

The Secret  
Equation that  
rewires reality and  
optimizes behavior

Presented by: Paul G. Hylenski Jr.



# Paul G. Hylenski Jr.

- Veteran of the U.S. Marine Corps
- Current Aerospace Business Leader
- FAA Certified Pilot
- SSBB/MBA
- Authored 4 Leadership Books
- Founded an AI Online Learning Platform
- Completed Two TEDx Talks





# Understanding Kurt Lewin's Behavior Equations

## Equations

1

### **Kurt Lewin's Contribution**

Kurt Lewin's studies are foundational in understanding human behavior

2

### **Behavior Equation**

The Equation for behavior is  $B=f(P,E)$

3

### **Change Theory**

Lewin's change theory emphasizes the process of human behavioral change.

# The Physical Equation: Enhancing Performance through Physical Optimization

1 Environment Design

2 Environment Color

3 Environment Lighting

4 Environment Lighting

# Decoding the Mental Environment

## Psychological Safety

1 Inclusive Safety

2 Learning Safety

3 Contribution Safety

4 Challenge Safety

# The Mental Equation: Unlocking the Power of the Mind

## Breaking down the barriers

Understanding between the receiver and deliverer of the message.

It involves memory, learning, decision-making, and problem-solving.

## Mental Resilience

Developing mental toughness contributes to optimizing human performance.

Resilience enables individuals to overcome challenges and setbacks.

## Mindset Optimization

Adopting growth mindsets and positive thinking rewires mental patterns.

It fosters adaptability, creativity, and innovation.



# Applying the Secret Equation in Real Life



## Implementation

Applying the framework effectively in daily routines and decision-making.



## Achievement

Realizing personal and professional goals with optimized performance.



## Impact

Positively influencing others through behavioral and performance changes.

# Success Stories of Using the Secret Equation

## Equation

Professional Growth

Personal Development

Positive Impact





# Challenges and Limitations of the Secret Equation

1

## Resistance from Laggards

Populations follow the law of diffusion. 16% of the group is laggards. The last to adopt a change.

2

## Complexity

Challenges related to understanding and applying the equation effectively.

3

## False Expectations

Unrealistic expectations leading to disappointment when results fall short.

# Practical Strategies to Engineer the Environment

1

## Gamification of the Workplace

Turn work into a game through strategies such as punchcards and leaderboards.

2

## Impact Serotonin

Create personalized and meaningful awards and recognition events that impact Serotonin

3

## Goal Setting

Set microgoals for everything and track the results from the team.

# Harnessing the Power of the Secret Equation for Equation for Personal Growth and Success

10x

Personal Growth

Experiencing holistic personal development and fulfillment.

73%

Success Rate

High success rate in achieving set goals and desired outcomes.

2

Transformation

Easier to focus on just the two variables in the equation.



This program is pre-approved for  
**ONE HRCI Credit and  
ONE SHRM PDC.**



HR Certification Institute's® ([www.HRCI.org](http://www.HRCI.org)) official seal confirms that Terryberry meets the criteria for pre-approved recertification credit(s) for any of HRCI's eight credentials, including SPHR® and PHR®.

This program has been approved for 1 (HR (General)) recertification credit hour toward aPHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.

**655273**



Terryberry is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.

**24-XS445**