



#cincysummit25

WIRED FOR CHANGE: ENGAGE THE MIND FOR THE AI JOURNEY



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PMI SWOH PAST PRESIDENT



POWER SKILLS

HOUSEKEEPING



**Project
Management
Institute.**
Southwest Ohio



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**EACH SESSION
IS RECORDED**



**YOU WILL
RECEIVE A LINK
TO SLIDES AND
THE RECORDING**

The background of the slide features a stylized, glowing blue neuron. The neuron has a large, bright blue spherical cell body (soma) on the right side, with numerous branching dendrites and axons extending across the dark blue background. Some of the branches have small, bright white dots at their tips, suggesting synaptic connections or signal transmission. The overall aesthetic is high-tech and scientific, fitting the theme of neuroscience.

Wired for Change: Engage the Mind for AI Journey

Change Neuroscience Insights for Enablers

Dan Eslinger: PMP, Agile Evangelist, &
CSSBB

NLP Practitioner - Intraining

Why Change?

Rapid Rate of AI Innovation – Hype, Experimentation, Business Demand, Value

Executive Extreme Interest – What Should Our Organization Be Doing / Using / Efficiency / Competitive Advantage?

Fear – **Fear** – **Fear** – **Fear**

- ☐ Fear of Use
- ☐ Fear of Data and IP Loss
- ☐ Fear of Taking Over My Job
- ☐ Fear of Losing Out
- ☐ Fear of Not Keeping Up



**KEEP ME
SAFE**

Nervous System Primary Role

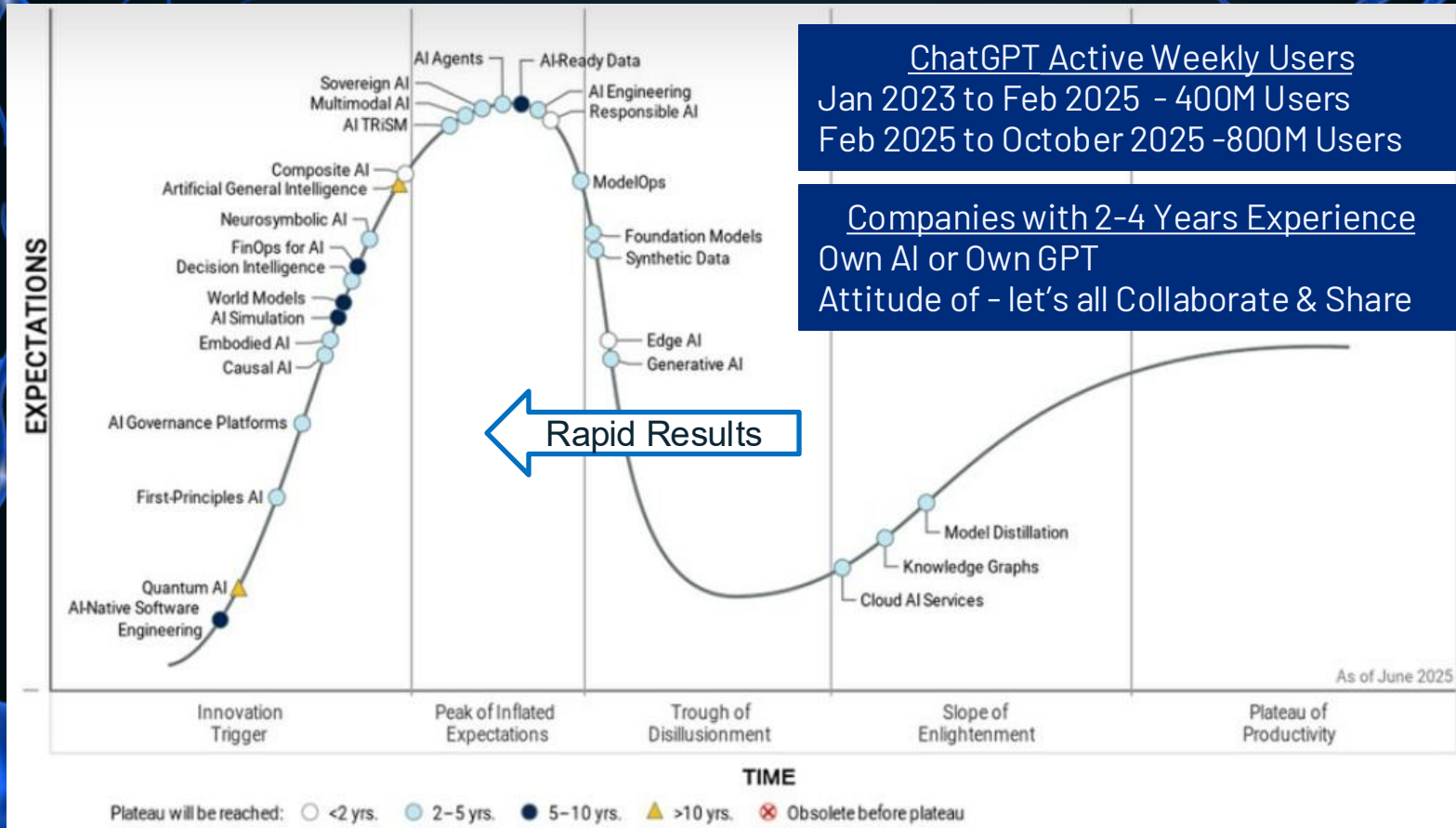
A stylized blue neuron with a large spherical cell body and branching dendrites is positioned in the bottom-left corner. The background is a dark blue gradient with faint, glowing blue lines resembling neural connections or roots extending from the top and sides.

"AI transformations is 70% People."
The companies that win will be the ones who
master the human side of change.

"Change is hard. People like doing things in
certain ways, and they don't want to change."

—Ernesto Pagano, Managing Director and Senior
Partner at Boston Consulting (BCG)

Hype Cycle - Gartner



ChatGPT Active Weekly Users
Jan 2023 to Feb 2025 - 400M Users
Feb 2025 to October 2025 - 800M Users

Companies with 2-4 Years Experience
Own AI or Own GPT
Attitude of - let's all Collaborate & Share

Rapid Results

Change Commitment Curve

High

Speed an individual moves up the curve may vary, the stages are inevitable

Working in the new ways

Internalization
people make the change on their own and think of ways to build on the change to make it even better

First hear about the change

Adoption
people start to **work in the new ways** that are needed for the change to be successful

AI Journey

Desire

people understand the personal impact and "what's in it for me" and are willing to make that change happen

Understanding

people understand the impact of the change to the organization and to their specific group

Awareness

people are aware of the change's basic scope and concepts

Contact

people have heard a change is in the works

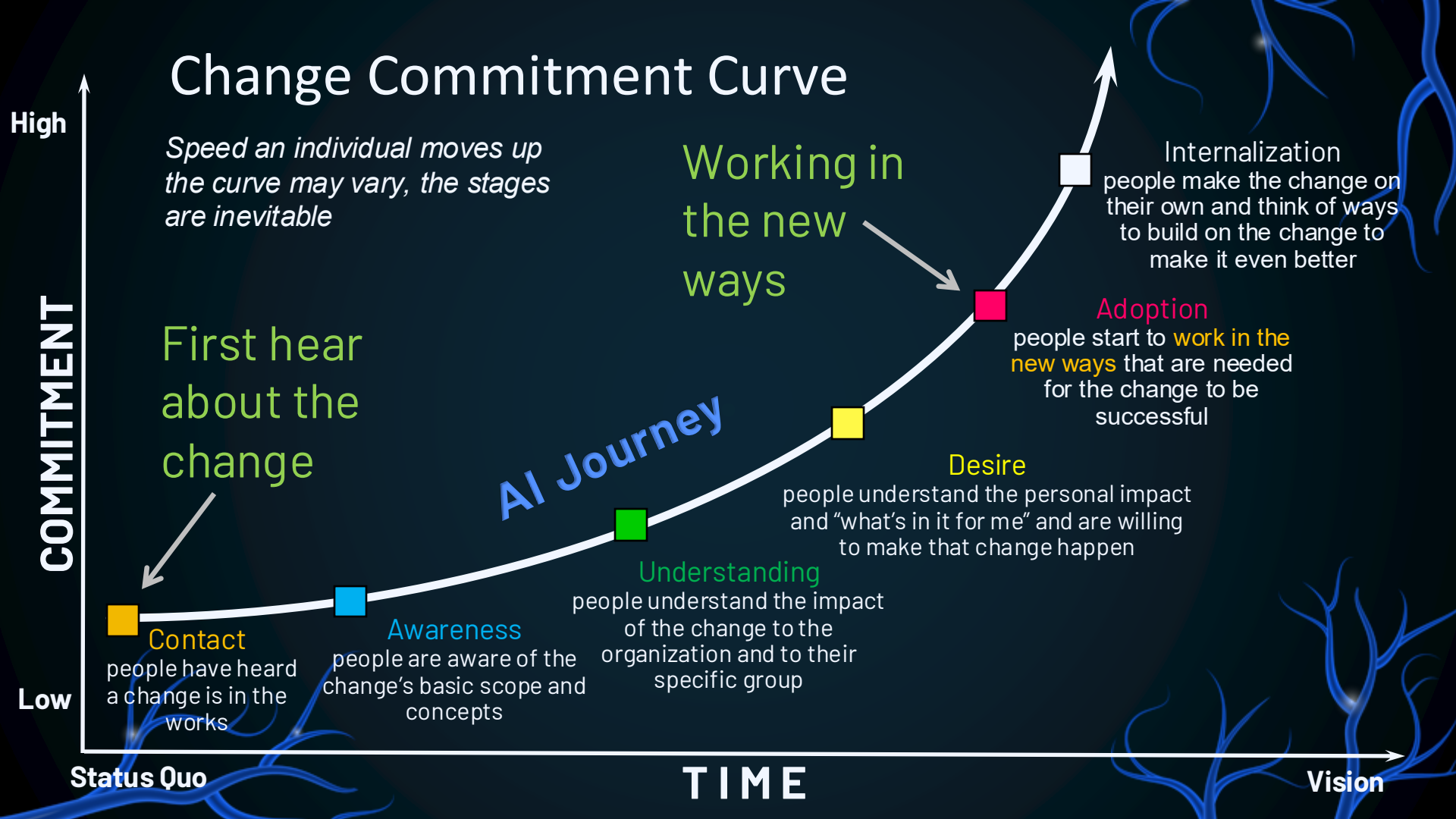
COMMITMENT

Low

Status Quo

TIME

Vision





Neuroscience – How the Human Mind works

Much research and understanding – ongoing

Neuro Linguistic Programming (NLP)
Why/How we do what we do

Freedom to Make Choices that Empower Us
and Others



The Mind



Conscious Mind

Logic & Reason

4% Capacity

134 Pieces of Info/Sec

My Internal Voice - Thought

Subconscious Mind

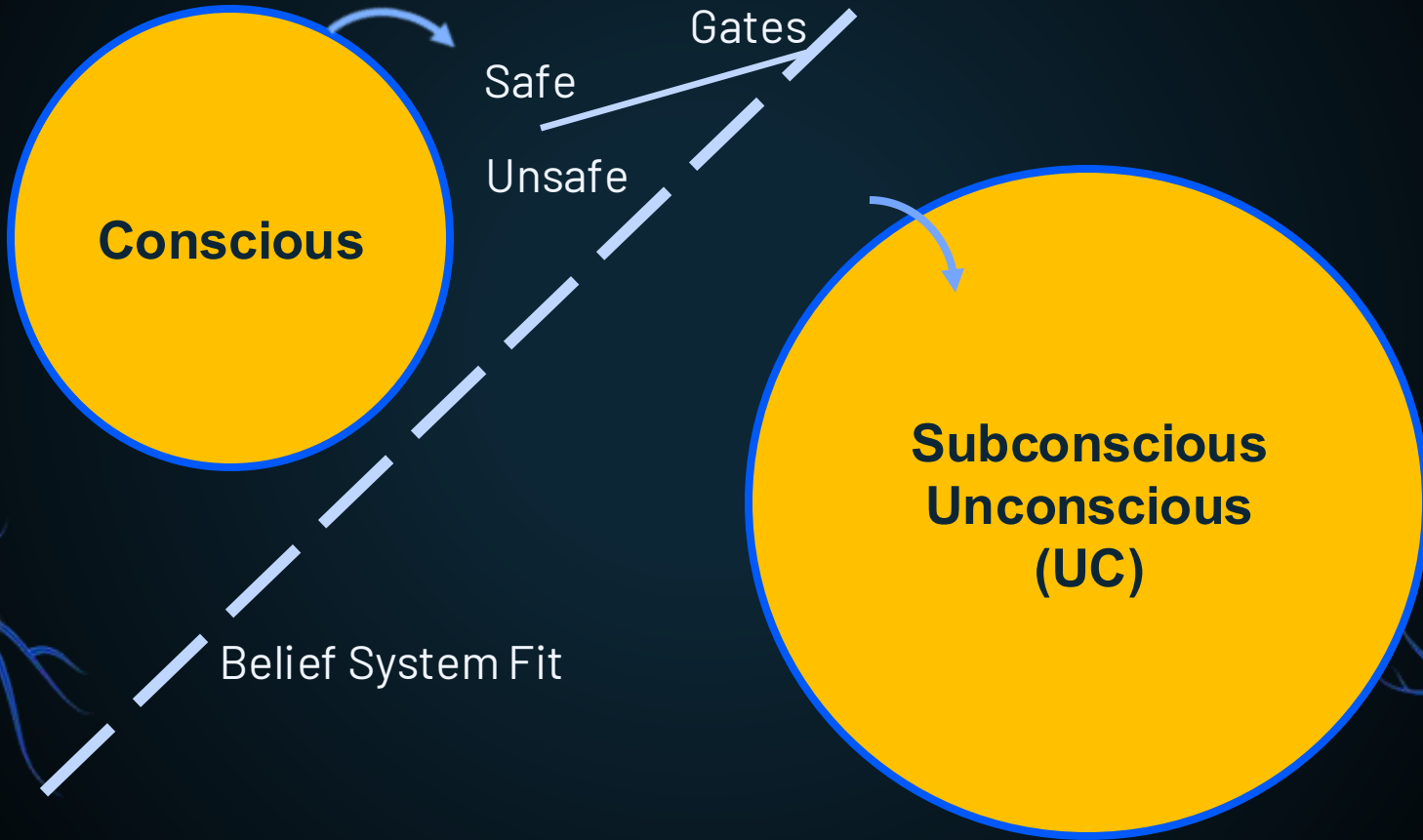
Functional

96% Capacity

140 Million Pieces of Info/Sec

Decision Making is
Emotion 1st then Logic to
support decisions

Gate Keeper – Filters – Critical Factor

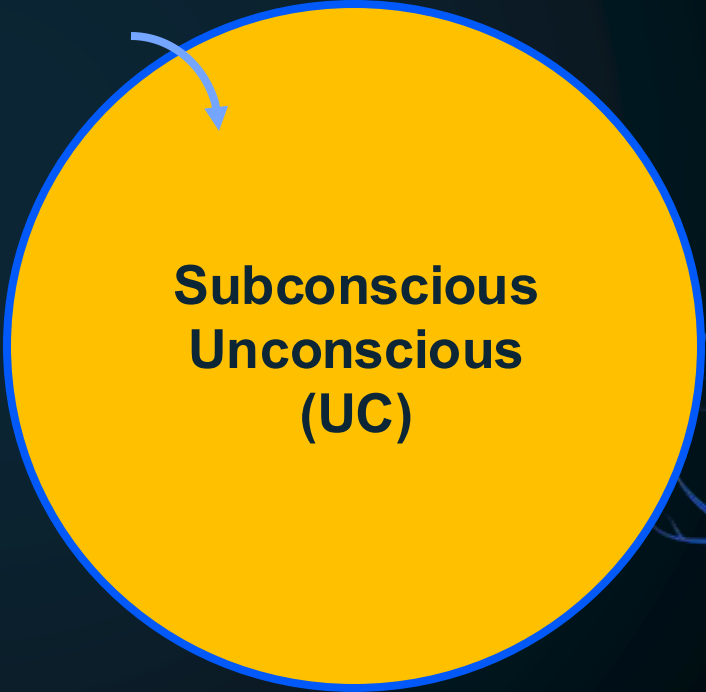


Attributes – Prime Directives

24+ Prime Directives

- Stores Memories & Organizes Memories
- Enjoys Serving, **needs clear Orders to follow**
- Maintains and Controls all Perceptions
- **Assumes what “it” receives is Reality**
- Will predict Future based on Past
- Is Symbolic – Pictures in Mind
- **Loves to Solve Problems** – Achieve Goals
- Programmed to continually seek More and More – **Always More to Discover**
- Needs **Repetition** to install habits

Caution on What you Tell yourself



**Subconscious
Unconscious
(UC)**

Mindset Power Skill



Affirmations only as effective as is Truthful and Fit
- Not lying to yourself - Mind Knows The Truth



Ask-formations

Show Me how good _____ is - This Opens the Gate



Ask Questions

Creates an Open Loop - Uses Mind's Energy

Ask for things we want - UC is looking for them

Life Quality depends on Quality of Questions we ask

AI & Growth Mindset

- ✓ Growth mindset is the belief that abilities and intelligence can be developed through dedication, hard work, and learning.
 - ✗ Fixed mindset is where the belief in their abilities and intelligence are static and cannot change
 - ✓ A growth mindset can significantly impact one's journey by viewing challenges as opportunities for learning and growth
 - ✓ Biggest AI Obstacle is thinking differently
- Use a Growth mindset*

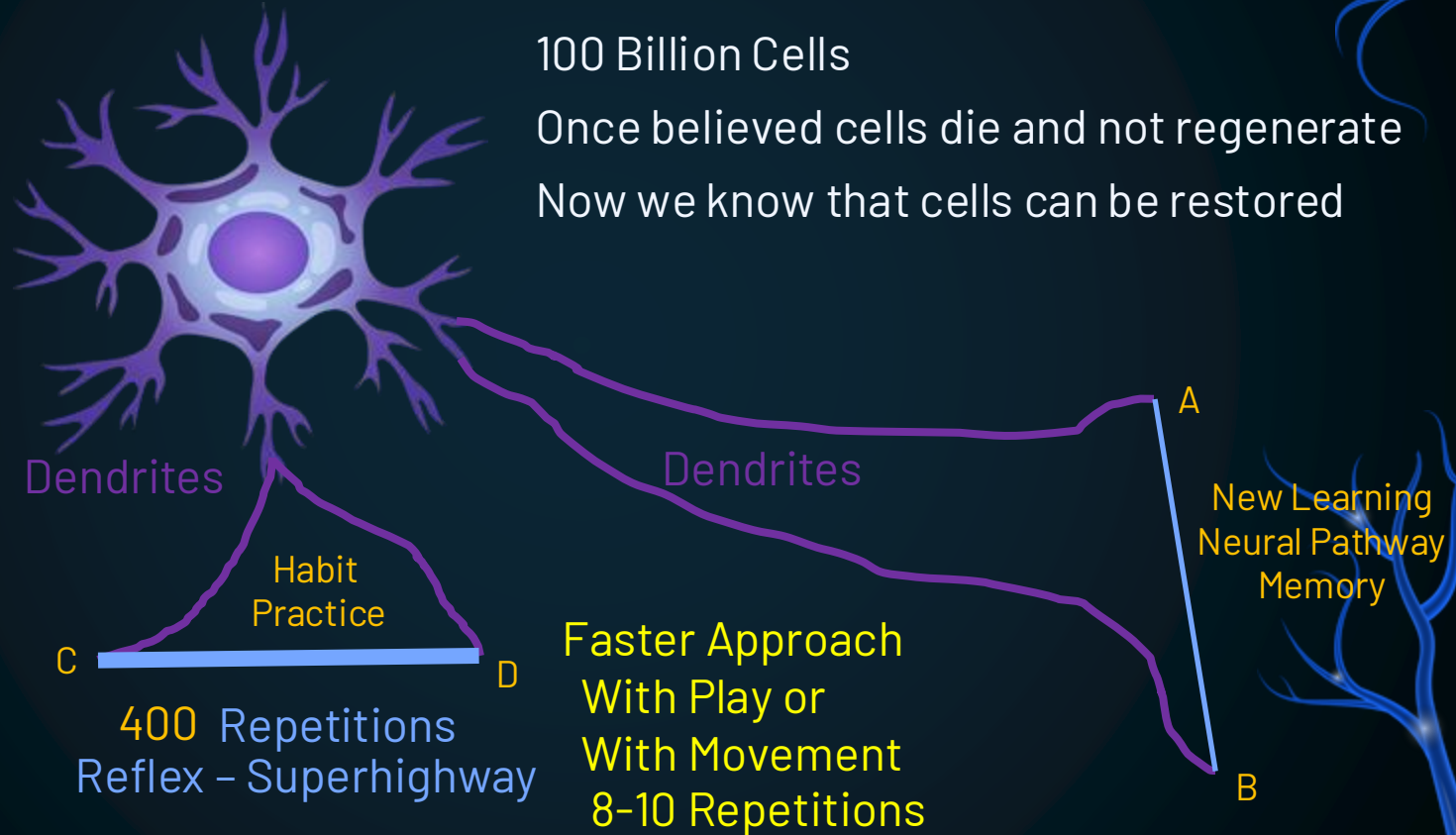
*Malcolm Hawker – Author: The Data Hero Play Book
& CDO Event Keynote Speaker

Neural Pathways – How Brain Cells Work

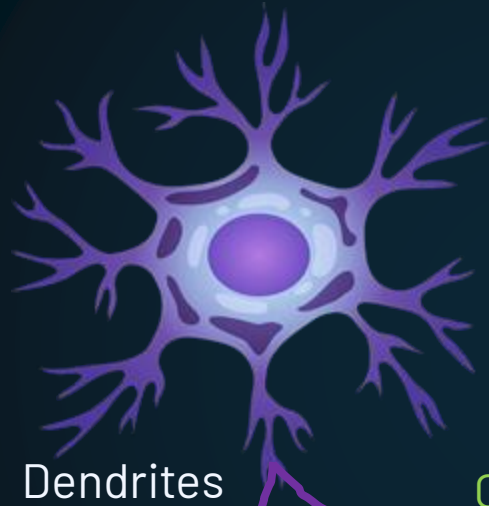
100 Billion Cells

Once believed cells die and not regenerate

Now we know that cells can be restored



Neural Pathways – Brain Capacity



Dendrites

100 Billion Cells

Each Brain Cell can have 10,000 Dendrites

If Every Brain Cell Grew Maximum Dendrites
If Every Dendrite could connect, did connect

Possible Connections 10^{11}

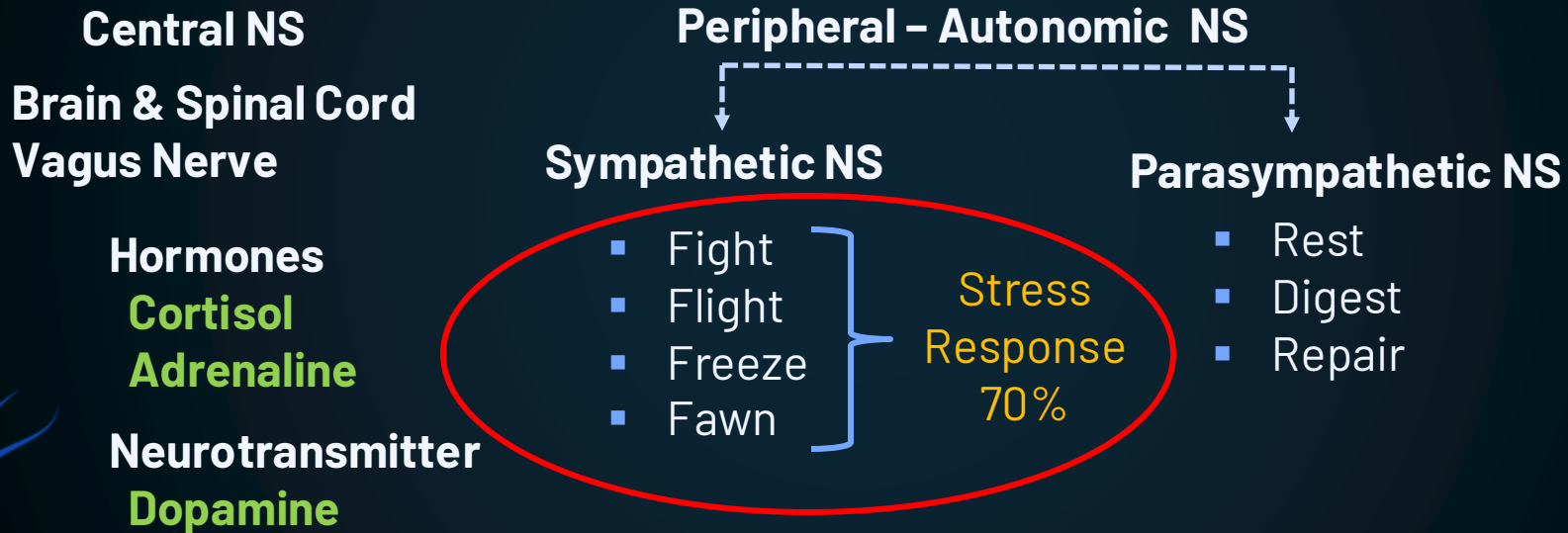
Can Learn Something New every
Second of every minute of every year
for 300,000,000 Years

C ————— D
400 Repetitions
Reflex – Superhighway

Grow Mind by Learning New Things

The Nervous System

More Than Brain Cells



Nervous System is to Keep You Safe and Alive
Wired to Survive not Thrive

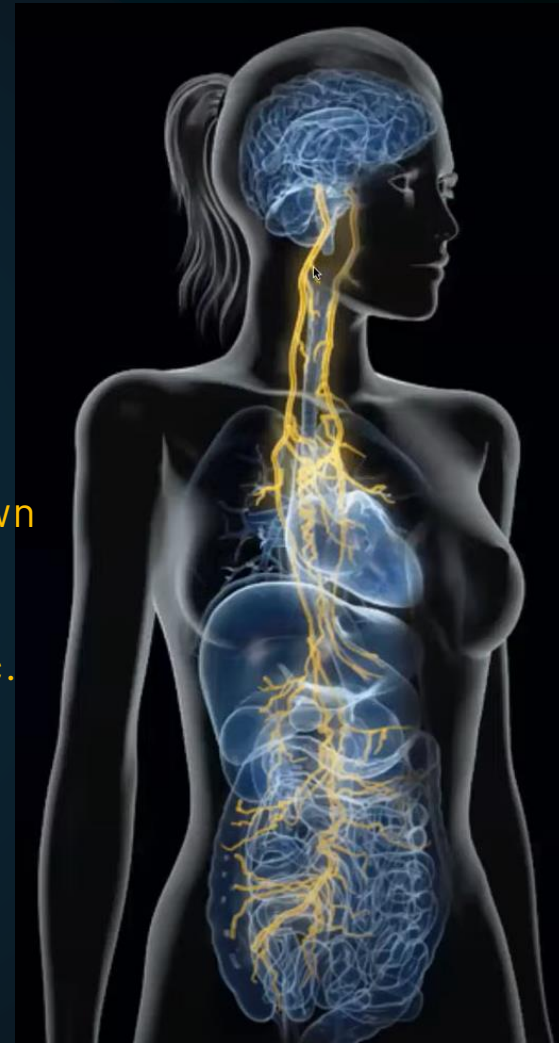
The Vagus Nerve

Starts in the Brain – Longest Cranial Nerve
80% of Communication is from Body to Brain
Innervates with all Major Organs including Digestive
There is “2nd Brain” in Gut – Thus the Gut Feeling

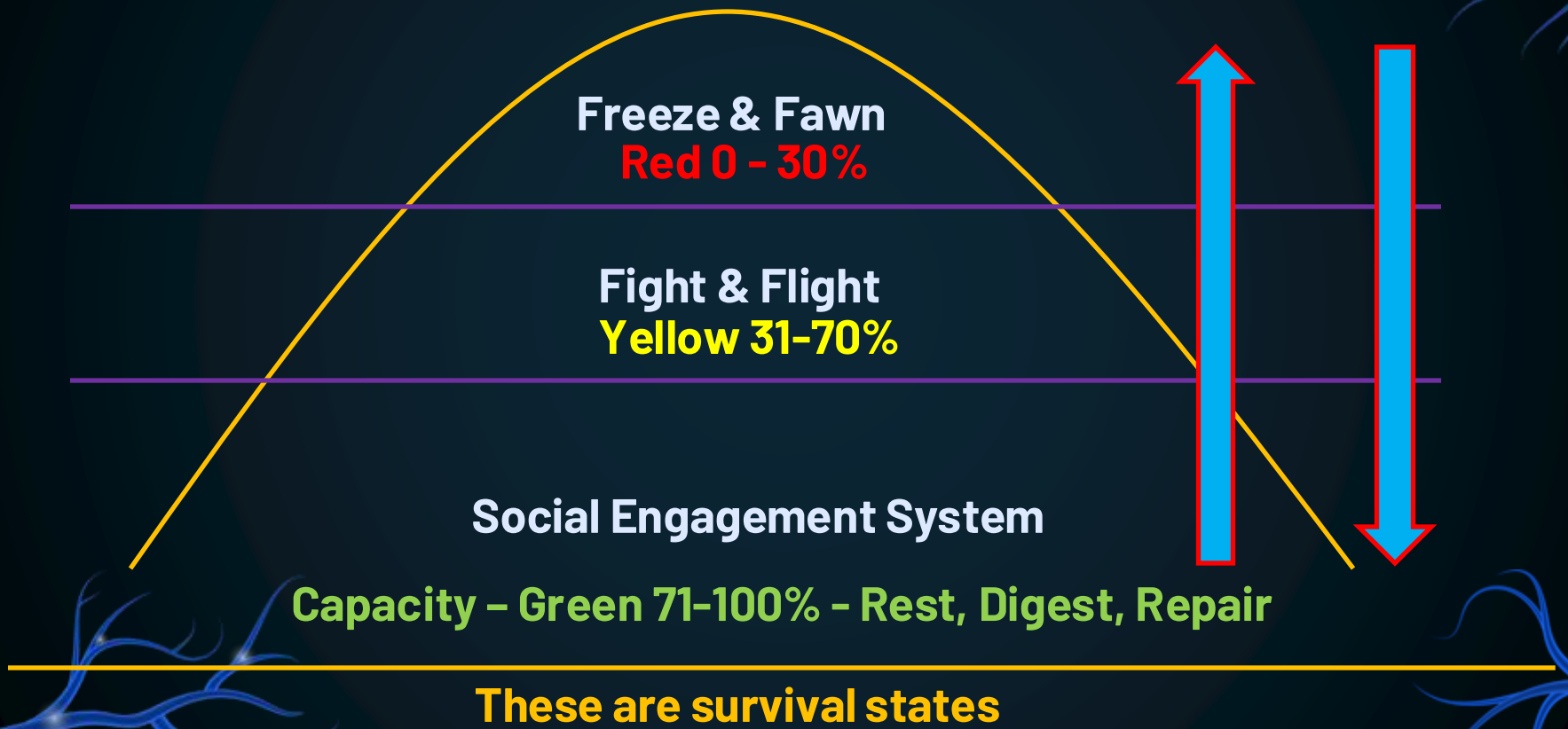
Vagus shifts on Threats to Fight, Flight, Freeze, & Fawn
Vagus shifts down to Rest, Digest, Repair

When in survival, body directs blood to arms, legs, etc.
and away from digestion.

Vagus responds to stressors and threats
both real and perceived



Stressors Levels & Capacity



Freeze & Fawn
Red 0 - 30%

Fight & Flight
Yellow 31-70%

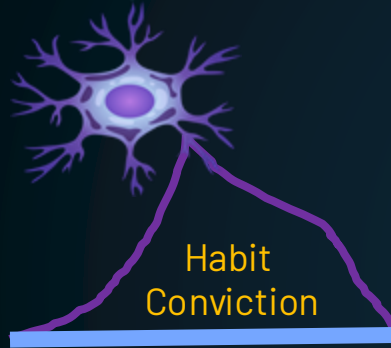
Social Engagement System

Capacity - Green 71-100% - Rest, Digest, Repair

These are survival states

Why you believe what you believe

Hear Something - See Something - Experience Something



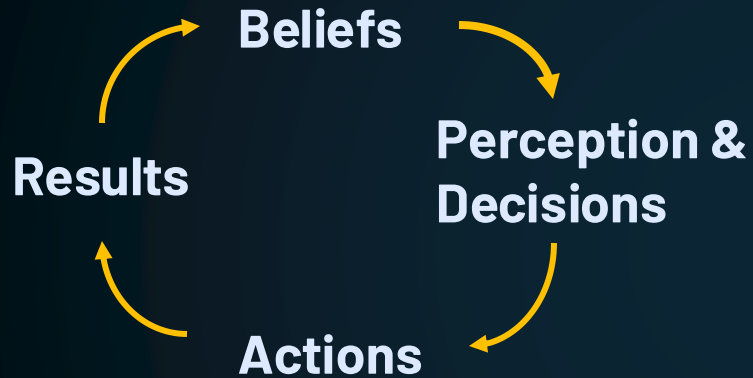
Feel an emotion

Create a preliminary belief

Look for evidence to validate belief

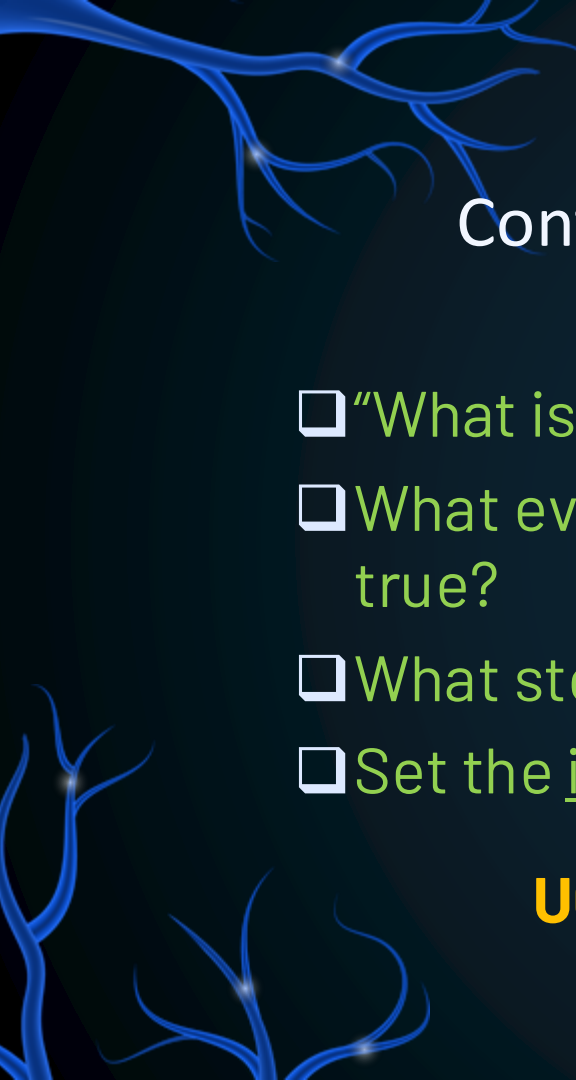
Belief becomes a conviction

Rewiring Beliefs



My Power Skills

1. Experiences
2. Community
3. Dopamine Effect



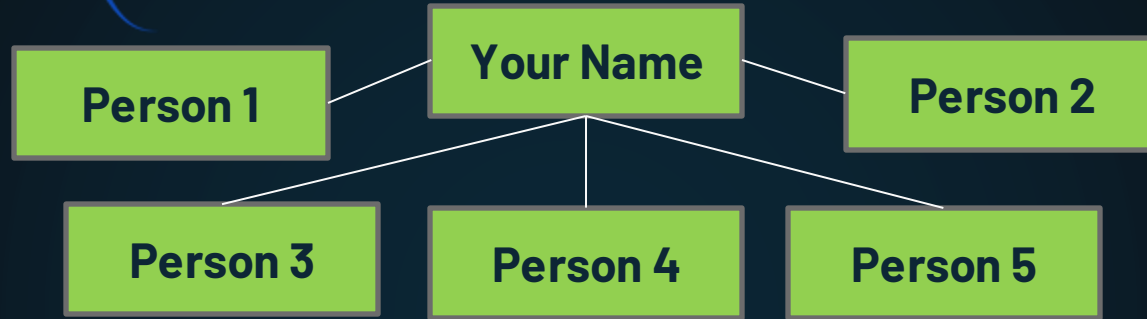
Experiences

Confirming / Disconfirming

- ☐ “What is the story I’m telling myself?”
- ☐ What evidence do I have that this story is absolutely true?
- ☐ What story do I want to tell myself instead?
- ☐ Set the intention to find evidence for the new story

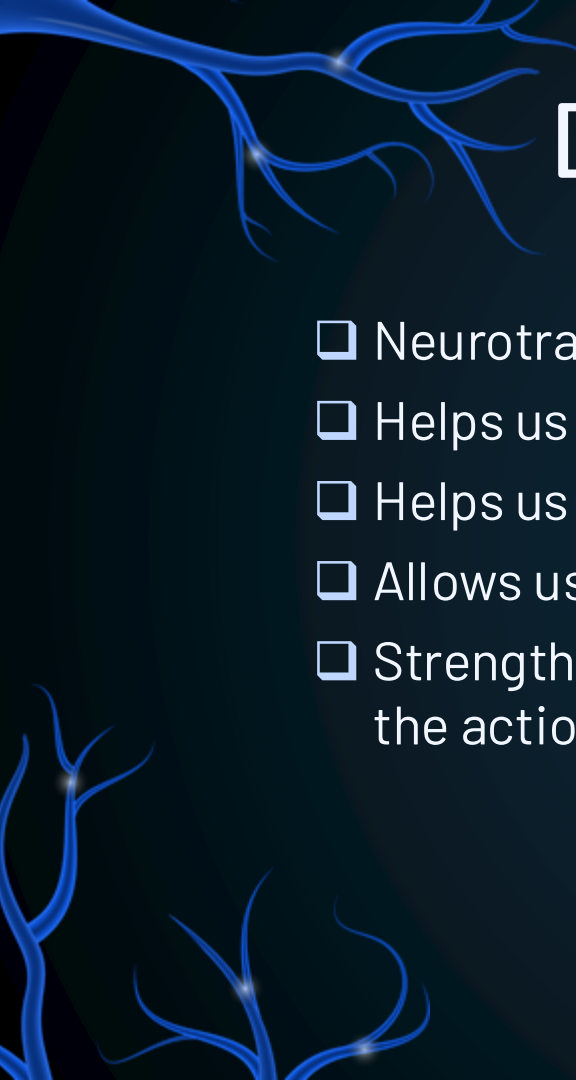
UC finds what we are looking for

Community



	Person 1	Person 2	Person 3	Person 4	Person 5
Business & Career	-	+	+	-	+
AI	+	+	-	+	+
Relationships	-	+	-	-	+

Doing in Community is Easiest Way



Dopamine Effects

- ❑ Neurotransmitter of motivation, anticipation and reward
- ❑ Helps us stay curious and creative
- ❑ Helps us pursue goals
- ❑ Allows us to experience satisfaction and learning
- ❑ Strengthens the pathways of the brain to take more of the action that got us the dopamine hit

Dopamine Levels – Survival Hi-jack

Fawn

Dopamine inconsistently released

Freeze

Dopamine Plummets – Motivation stops to conserve energy

Flight

Dopamine Spikes – Fuels our escape

Fight

Dopamine Spikes – Narrows Focus to Problem / Opponent

Social Engagement System

Normal Levels – Rest, Digest, Repair

Long Term Dopamine Effects

Survival states wires your Dopamine System to need a threat to feel motivated...

Experience of satisfaction and learning strengthens the pathways to take more of the action that got us the dopamine hit

**Survival Driven
Dopamine**



**Thriving-Driven
Dopamine**

What do you want your AI Journey to be?

In Summary

- ❑ Change Commitment Curve
- ❑ Conscious and Subconscious Mind
- ❑ Neural Pathways
- ❑ Have Growth Mindset – Repetition – Superhighways
- ❑ What you tell yourself matters – With Evidence
- ❑ Engage In Community – Collaborate
- ❑ It's Your Choice – Leverage your Dopamine
- ❑ Your Learning Capabilities will set you apart

AI is Safe and can be Fun – Engage to Thrive



Thanks!

Have Questions?

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513-417-4700

PMI PDU # 01060MQTVX

Stop Procrastination

<https://becomeacyclebreaker.com/dan>

The Cycle Breaker Society

My Coach – Tiffany Toombs Clevinger

CREDITS: Presentation Template by [Slidesgo](#),
Icons by [Flaticon](#), infographics & images by [Freepik](#)





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UP NEXT:

TRACK 1: BUSINESS ACUMEN

AI LITERACY FOR PROJECT STAKEHOLDERS: ENHANCING ACUMEN

-DAVE DAVIS

TRACK 2: WAYS OF WORKING

AVOIDING AUTOMATION OVERLOAD: WHERE AI BELONGS - AND WHERE DOESN'T

-SAM DRAUSCHAK

TRACK 3: POWER SKILLS

STRATEGIC CONNECTION: TURNING CONVERSATIONS INTO CAREER CAPITAL

-DARSHIKA PATEL & MICHELLE MORRISON

SUMMIT 2025: Dan Eslinger



COMPLETE THE SURVEY TODAY
(11/8) FOR YOUR PDUS TO BE
REPORTED FOR YOU

TO SELF REPORT YOUR PDUS:
PDU ID: 0106OMQTVX
PDU TYPE: POWER SKILLS
GO TO PMI.ORG FOR SUBMISSION