studied a group of 15 male and female chimpanzees at a sanctuary in Kenya for 5 months. They determined which chimps were friends by observing how often pairs spent time close together grooming, touching, and eating. They then tested pairs of friends and nonfriends for trust. Two chimpanzees entered separate but facing rooms. Between the two rooms, the scientists arranged a small vehicle with two compartments, each containing three pieces of bananas and three pieces of apples (a high-reward mix that chimpanzees prefer), on a track. The chimpanzee being tested had a choice of pulling one of two ropes. If she pulled the no-trust rope, she would immediately get two pieces of banana (a low-reward). But if she pulled the trust rope, the vehicle would move along the track to her partner. That chimpanzee could then eat the fruits from one of the compartments, but not the other. And if that chimp proved trustworthy, she could pull her rope, and send the vehicle back to her friend, who could then access the fruits in the second compartment. Each subject participated in 12 trials with her friend and nonfriend. **The chimpanzees were much more likely to trust their friends than their nonfriends**, the team reports today in *Current Biology*, choosing the riskier but potentially higher-reward option—and demonstrating that trust between friends isn't unique to humans, but has an evolutionary past.



TRUST GAME



TRUST GAME

Participants A and B
are each given ten dollars.

A

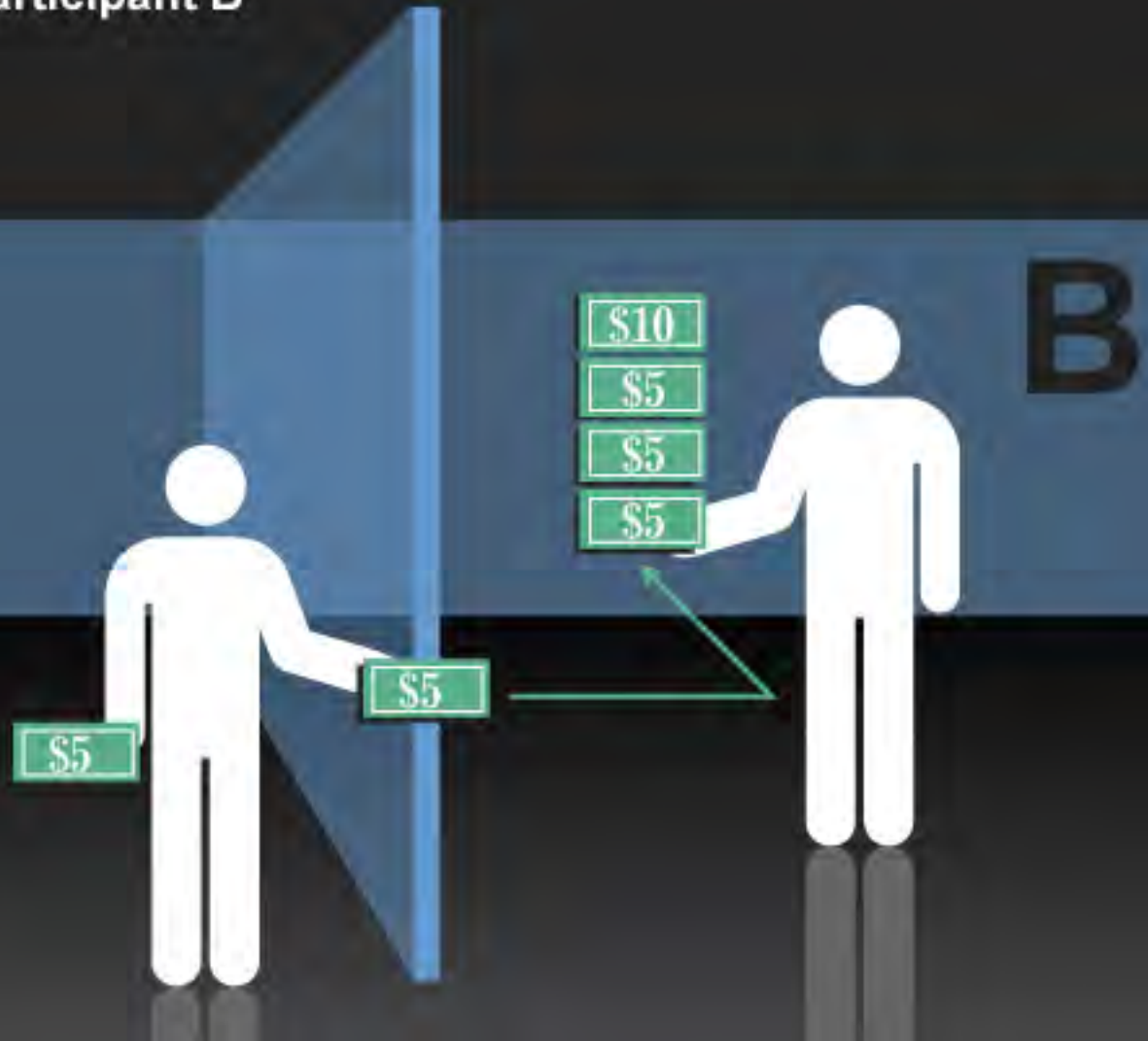


B



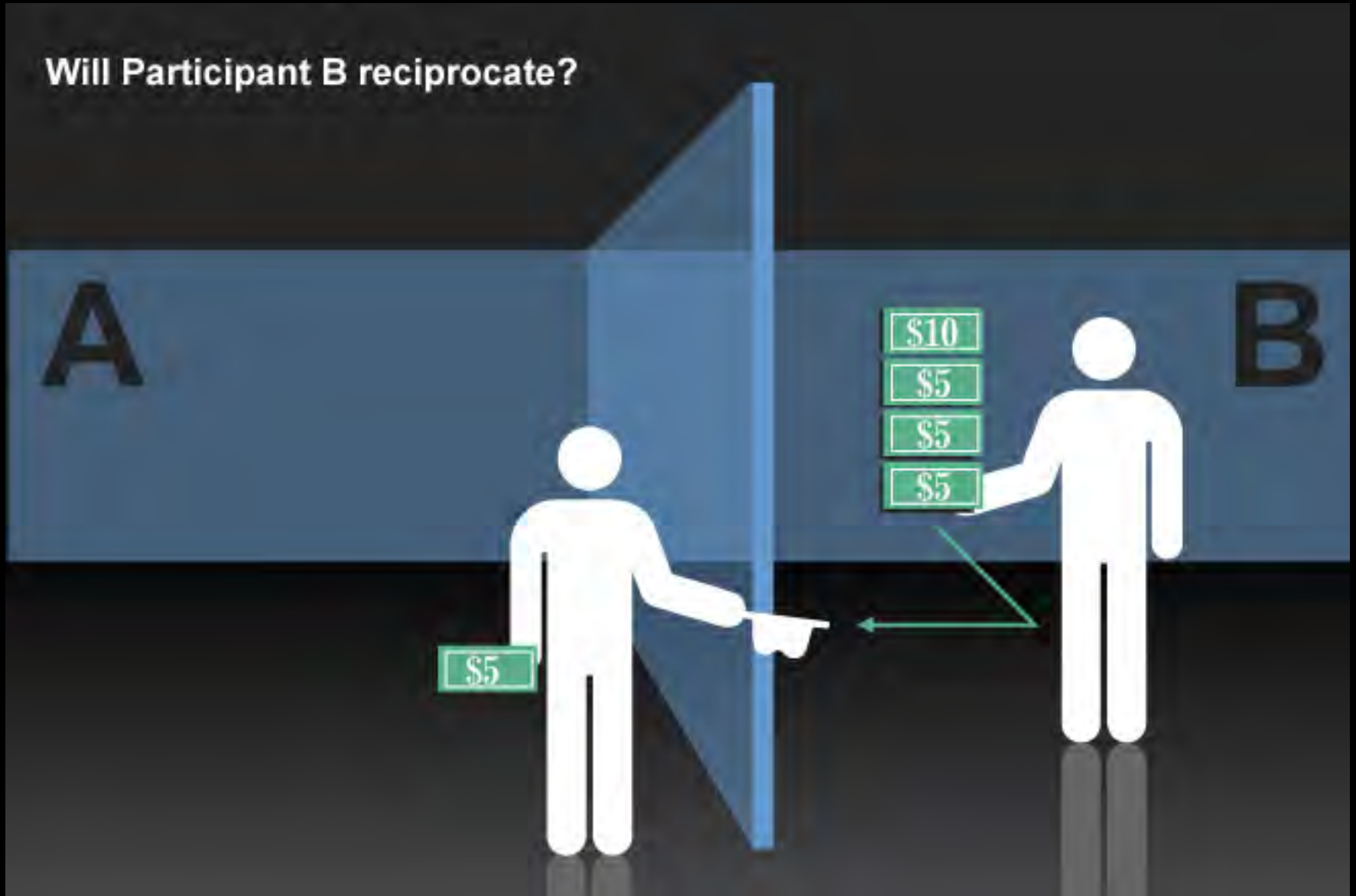
TRUST GAME

All contributions to Participant B
triple in value.



TRUST GAME

Will Participant B reciprocate?



TRUST GAME

95% of the time, Participant B sends back money.

A



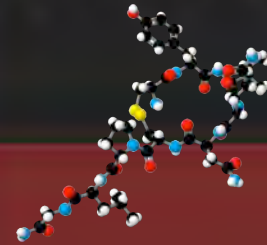
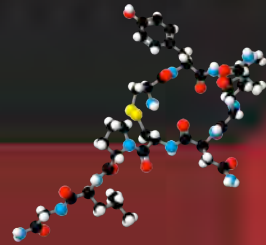
B



TRUST GAME

The more money Participant A gives,
the higher Participant B's oxytocin level...

.... and the more money
Participant B gives back.



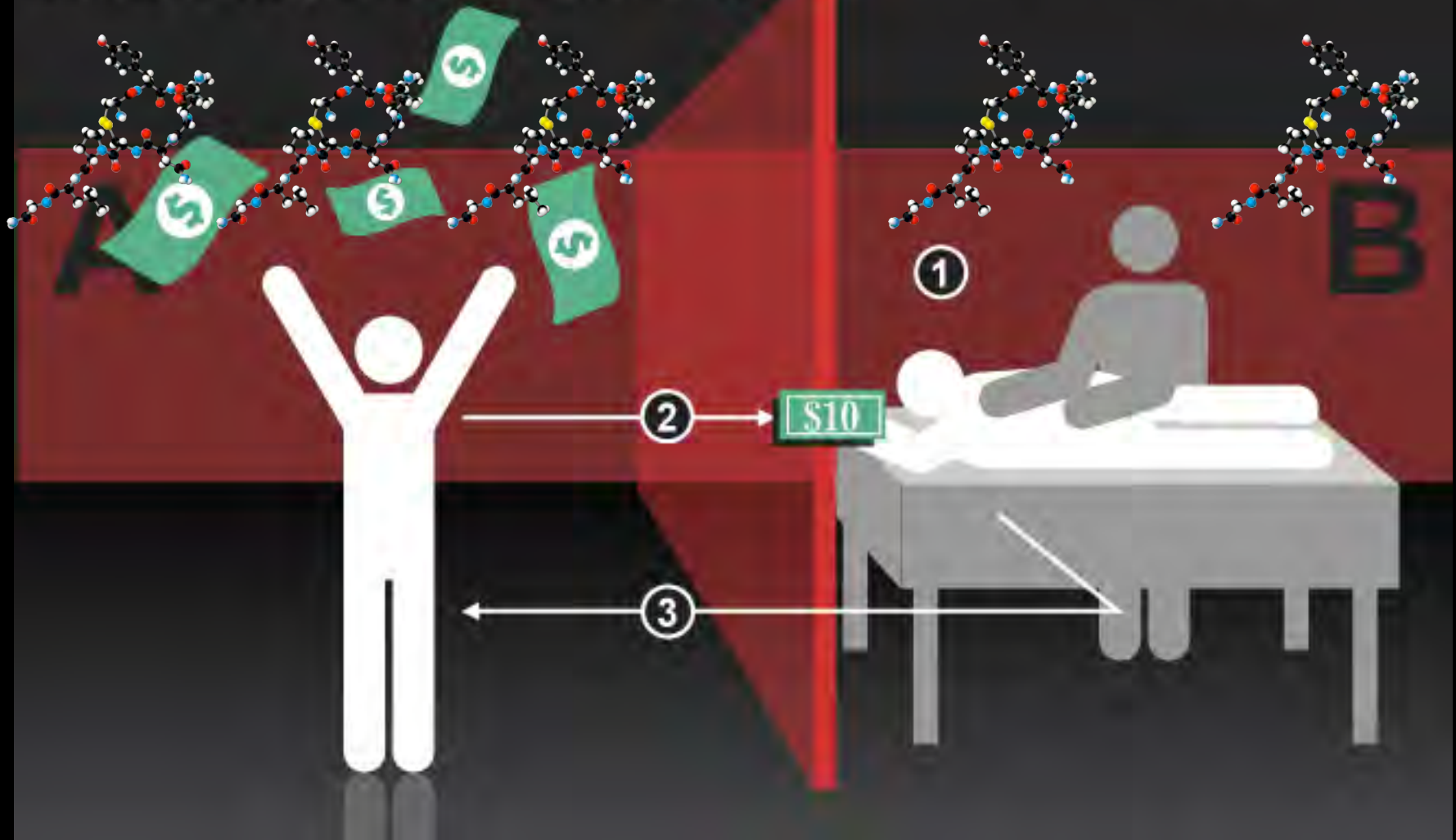
A

B



TRUST GAME

After having a massage, then receiving money from Participant A, Participant B gave 243% more money back.



WORK HAPPINESS

THREE REINFORCING HUMAN FACTORS HAVE A GREAT IMPACT
ON TEAM SUCCESS AND ORGANIZATIONAL PERFORMANCE

**TRUST
RELATIONS**

COOPERATION
IS ABOUT TRUST
RELATIONSHIPS
AND TREATING
EACH OTHER
FAIRLY



**SUBJECTIVE
WELL-BEING**

PERCEPTION
IS BASED ON
RECONSTRUCTING
& EXPERIENCING
SUBJECTIVE
REALITY



**PSY.
SAFETY**

FEAR
IS #1 REASON
FOR FAILING
ORG. SUCCESS,
BAD LEADERSHIP,
& STRESS

HOW WE LEARN, THINK, FEEL, AND (RE)ACT
TO FEEL WELL AND TRUST OUR WORK ENVIRONMENT

FAIRNESS - CAPUCHINS REJECT UNEQUAL PAY



CUCUMBER

GRAPE

FAIRNESS - CAPUCHINS REJECT UNEQUAL PAY



Frans de Waal (2011), TED Talk 'Moral behavior in animals'



THANK YOU

CONNECT

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info@erikschoppen.com



SMM5.NL

ERIKSCHOPPEN.COM

BOEK DE MEEST GEVRAAGDE SPREKER OP HET GEBIED VAN VERTROUWEN BINNEN EN BUITEN HET BREIN

*'Erik is een super spreker.
Hij weet de zaal te boeien en
wisselt af met humor en feiten.
Ons event was mede een succes
door zijn inbreng. Het publiek
wilde alleen maar meer.'*

Agile Scrum Group - Slimmer Samen Werken

[LEES HIER MEER OVER VERTROUWEN](#)

[BOEK NU ERIK SCHOPPEN VOOR EEN LEZING](#)

DRAW YOUR OWN BRAIN

TEAM WORKSHOP

Creating shared trust and well-being in teams by simple sketching*

*So you don't have to be a Picasso ;-)

Evolution of decision-making
Developing growth-mindset
Visualisation of Time Traveling

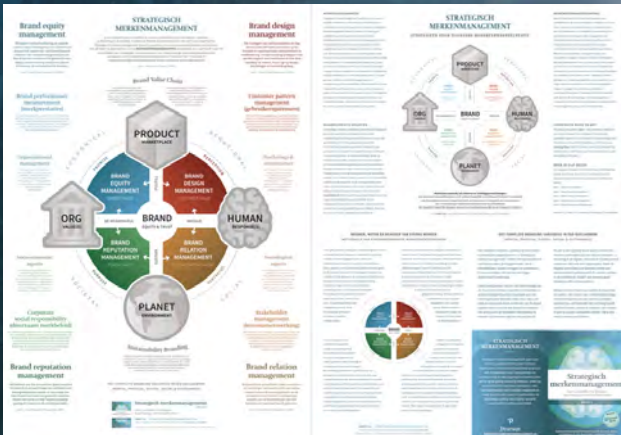


[LEES HIER MEER OVER DE WORKSHOPS](#)

MEER ONTDEKKEN?

STRATEGISCH MERKENMANAGEMENT (SMM5) IS AL MEER DAN EEN DECENNIUM HET BEST GEKOCHTE EN MEEST VERTROUWDE UP-TO-DATE STANDAARDWERK OP HET GEBIED VAN TOEKOMSTGERICHT EN DUURZAAM MERKBEHEER.

DE VIJFDE EDITIE (2022) IS VOLLEDIG GERICHT OP DUURZAME MERKBOW, OP ZOWEL ECONOMISCH ALS SOCIAAL EN ECOLOGISCH VLAK.



[DOWNLOAD HIER DE POSTER IN PDF](#)

LIEVER EEN PAPIEREN POSTER ONTVANGEN? STUUR DAN EEN MAIL NAAR POSTER@STRATEGISCHMERKENMANAGEMENT.NL MET JE NAAM EN ADRESGEGEVENS. JE ONTVANGT DE POSTER DAN ZO SNEL MOGELIJK.

[LEES HIER MEER OVER HET BOEK](#)

★★★★★
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[BESTEL HIER STRATEGISCH MERKENMANAGEMENT 5](#)