



NeuroBanking Lunchtime Introduction

23rd June 2010, 11:45-14:00
Bahnhofstrasse 52
8001 Zurich



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NeuroBanking

Brain-powered strategies based on latest scientific research for the banking profession.

Overview

Recently neuroscience has increasingly been in the news. It has entered the business field through marketing. Obviously the implications for understanding how consumer's brains work and for sales are huge. Indeed this has, arguably, always been the focus of marketing.

How can this help me in banking?

NeuroBanking® is an executive coaching approach that is tailored to the needs of the banking industry. Rather than utilizing the usual methods of executive coaching, NeuroBanking combines brain science with traditional approaches to debunk myths related to challenges in the banking industry. The result is: tangible insights for managers to self-coach and coach others while maintaining and accelerating competitive advantage.

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Bahnhofstrasse 52, 8001 Zurich, Switzerland

Price: CHF 195

Registration:

andy@corporate-training.ch / www.corporate-training.ch

What are leaders saying about NBG?

"Coming from the M&A world of managing multiple project teams and managing success through tough negotiations and tremendous time pressure, I entered the seminar ... with high expectations. The actual experience exceeded all expectations on every level...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 ...

Apostolos Klontzaris. M&A Manager, Syngenta, Basel, Switzerland

"His [Dr Pillay] ability to bring the concepts of neuroscience to business professionals is paving the way for leaders to learn and grow in profound ways... Galina Jeffrey. The Forum Corporation, Boston, MA, USA

Key Points

- **How the subconscious brain can act as a saboteur in management decisions**
- **How the brain manages risk, ambiguity and distorted memory when losses occur**
- **How the brain manages trust, enhances sales and resolves interpersonal conflicts to retain clients**

Brain-based actions based on all three concepts above

What brain-based processes can coaching using NeuroBanking target?

- 1. Escalation:** Studies of "escalation" focus on how individuals and organizations cope with major losses. A study of 132 banks reported some interesting findings [1]. People tend to remain committed to losing courses of action, sometimes even "throwing good money after bad". In fact, studies have shown that those responsible for decisions leading to losses are more likely to persist or invest further in the losing course of action.
 - 1.1. Why are our brains wired to do exactly the opposite of what we want them to do under stress? What can you do about this?
 - 1.2. When losses have occurred, what is the brain basis of some of the decision-making biases that even good leaders are vulnerable to? What can you do about this outside of increasing turnover?

- 2. Customer Loyalty:** A recent article pointed to a shift in customer loyalty away from large banking facilities into private banks [2]. It is unclear whether private banks can maintain this competitive advantage. Personalization and emphasis on wealth preservation are the "macro" concepts that guide the banking sector, but by understanding some of the "micro" factors at the level of the brain, management will be in a better position to advise colleagues with new perspectives.

By understanding the factors that enhance loyalty in the brain, how can managers innovate around new strategies to retain and grow customers?

1. Staw, B.M., S.G. Barsade, and K.W. Koput, *Escalation at the credit window: A longitudinal study of bank executives' recognition and write-off of problem loans.* Journal of Applied Psychology, 1997. 82(1): p. 130-142.
2. Kandell, J., *Value of Discretion*, in *Institutional Investor*. June-August 2008. p. 1-7.