

## 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
- ✓ neuroscientific insights into sales
- ✓ neurobiology of trust building
- ✓ myths in leadership
- ✓ stimulating the brain
- ✓ relationship building
- ✓ brain-powered profit maximisation

### Booking

<input type="radio"/>	Maximising Profit through NeuroScience, individual		CHF 295
<input type="radio"/>	Maximising Profit through NeuroScience, 2 participants	Nr:	CHF 265 /p
<input type="radio"/>	Maximising Profit through NeuroScience, 5 participants +	Nr:	CHF 230 /p

First name:	
Family name:	
Company:	
Road & number:	
City:	
Postcode:	
Country:	
Tel:	
Email:	

"....I entered the seminar "Maximizing Profit through Social Intelligence - What Neuroscience Tells Us" [Mar 2010] with high expectations. The actual experience exceeded all expectations on every level. I stood enthralled, astonished by the vastness of the information and astounded by the effectiveness of communicating the messages to the audience based on hard scientific evidence. A truly life-changing event presented by a true professional whose knowledge, passion and dedication to work are apparent through his charismatic personality. ...."

**Apostolos Klontzaris, Mergers & Acquisitions Manager, Syngenta International AG**

"The three speakers complemented each other perfectly. Mike's power, Andy's focused insight into the brain and communication and the wealth of knowledge given by Srin Pillay. A great event with a thousand takeaways."

**Lisa Sennhauser, Managing Director, UBS AG**

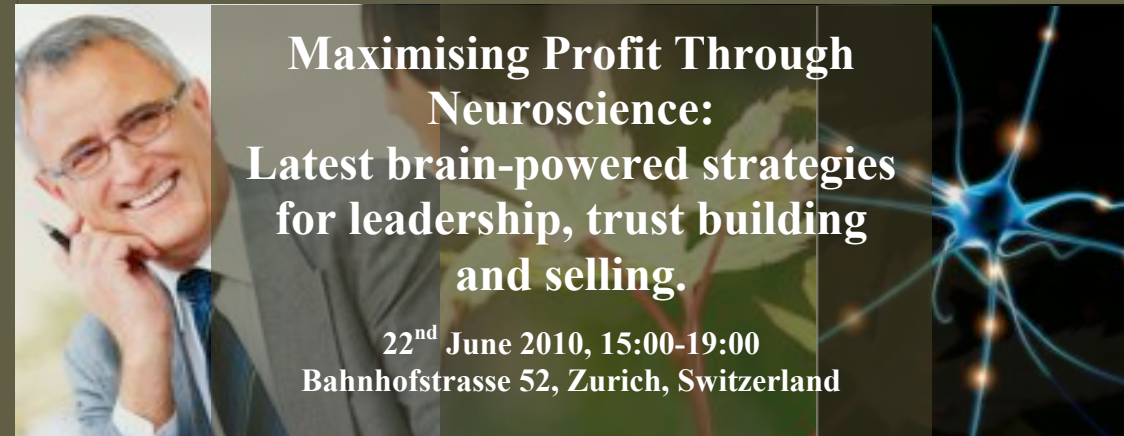
"Amazingly powerful. New insights and perspectives based on hard science with real applications in business. Inspiring and a must for any leader at any level."

**Philip Getty, Chairman & CEO, Getty Holding GmbH**

ctp, corporate-training programmes  
Bahnhofstrasse 52, 8001 Zurich  
Switzerland  
www.corporate-training.ch info@corporate-training.ch  
+41 44 214 67 28

you be success

enlightened leadership



**Maximising Profit Through Neuroscience:  
Latest brain-powered strategies  
for leadership, trust building  
and selling.**

**22<sup>nd</sup> June 2010, 15:00-19:00  
Bahnhofstrasse 52, 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 Srin Pillay (USA)

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

*Dr Srin Pillay is Assistant Clinical Professor of Psychiatry at Harvard Medical School and has over 15 years of experience in Neuroscientific research. More importantly Dr Srin 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)

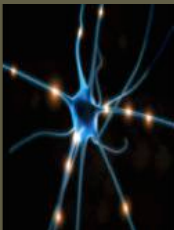
International Speaker  
 Vice-President on Board of Professional Speakers Association UK  
*Mike is one of UK's premier speakers and his powerful no-nonsense approach will leave you thinking about you, your business and how to make improvements right now.*



## 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.*

# Neuroscience



Neuroscience has now reached the public domain: terms are being coined almost by the day: NeuroMarketing, NeuroLeadership, NeuroCoaching, etc. But what is neuroscience and why has it been forced into the limelight?

Well the reason it is now ever present is simply the fact that the technology and price of this have reached an interesting level. This combined with a corporate motives that this will help understand concepts of buying better, have led to huge increase in funding. Neuroscience, because it is scientifically based and by virtue of the fact that you can create images and "see" what is happening in the brain, make it more concrete and understandable for many people. Neuroscience looks at the connections within the brain and gives a more concrete and practical understanding of how the brain is communicating and functioning. This can give wonderful insights and practical applications in all fields. On March 10<sup>th</sup> you can learn more!



# Programme

## Overview







Dr Srin Pillay, Harvard Medical School, NeuroBusiness Group and NeuroCoaching Center, is the lead speaker at this fascinating afternoon, which will be looking at how our brain ticks and how neuroscience can give us more powerful insights into how to generate more profit.

Srin will be showing us that looking into the mind and learning how it works and that this understanding can help drive more powerful strategies in business. Firstly that some leadership myths go against brain science and that brain science can show us more powerful ways of dealing with issues. Secondly that understanding the functioning of the brain can give powerful strategies for sales, and relationship building and trust – key for any business.

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 Srin and who represents NBG in Switzerland, will be complementing the topic with his focus on the brain and how this affects leadership and how this is reflected in social intelligence.

Three international speakers for a stimulating afternoon showing what the science of the mind can do for your business.

	<b>15:00</b>	<b>Opening &amp; Introduction</b>
	<b>15:10</b>	<b>Basics of NeuroLeadership</b> Leading with neuroscience – latest insights into leadership strategies.
	<b>15:45</b>	<b>Neuroscience - Smashing Leadership Myths</b> How neuroscience can smash leadership myths and give birth to new strategies.
<b>16:50</b> - Coffee Break -		
	<b>17:10</b>	<b>Refocus</b>
	<b>17:20</b>	<b>Neuroscience Stenghtening Social Intelligence</b> Neuroscience supporting social intelligence and its human power.
	<b>17:55</b>	<b>Neuroscientific Perspectives on Trust, Relationship Building and Sales</b> Findings from neuroscience that support trust, relationships and sales.
<b>19:00</b> - Apéro -		
<b>20:00</b>		

**Date:** 22.06.2010

**Apéro:** 19:00-20:00

**Price:** CHF 295

**Time:** 15:00-19:00

**Location:** Bahnhofstrasse 52, Zurich, Switzerland