

What are the Benefits?

The seminar will introduce you to the exploding field of neuroscience and neuroleadership. This research is redefining how we think about human information processing, decision-making and motives. This information is crucial to understanding human beings, being able to lead people and deal with your clients more effectively. A greater understanding will ultimately lead to better and more satisfying business.

✓ basics of neuroscience ✓ communication for the brain ✓ how neuroscience can help you lead better ✓ what neuroscience means for business ✓ how relevant is neuroscience ✓ faults in corporate communication ✓ is empathy "nice to have" or essential ✓ corporate myths in psychology ✓ stimulating the brain ✓ soft skills vs. hard skills ✓ profit vs. social intelligence

Booking Packages

<input type="radio"/>	Maximising Profit – Seminar, 15:00-19:00 + Apéro	CHF 395.-
<input type="radio"/>	Dinner with Speakers from 20:00	CHF 190
<input type="radio"/>	VIP Package – Seminar, Preferential Seating, Parking, Dinner, Video	CHF 875

Sponsorship Packages

<input type="radio"/>	Gold	CHF 10 000
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<input type="radio"/>	Bronze	CHF 2500
<input type="radio"/>	Keynote speaker	CHF 5000
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you be success

enlightened leadership



**“Maximising Profit Through
Social Intelligence:
What Neuroscience Tells Us”**

**10th March 2010
15:00-19:00
Park Hyatt, Zurich, Switzerland**

Insights into the exploding field of neuroscience, what this means for leadership and how it is redefining our understanding of soft skills. This also highlights the most effective ways to motivate and generate transformation in organisations – all leading to better organisations and higher returns on human investment.

International Speakers



Dr Srimi Pillay (USA)

Neuroscientist
 CEO NeuroBusiness Group
 Assistant Clinical Professor of Psychiatry, Harvard Medical School
 Certified Master Coach
 International Speaker

Dr Srimi Pillay is Assistant Clinical Professor of Psychiatry at Harvard Medical School and has over 15 years of experience in Neuroscientific research. More importantly Dr Srimi Pillay has an ability to make a connection between neuroscience, psychiatry, psychology and humanism while tying this into practical aspects of leadership and management. Be inspired!



Mike Pagan (UK)

International Speaker
 Vice-President on Board of Professional Speakers Association UK
Mike is one of UK's premier speakers and his powerful no-nonsense approach will leave you thinking about you, your business and how to make improvements right now.



Andy Habermacher (UK / CH)

Certified Master Coach
 CEO Corporate Training Programmes
 International Speaker
Andy is a professional coach, trainer and speaker. His understanding of the big picture and his authentic human style have inspired thousands so far.

Testimonials

On Dr Srimi Pillay:

"I must tell you that the time spent with you in NY has impacted me more than anything I have done in a very long time."

Mitch Little
 Vice President, Worldwide Sales
 Microchip (Arizona, USA)

On Mike Pagan:

"His (Mike's) mastery at such an event was outstanding. Combining humour and astute observation kept the audience captivated and informed."

Ian McDonald
 Managing Director
 Accountability Impact Ltd

On Andy Habermacher:

"One of the great things about Andy is that you can see and feel the benefits immediately, it is not about theory and books, its practical, its real and its relevant. Andy's expertise, business acumen and integrity set him apart from most people that I have met in business..."

Marc Ingram
 Group Sales & Marketing Director
 The Orbis Group, UK

Programme

Overview







Dr Srimi Pillay, Harvard Medical School, NeuroBusiness Group and Neuro -Coaching Center, is the lead speaker at this fascinating afternoon which will be looking at how our brain ticks and how we can tie social intelligence into more effective leadership.

Srimi will be showing us that looking into the mind and learning how it works and understanding social intelligence ties in directly to profit motives. Rather than being a contradiction to profit maximisation it complements it – social intelligence will make your business more profitable, exciting, rewarding and stimulating and more importantly: deeply satisfying for all involved.

Mike Pagan is flying in from the UK to moderate and add his personal philosophy of "stop messing around" into this context – Mike is one of the UK's premier speakers.

Andy Habermacher, who is working in close cooperation with Srimi, on various projects, will be complementing the topic with his focus on the brain and communication and how this is reflected in neuroscience.

Three international speakers for a stimulating afternoon making connections in your mind that you never knew you had!

	15:00	Opening & Introduction
	15:10	Basics of Neuroscience: What the Big Parts of the Brain Mean for Leadership
	15:45	How Neuroscience Can give Leaders an Edge Through the Neural Lens
16:50		- Coffee Break -
	17:10	Refocus
	17:20	Neuroscience of Communication: Information processing – corporate myths and faults
	17:55	Neuroscientific Perspectives on Social Intelligence and Profit Maximisation Conflict or complement – into the brain.
19:00		- Apéro -
20:00		- Dinner with Speakers -

Date: 10.03.2010

Apéro: 19:00-20:00

Price: CHF 395

Time: 15:00-19:00

Location: Park Hyatt, Zurich

Dinner with Speakers: CHF 190