

**ASQ Temecula Valley Section 0713  
Invites you to our next meeting Wednesday 8/20/25**

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



**Chris Hayes**

**Talk Description:**

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's on?

Join Chris Hayes—practitioner, coach, and author of *Wired for Excellence: Harnessing Brain Science for Organizational Success*—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's tired of culture being treated like a poster on the wall, this session 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.

### **Speaker Biography**

As CEO of Impact Performance Solutions, Chris 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 has served in various executive leadership roles throughout her career, has served as an adjunct professor at Utah Valley University and the University of Tulsa, and has participated in the development and update of ASQ's Lean and Six Sigma curriculum for the past 10 years. She continually earns top-box scores as an instructor because of her practical, engaging, humorous, and down-to-earth teaching style.

Chris has an MBA as well as an undergrad degree in Project Management and has earned certifications that include Lean Six Sigma Master Black Belt (LSSMBB), Six Sigma Black Belt (CSSBB), , Supplier Quality Professional (CSQP), Quality Engineer (CQE), Quality Auditor (CQA), Manager of Quality / Operational Excellence (CMQ/OE), Project Management Professional (PMP), Human Resource Development specialist, Organizational Systems Improvement Specialist and Bronze Certification in Lean (LBC).

Chris 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. She is a builder of relationships and, as a forever student, loves to share knowledge with others.

**Wired for Excellence: Using Neuroscience to Build a Culture That Lasts by Chris Hayes, sponsored by Temecula Valley Section 0713 at 6:00 pm – 8:30 pm PDT, August 20, 2025**

Webinar topic: "Wired for Excellence: Using Neuroscience to Build a Culture That Lasts" by Chris Hayes

Date and time: Wednesday, August 20, 2025 6:00 PM | (UTC-07:00) Pacific Time (US & Canada)

Join link:

<https://asq.webex.com/asq/j.php?MTID=ma572c4642615e893c209059829c92e33>

Webinar number:

2550 136 9575

Webinar password:

SfPZmv2Pr68 (73796827 when dialing from a phone or video system)

Join by phone

1-877-668-4490 Call-in toll-free number (US/Canada)

1-408-792-6300 Call-in toll number (US/Canada)

Access code: 255 013 69575

Thank you,  
Brent Perguson  
2025 Section Chair

