

# NeuroLeadership (3) Changing Brains

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08:15-12:15

Bahnhofstrasse 52, 8001 Zurich



Run by:



**Andy Habermacher (UK / CH)**  
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CEO Corporate Training Programmes  
Senior Consultant NeuroBusiness Group  
International Speaker

Andy has over 15 years of experience in education and training. He has always been fascinated by psychology, human behaviour and the leadership tools for success. His recent work has focused on leadership coaching strategies and on practical implications of neuroscience. He has one book published and another two due to be published in Q4 2010.

## NeuroLeadership (3) – Changing Brains

Brain-Powered Strategies, Knowledge and Techniques for Greater Effectiveness

### 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.

#### On a leadership level how will this help us?

Neuroscience and particularly neuroleadership is a powerful tool to take the latest research into practical applications in business. It is a tool that will give more, and importantly, more concrete information on how to motivate, avoid conflict, create more action and much more. The insights show how the brain is working what we can draw from this and what this means for development strategies and dealing with core issues that many business struggle with.

There is a direct overlap with business psychology but NeuroLeadership comes at it from different angle with a more concrete understanding.

As an analogy I say that most business strategy deals with how to fish and how to specifically get fish on board. Neuroscience shows us where the waters are, and where the fish are swimming and how they're swimming. This makes it is so much easier to develop strategies to get the fish on board. Rather than, for example, picking various strategies to deal with motivation and inaction in business you can learn what the underlying causes are and develop a whole host of strategies and actions to effectively and efficiently deal with the issues.

#### Dates 2011:

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Bahnhofstrasse 52, 8001 Zurich, Switzerland

Price: CHF 420

#### Registration:

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### Content

The workshop will follow on from "NeuroLeadership - An Introduction" and adds some more specific content on how to lead brains better. Specifically we will be looking at how the brain processes change, habit and transformation. This will give more concrete insights into how to deal with these themes from a standpoint of our brains.

- Brain plasticity
- Habit formation
- Contexts for habit
- Need for change
- Fear and uncertainty
- Change blocks
- Reward systems in change
- Habitual loops
- How the brain can sabotage change
- Unconscious processes in the change process