



INTERSECTION
GROUP

The Neuroscience of Inconsistency

Jean-Sébastien Daigle

Webinar | May 7 | 5 pm CEST





Consumer Science Event at Ulaval - 02-2026

So...



**Breaking Down
Organizational Silos: When
Neuroscience Sheds Light
on the Problem of Silos.**

Detect inconsistencies ...



Let's do a quick test





Test

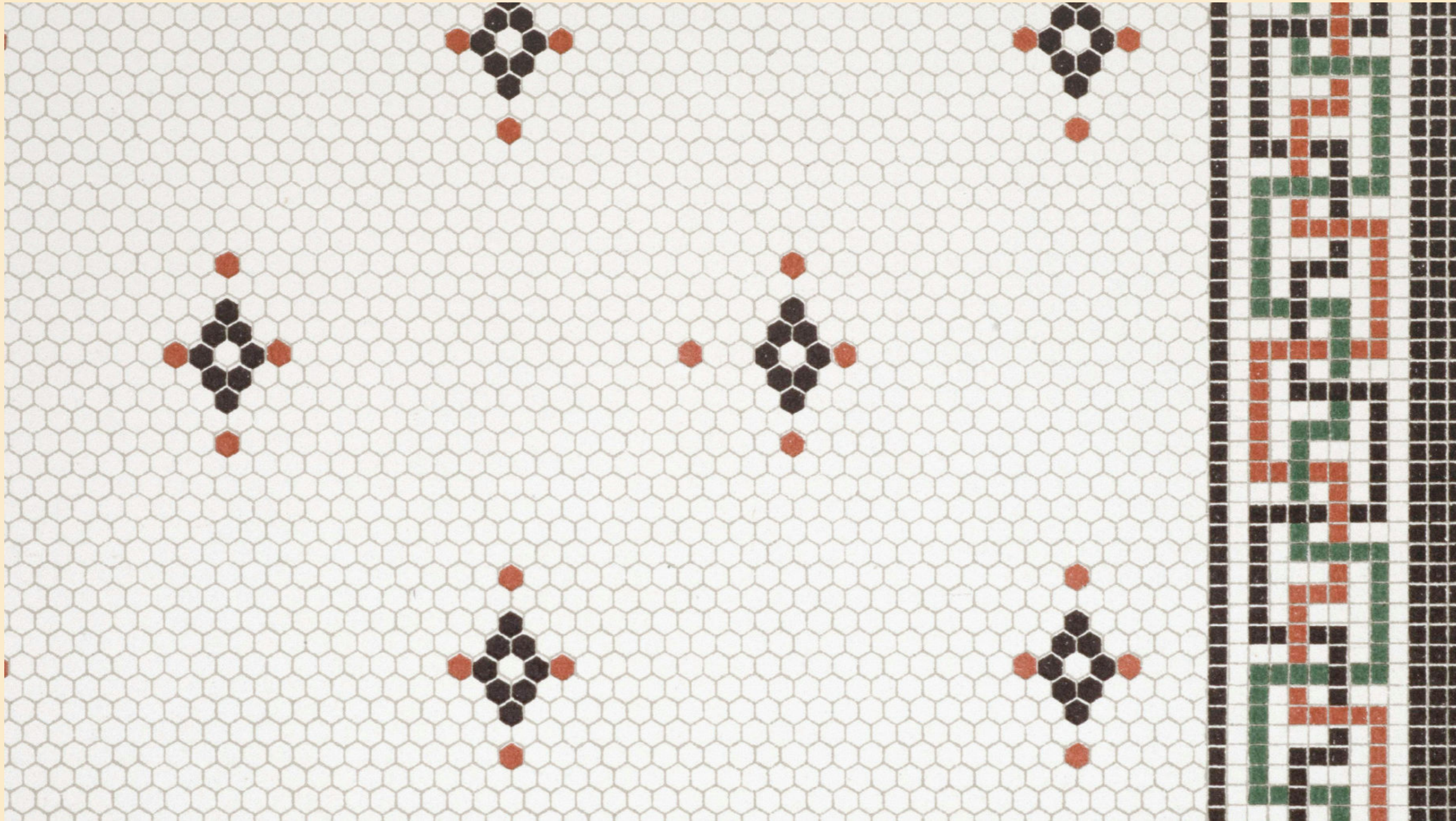


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Edited by JS Daigle



Test



***Paris is the capital
of Frnace.***



Test



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Test



**We have reduced errors
by 200%.**

Detect inconsistencies ...



It's a matter of survival!



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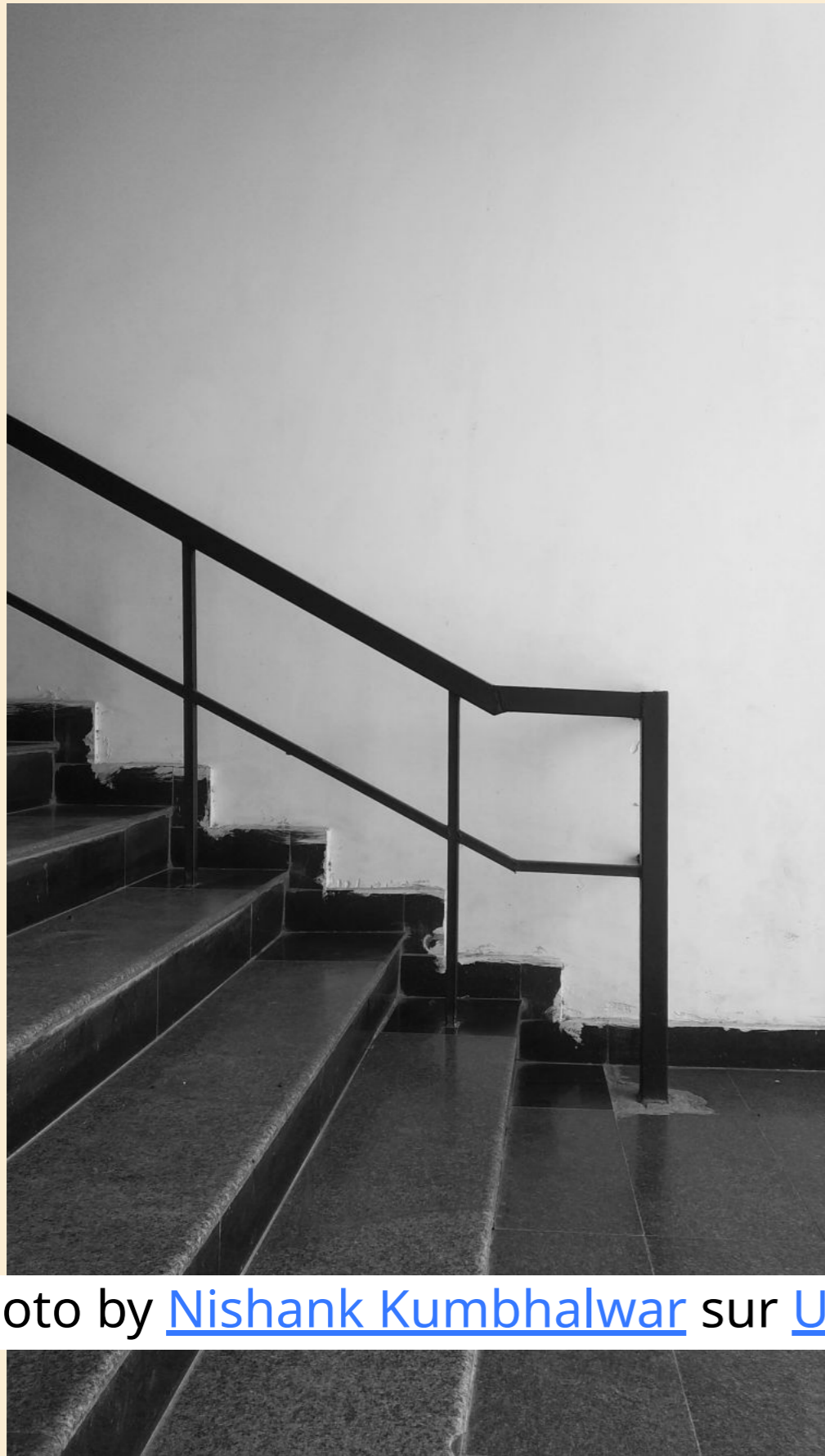


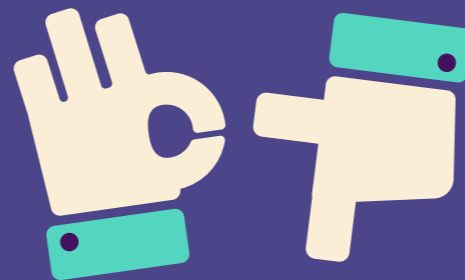
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Reality
>
Expectation



Dopamine Surge
(Positive Learning)

Reality
=
Expectation



Maintenance

Reality
<
Expected



Cortisol spike
(Dissonance)



The biological cost

The biological consequences of fragmentation



Chronic Stress & Elevated Cortisol

(Structural uncertainty puts the brain into survival mode)



Cognitive Overload & Decision Paralysis

(Excessive information overload overwhelms the prefrontal cortex)



Dopamine Deficit & Eroding Engagement

(The loss of meaning and connection disrupts the reward circuit)

Have you noticed?

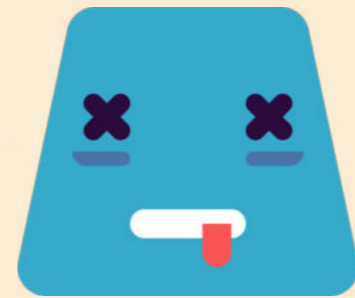


**We have built systems that
short-circuit the coherence
of our own brains.**

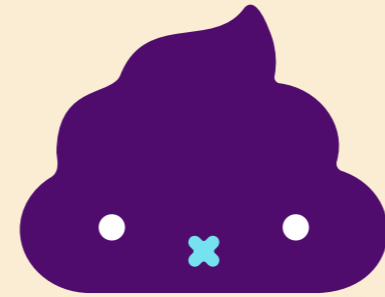




**Thank you for visiting our store...
but refunds can only
be processed online.**



**Your call is important
to us ...**



**Thank you for using our secure digital
government services.**

Your password will be sent to you
by mail.



Neuroscience: A New Discipline?



Behavioral Economics

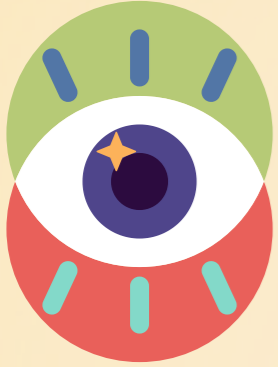
Homo economicus



Rational?



Emotional?



Illusionism (Magic)

**If the customer journey is too complicated,
the customer loses sight of what's important.**

Like a magician, you have to guide the viewer's gaze—
not just make the scene look beautiful.

There's no magic ... but a lot of tricks !



Narratology (Storytelling)

Telling a story helps align a brand's emotions with those of its customers.

Mirror Neurons

Watching a hero pick up an apple activates the same motor areas in our brain as if we were picking up the apple ourselves.



Designer

Strategist

Teacher

Speaker

Young Business Leader 2026

Jean-Sébastien Daigle

Éric Letarte



Strategist

Facilitator

Speaker

How to get equipped



**Let's talk
about queues.**



... in a grocery store

Rational?

I don't want to wait,
so I'll take the
shortest one!



... in front of a restaurant

Emotional?

If there's a line outside
that restaurant, it must
be good!

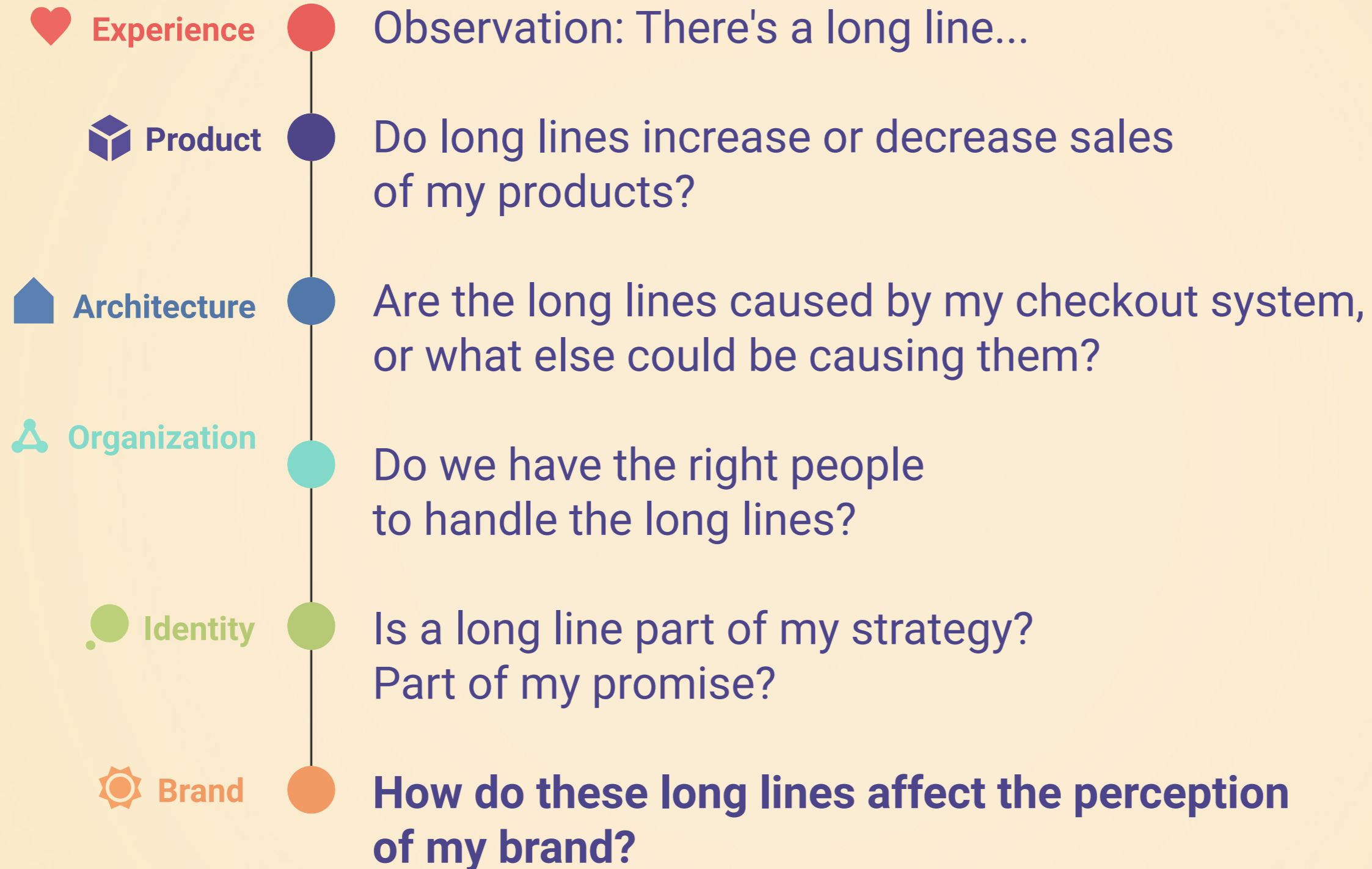




 **Experience**

Okay, there's a long line...

But... why?





 **Experience**

You don't design queues.

We design the business to have the best queues based on what we want to achieve.

Let's play a guessing game...









**Who is responsible for
managing the queues?**

Ambition

Economical









-  **Brand** ● I want to be seen as the most **affordable** store in town.
-  **Identity** ● In tough times, people are drawn to discount stores.
-  **Organization** ● I need to keep my staff as small as possible, and it needs to be obvious.
-  **Architecture** ● Payment must be made at self-service checkout lanes accessible via a single line.
-  **Product** ● Support will be available if you encounter any problems.
-  **Experience** ● There will be a line, but it will be spread out across several checkout lanes.



Ambition Practical









-  **Brand** ● I want to be seen as the most **seamless** store in town.
-  **Identity** ● So I'm going to focus on independence and simplicity.
-  **Organization** ● So I'm going to focus on independence and simplicity.
-  **Architecture** ● The store becomes a continuous checkout process.
-  **Product** ● The mobile app takes the hassle out of checkout.
-  **Experience** ● Reality (Speed) aligns with expectations (Convenience).
The final payment feels instantaneous because the effort was seamlessly absorbed throughout the process.



Ambition Carefree



-  **Brand** ● I want to be seen as the **friendliest** store in town.
-  **Identity** ● Paying and waiting in line are all part of the experience.
-  **Organization** ● These are the same people who provide advice and handle the payment.
-  **Architecture** ● **Checkout counters and fitting rooms are located throughout the store.**
-  **Product** ● Payment can be made at any register, regardless of the product.
-  **Experience** ● There are few lines, and you can always move to another checkout line while discovering other shopping opportunities.



 **simons**



A tool for resolving organizational dissonance



 **Organization**

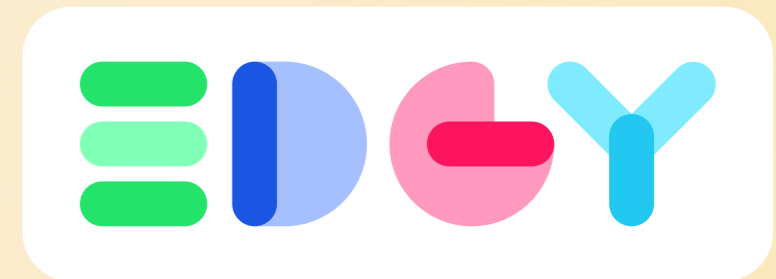
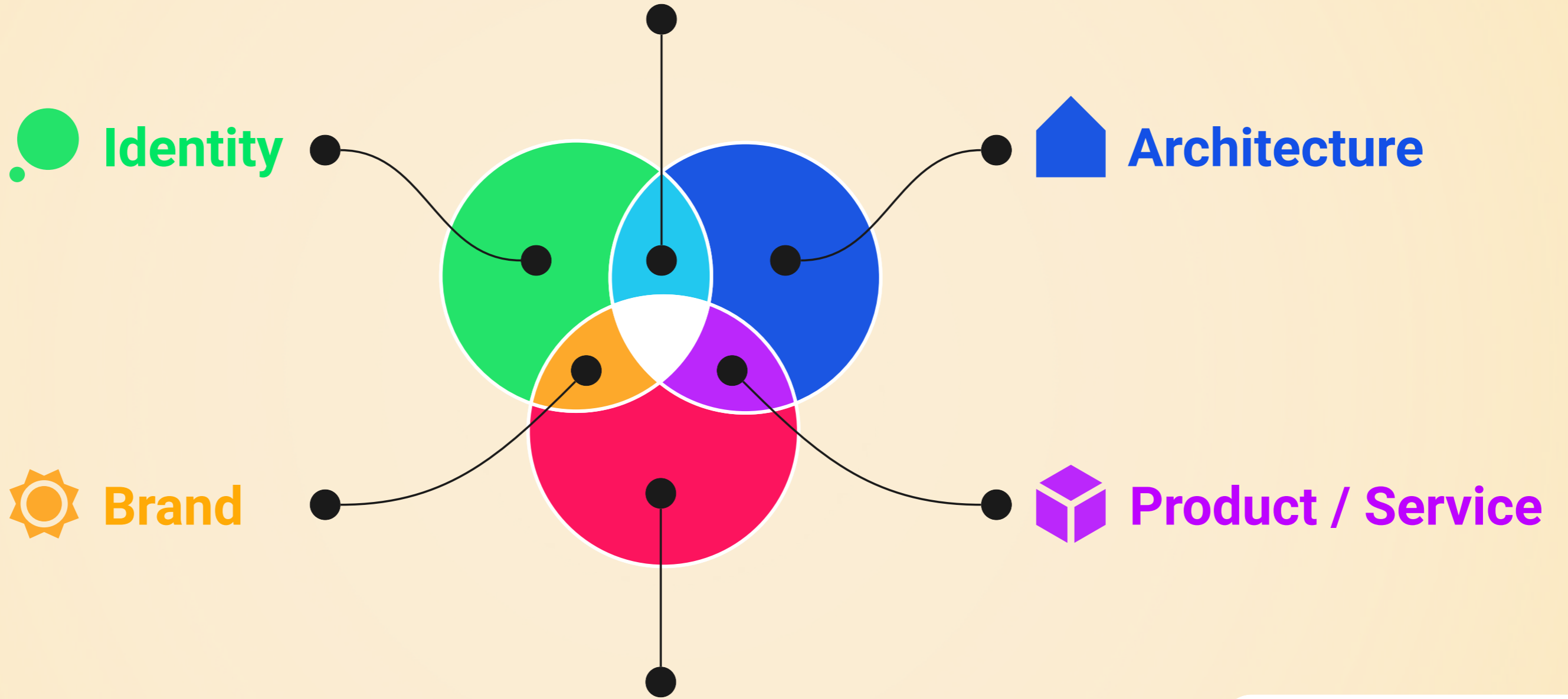
 **Identity**

 **Architecture**

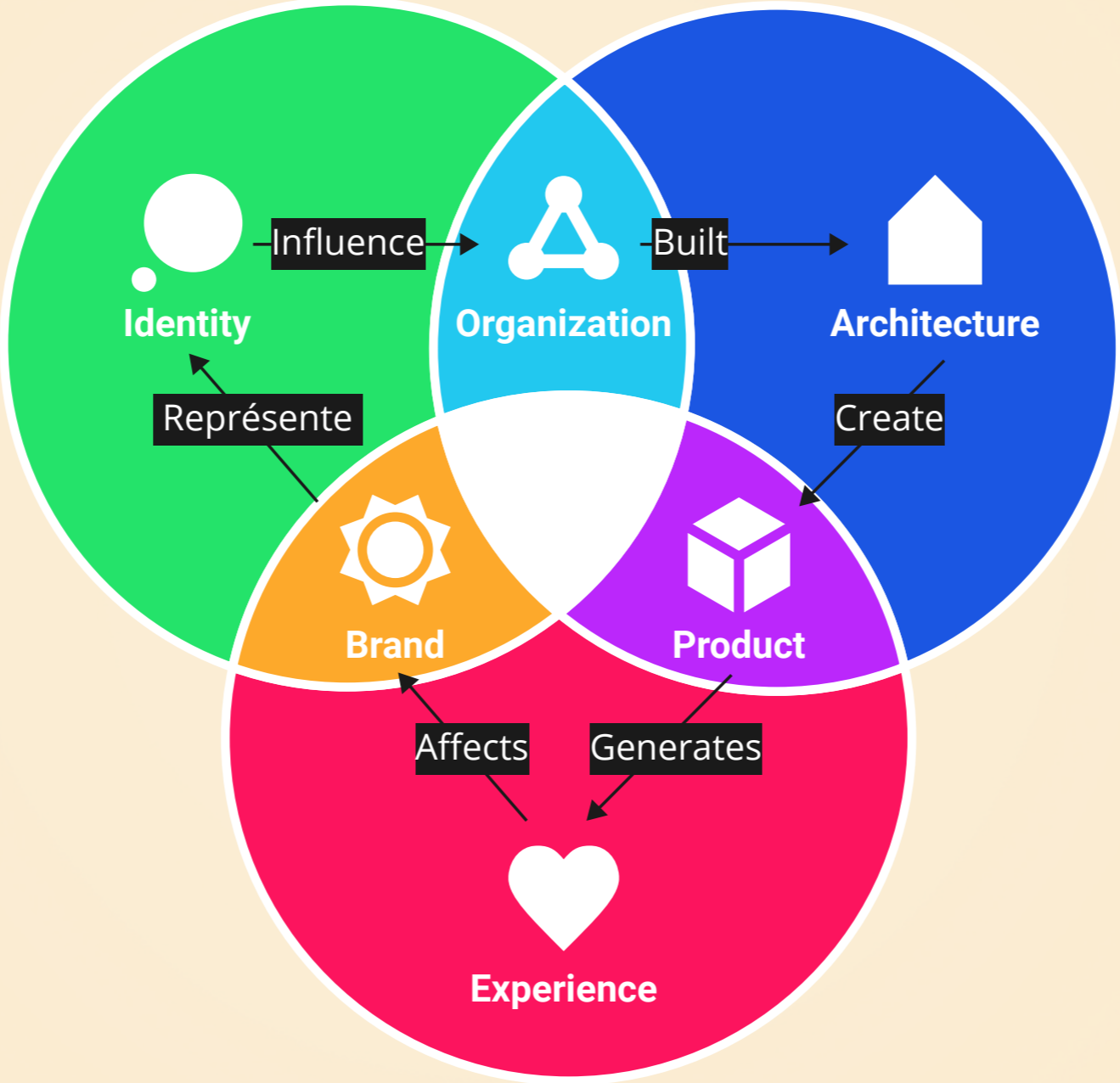
 **Brand**

 **Product / Service**

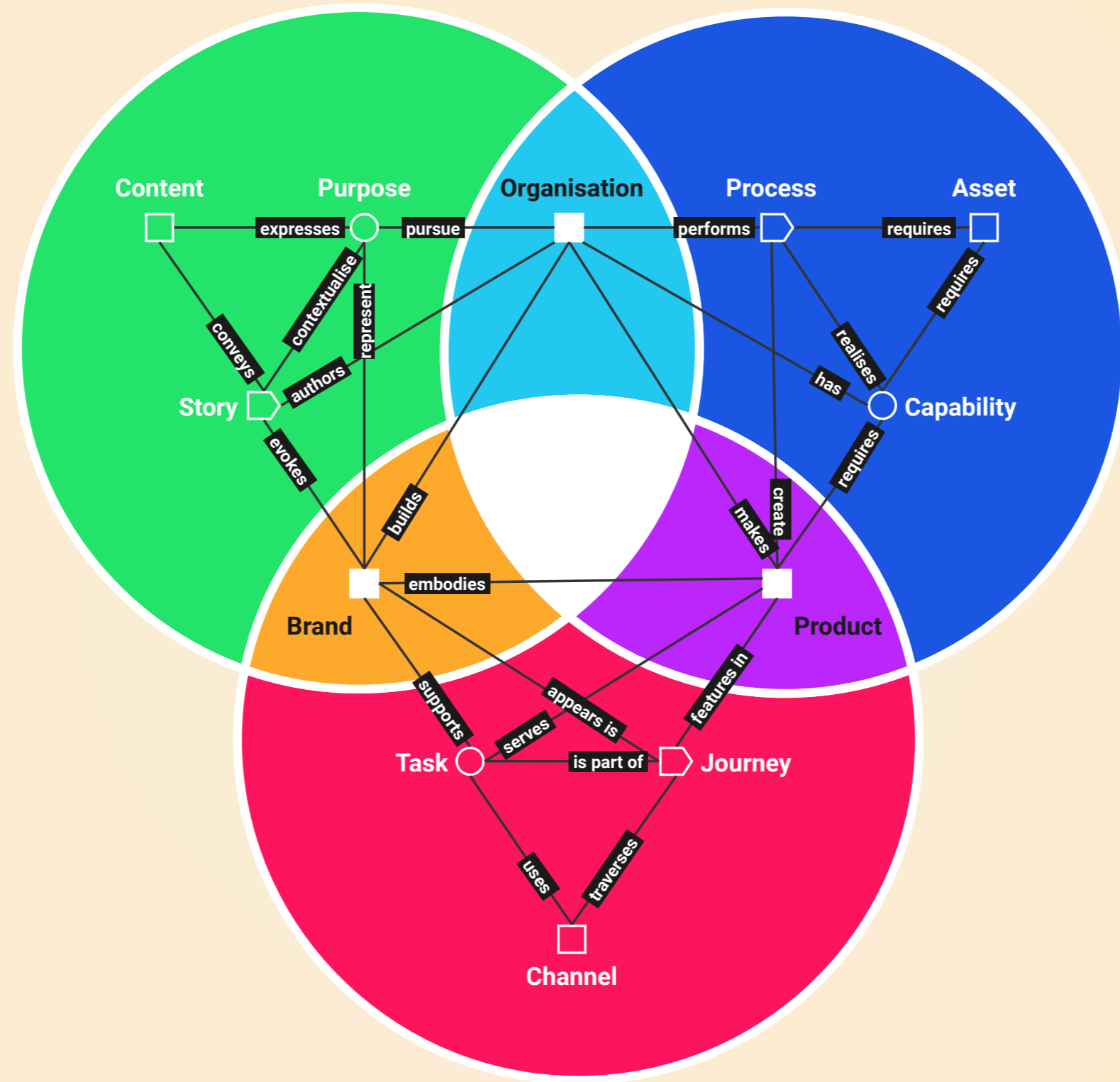
 **Experience**



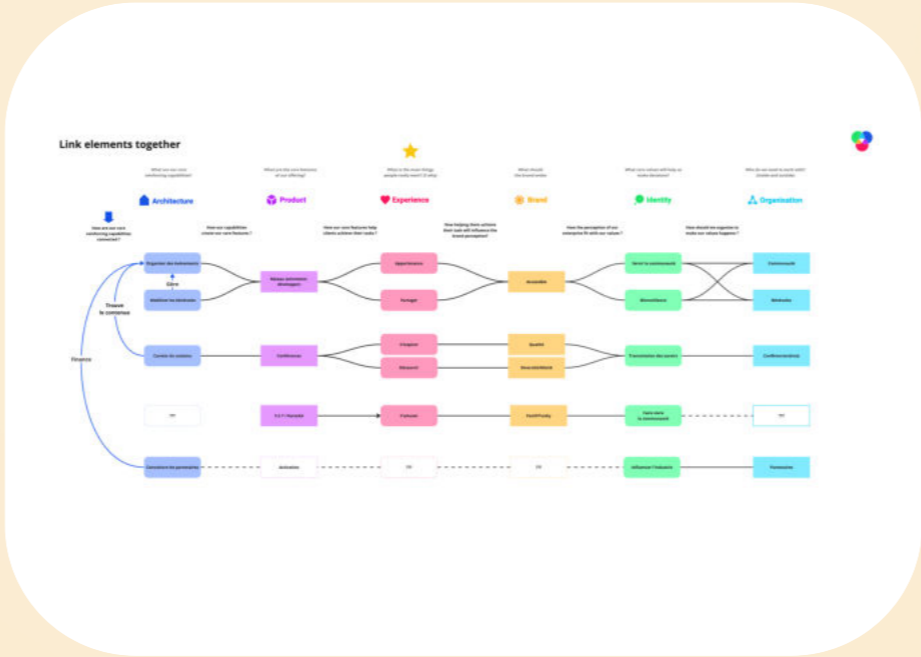
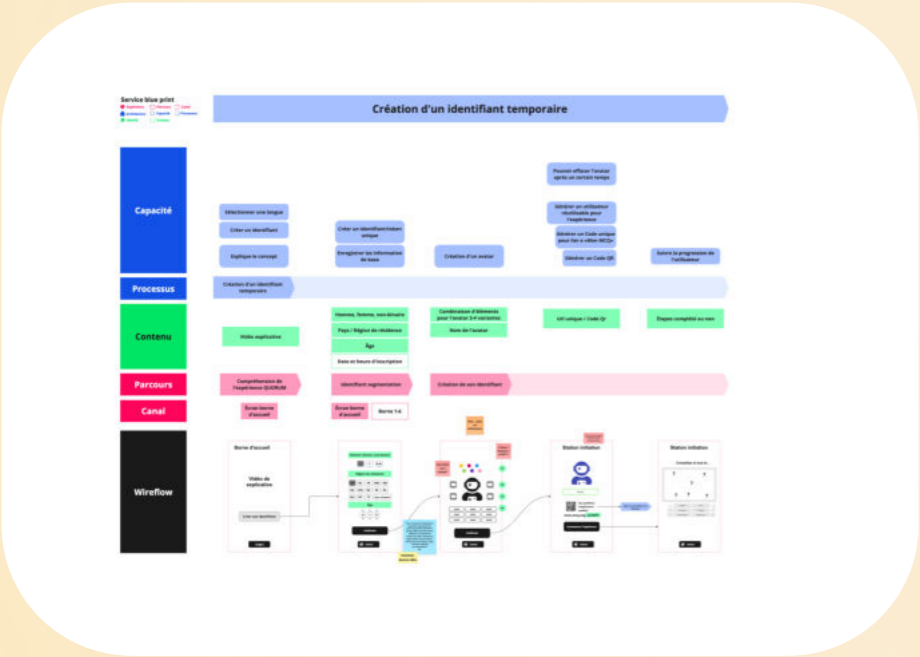
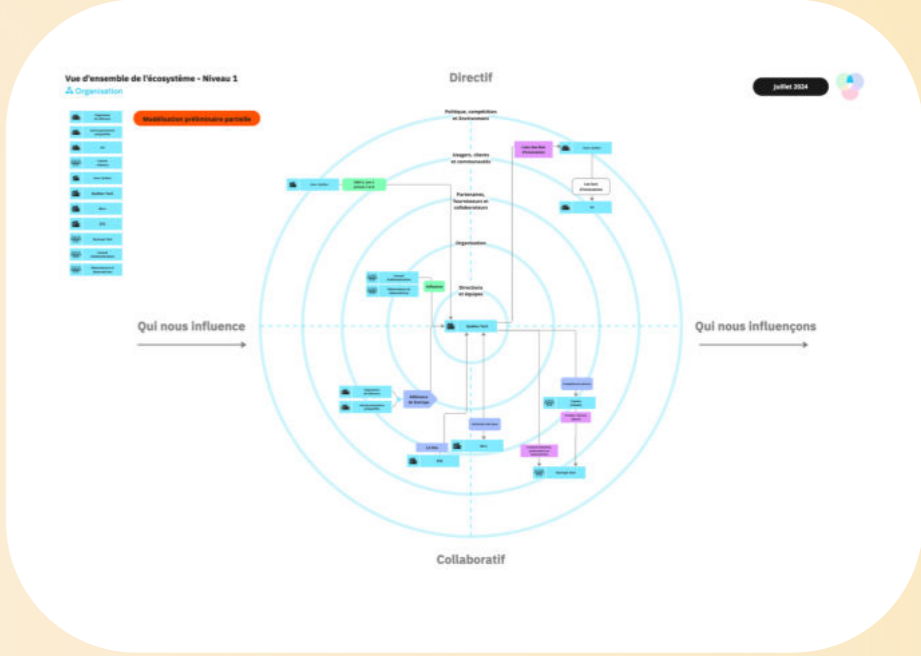
Everything is connected



Very connected



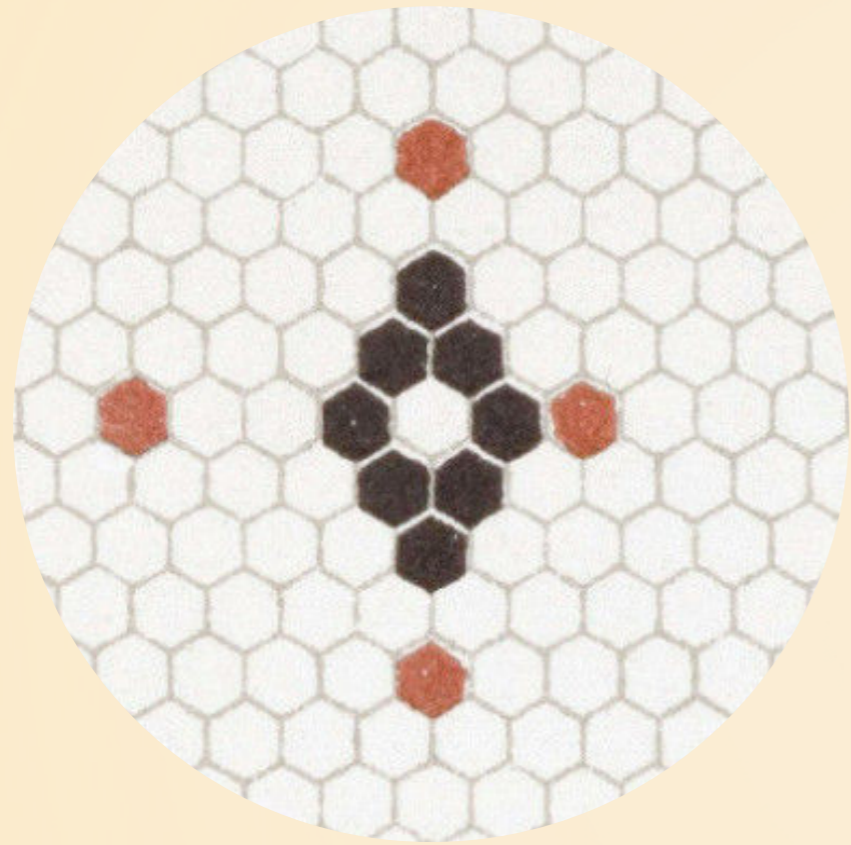
« Everything Everywhere All at Once »



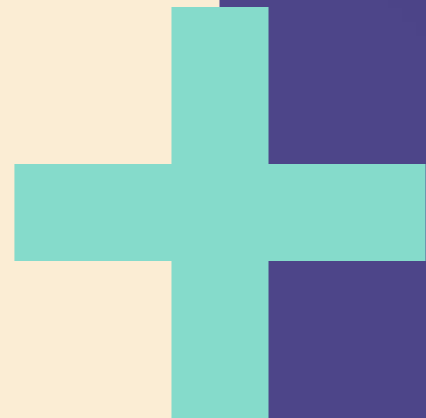
So...



Breaking Down Organizational Silos: When Neuroscience Sheds Light on the Problem of Silos.



An inconsistency detector



A toolkit

Using our brains' natural instincts... **to design unforgettable customer experiences.**



Photo credit: The Magic Castle Hotel, California



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**Where
do we start?**





The beginning of the end of organizational inconsistency &

“Playing Boardroom adventure is like giving your organization a brain scan to identify its blind spots and align its talents.”

Chrystian Guy

Speaker, author, coach for gifted and high-potential individuals, and CxO advisor to corporations



&friends



boardroomadventure.com

