



**Train and measure cognitive performance at work.**

## **INIGHTS FROM OUR SCIENTIFIC PILOT STUDY**

### **Improving cognitive states with story-based adaptive game play and its implications for workplace brain performance**

#### **The beginning: The performance advantage**

The greatest performance advantage inside any organization is not more effort. It is about one's ability to enter the right cognitive and emotional state at the right time. The state you operate from determines how clearly you think, how well you make decisions, and how effectively you use the effort you invest.

When teams operate in calm, focused, and energized states:

- Execution quality improves
- Decisions accelerate
- Communication stabilizes
- Follow-through strengthens

When teams operate in stress-reactive or scattered states:

- Decision cycles slow down
- Avoidable errors increase
- Friction escalates
- Recovery time compounds cost

ROI erosion often begins at the level of state instability.

#### **Our Neuroscientific Pilot Study: What We Evaluated**

Neuraserv conducted a controlled pilot with electroencephalogram (EEG) devices which measure the electrical activity (brainwaves) generated by neurons in the brain. We did this to test whether a playable, story-based adaptive experience could deliberately influence performance-relevant mental states.

Participants engaged in an immersive narrative game designed to respond to their cognitive patterns in real time. We observed two dimensions around a single session:

##### **1. Performance-State Experience**

- Calm vs anxious
- Clear vs foggy
- Focused vs distracted
- Energized vs depleted

##### **2. Neural Activity**

- Brain rhythms associated with stress regulation
- Patterns linked to attentional stability and engagement

The objective was not theoretical validation.

It was feasibility: Can a playable, adaptive story environment measurably shift performance-relevant mental states?

## Two Core Execution Variables

We consolidated findings into two performance outcomes leaders already care about:

### Stress Regulation

Reduced internal noise and stress reactivity, supporting steadier decisions and fewer escalation events.

### Focused Engagement

Sustained attention and cognitive clarity, supporting faster throughput and higher-quality output. These are not wellness metrics. They are execution drivers.

## What Changed After a Single Session?

We consolidated findings into two performance outcomes leaders already care about:

### Stress Regulation

Reduced internal noise and stress reactivity, supporting steadier decisions and fewer escalation events.

### Focused Engagement

Sustained attention and cognitive clarity, supporting faster throughput and higher-quality output. These are not wellness metrics. They are execution drivers.

Neural patterns moved toward what cognitive research associates with calm alertness — regulated enough to manage stress, engaged enough to sustain attention.

Subjective experience aligned with neural movement. Even brief exposure produced measurable signal.

## Organizational Implication

We consolidated findings into two performance outcomes leaders already care about:

Growth is built on execution.  
Execution is built on cognitive state.

A system that reliably shifts individuals into calm, focused readiness may support:

- Faster decision velocity
- Reduced stress-driven variability
- Higher-quality output
- Greater consistency across sustained demand cycles
- Lower performance leakage from fatigue and distraction

This reframes mental fitness from a personal initiative to organizational infrastructure.

## The Next Step

Want to explore how training employee brain performance (in a fun way) can improve your organizational performance?

[Request a walkthrough.](#)