

NEUROMANAGEMENT PROJECT

Having a decentralized
and participative
management style
increases the
productivity and the
level of motivation
within the organization?



ISADORE TEAM

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THE EXPERIMENT

01

For our experiment, we have decided to focus our attention on organizations that have **a decentralized management style**. The intent is to show how decentralized power leads employees to **be more productive with a low level of stress**.

By **decentralized model**, we mean an organization with multiple relationships collaborative and based on trust between managers and their team members

MANAGERS OF DECENTRALIZED FIRMS BELIEVE THAT EMPLOYEES:

- They want to be involved.
- They share responsibility for the tasks.
- They will find the job more rewarding if responsibilities are assigned.

The **centralized model** instead refers to a setup in which the decision-making powers are concentrated in a few leaders at the top of the organizational structure.

MANAGERS OF CENTRALIZED FIRM BELIEVE THAT EMPLOYEES:

- They need to be checked.
- They don't like work.
- They need to be pressed for higher productivity.

PARTICIPANTS

02

20 EMPLOYEES IN TOTAL :

- **10** employees who work for a firm in which control is **decentralized**
- **10** employees who work for a firm in which control is **centralized**



TOOLS

03



EEG – it measures the electrical activity of the brain, so it is the sum of the activity of each individual neuron. In particular, this method helps us to understand the quality of emotions.



EGC – it is a neurophysiological monitoring method to record the electrical activity related to heart contractions – usually used to analyze the number of emotions, the heart rate, and level of anxiety.



SKIN CONDUCTANCE – it is used to measure the emotional response; through the variation of the electrical conductance of the skin, it is possible to understand when either external or internal stimuli occur and if they are physiologically arousing.



FACE READER – thanks to this tool is possible to better provide an objective assessment of emotions (real or simulated)

HOW IT IS CONDUCTING?

04

We would conduct the experiment after an important event done within the two companies (ex. after a project work, a big reunion, etc) because these are the situations that usually put the employees under stress due to the deadlines and the amount of work to do.

While using the tools chosen, we would submit the target to a **questionnaire** that stimulates their emotions.

The questionnaire would focus on the following macro-topics:

- Personal info (age, position, time within the company)
- Interpersonal relationships and relationship with the company itself
- Level of responsibility
- Level of motivation
- Actual Mood



EXPECTED OUTCOMES

05

The results we expect are similar to those theorized by McGregor and Karasek.

McGregor XY Theory, in which X is an organization with centralized power and Y a decentralized one, shows why creating a decentralized management style leads to an increase in productivity and motivation.

Nonetheless, according to the Karasek model, this type of management would also lead to a lower stress level and higher satisfaction, since employees do not receive too much pressure from the upper floors and are more trusted.

Expected outcome:

1.

DECENTRALIZED CONTROL

Less stress
More productive

Other possible scenarios:

2.

DECENTRALIZED CONTROL

More stress
Less productive

3.

DECENTRALIZED CONTROL

Less stress
Less productive

4.

DECENTRALIZED CONTROL

More stress
More productive

WHO BENEFITS?

06



Companies are the ones that can benefit from the results of our experiment the most, as they are the ones that design their management style.

Based on the results, companies can decide whether to change or not their style in order to improve the motivation and productivity of their employees.

THANK YOU FOR THE ATTENTION



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