



HOW TO CAUSE INSIGHT

In Your Veterinary Practice



UNDERSTANDING INSIGHT

Defining Insight

Insight is a moment of discovery, an amazing phenomenon in our human brain that in many ways it holds the key to human behavior change. It is the beginning of virtually every change we make as humans that isn't purely reactive and short lived.

When we have a new idea, make a new choice or declaration, achieve a breakthrough in our thinking or connect ideas in ways we never have before, we're experiencing insight.

Every sustainable human change begins with insight

What to Know

- It is the first component of human behavior change. Insight is connected to every big discovery, like electricity, gravity, and the world being round. It's also connected to every human change, like eating healthier, or changing the way I organize my day or lead others.
- Insight can also be connected to negative changes. A person may have insight like, "My boss is a jerk, so I will not work as hard for him or her."
- Sometimes we have insight and nothing else happens. Consider a new years resolution, where we had a moment of clarity, but we didn't do anything with it. So we can have an idea, but if they are just intentions, then it doesn't turn into anything.



INSIGHT AND OUR BRAINS

Our brain emits different frequencies of brainwaves throughout our day depending on what we are doing. We are typically able to measure these waves in units of kHz or cycles per second.

Researchers have broken these different frequencies into different groups and labeled them Delta, Theta, Alpha, and Beta waves.

Then there are Gamma waves, which are the frequency during which insight happens.

As leaders, we can help people create gamma waves in their brain, help them access their most engaged state, and think about changes they need and want to make if they are to become more successful.



Gamma waves	30 to 250 KHz - Insight can occur
Beta waves	12 to 30 KHz - Slightly to highly engaged
Alpha waves	8 to 12 KHz - Day dreaming, television
Theta waves	4 to 8 KHz - Deep relaxation or light sleep
Delta waves	0.5 to 4 KHz - Deep sleep, meditative states

HOW WE CAN CAUSE INSIGHT

1 Create a Safe Environment

If we as leaders can create safe, non stressful conversations, they can be a better place for us to interact with people in order to help them more effectively. One-to-one, supportive conversations can be more effective than a scheduled meeting or letting someone know "we need to talk."

2 Put Focus on the Future

Insight can happen best when we are thinking about the future. As leaders, we can help people think about the future by asking questions like, "If we were going to complete an awesome project start to finish, what do you think that should look like?"

3 Tell Stories

Stories can be effective in causing insight because they aren't directed at the individual and so they don't serve as distractions in the form of criticism or fear or any of the other things that come with feedback sometimes.

4 Practice Getting Better

Being immersed in practice as we are working to get better can be a great place for insights. Trying new things, exploring possibilities, testing new ideas without the pressure of results or deadlines or oversight, can be an amazing place for insights to occur.

5 Give People Time

When we want people to think of an answer, solve a problem or contemplate a new behavior, we need to give them some space and time to do that. Let them think about it for a while, contemplate it and then start to formulate ideas.

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