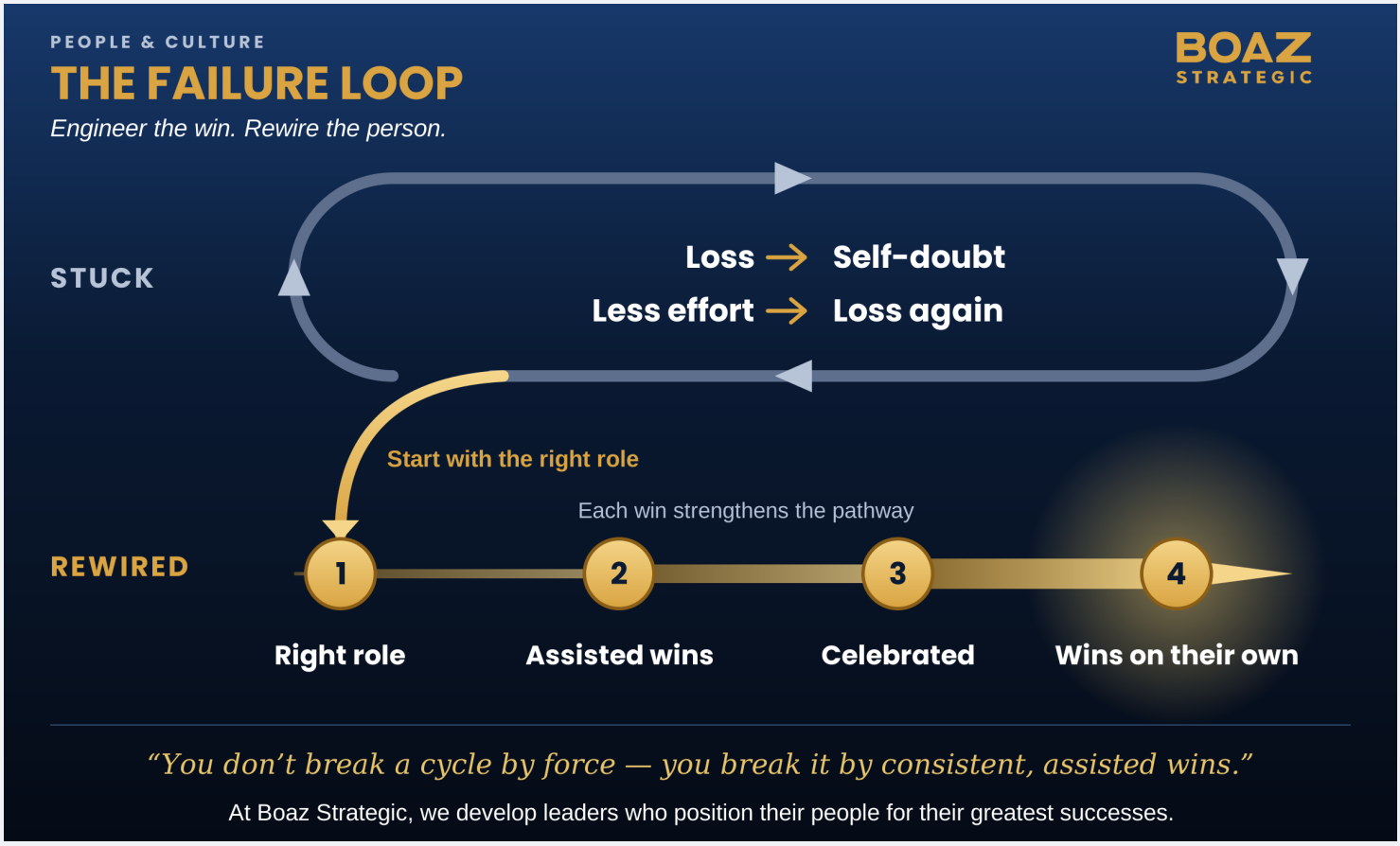


Engineer the win, *rewire the person.*

> *"You don't break a cycle by force — you break it by consistent, assisted wins.*

Picture beating the biggest goal of your career, a personal best years in the making, and hearing nothing back. No celebration, no recognition, just a number in a spreadsheet, because you still weren't one of the top few. That quiet "not quite enough to be seen" is where disengagement begins, and most of your people are living some version of it right now.

There is science underneath it. In a 2017 study published in Science, researchers turned habitually losing mice into winners simply by engineering the experience of winning. After enough assisted wins, many kept winning on their own. The wins had physically rewired them. Winning wasn't just a result; it had become a rebuilt capacity for more.

Source: Zhou, T., et al. "History of winning remodels thalamo-PFC circuit to reinforce social dominance." Science 357, 162–168 (2017).

Your people work the same way, and no, the fix isn't a participation trophy. That approach numbs everyone and tells your best performers their effort doesn't matter. The fix starts with the right role. Winning comes far more naturally when a person's strengths and their work are pointed in the same direction.

From there, engineer the wins. Pair people with the support they need so the early wins are real and repeatable. Then celebrate the wins that are already happening, the personal bests and the hard-won progress, because what gets rewarded gets repeated. Name a win, and you make the next one more likely. Stay consistent, and watch what they do on their own.

At Boaz Strategic, we develop leaders who position their people for their greatest successes.