

Invitation from Temecula ASQ Section August 20, 2025 Virtual Webinar

DATE:

Wednesday,
August 20, 2025

This is a virtual/online
(Webex) webinar.

Time: 6:00 pm to 8:30 pm PDT

There is no charge for ASQ
members or non-members

**No advance registration is
required – just go to the
Webex link for the meeting**

Online Instructions:

Url: [https://asq.webex.com/asq/
j.php?MTID=ma572c4642615e8
93c209059829c92e33](https://asq.webex.com/asq/j.php?MTID=ma572c4642615e893c209059829c92e33)

Questions? Contact [Philip](#)

Attendance at this meeting
earns RUs toward ASQ
recertification.

For more information about the
Temecula ASQ section, click
[here](#).

For more about our Columbia
Basin ASQ section and other
upcoming events, visit our
[myASQ Community](#) or
www.asq614.org/.

Wired for Excellence: Using Neuroscience to Build a Culture That Lasts



**Chris Hayes, ASQ Fellow, CSSBB
CEO, Impact Performance Solutions**

You've probably heard that culture eats strategy for breakfast...but what fuels culture in the first place? And what helps it stick when the pressure is on?

Join us for a fast-paced, insightful hour exploring what happens when neuroscience meets organizational excellence.

This isn't another feel-good pep talk. It's a practical, brain-based guide to shaping systems, leadership behaviors, and work environments that actually support long term success. You'll get a behind-the-scenes look at how our brains respond to change, feedback, motivation, and development - and what that means for leading teams in the real world. We'll cover why good people sometimes resist good systems, what to do when feedback backfires, and how to design environments where growth isn't just possible - it's expected.

Expect stories, research, and tools you can use immediately - plus a few sticky-note strategies that might just change your Monday mornings.

Whether you're a senior leader, team manager, or someone who is tired of culture being treated like a poster on the wall, this presentation will give you science-backed strategies for turning values into visible, lasting behavior.

Because excellence doesn't happen by accident. It happens by design - and our brains are wired for it.

***About the Speaker:** As CEO of Impact Performance Solutions, Chris Hayes provides vision and strategic direction ensuring the customer's voice is always the loudest. She has almost 30 years as a proven business performance improvement leader, international speaker, and author. Chris is a full spectrum coach and adult learning instructor with practical experience from the shop floor to the boardroom. She sits on the ASQ Board of Directors, has received the honor of ASQ Fellow, and is past chair of the ASQ Lean Enterprise Division. Because of her extensive experience helping companies achieve organizational excellence, Chris is one of only 36 in the world to be accepted as a Shingo Licensed Affiliate.*

Chris is the author of Wired for Excellence: Harnessing Brain Science for Organizational Success. She is a certified ISO 9001 and AS9100 auditor and uses this knowledge to help organizations implement and maintain efficient quality management systems and solve internal quality related problems.