



## **NEURO LEADERSHIP: Cognitive triggers**

**Delivery language:** English

**Designer/Speaker:** Dr. Mark Samuel

### **DESCRIPTION**

You are passionate about neuroscience! You wonder why you have a brain, how does it work, how it can trick you, how you can train it to be more creative and elastic to learn more efficiently? If YES, then this workshop is for you.

Throughout the embedded activities of this training, you will learn many fun and intriguing facts about your brain. This workshop takes a deep dive to uncover the science behind focus, learning, and decision making, among others. You'll see how various branches of psychology, behavioral theories, and neuroscience can be applied to leadership, in various professional areas. We'll take time to look at how the brain works (ex. prefrontal cortex, limbic system, amygdala, neurons, synapsis, etc.), the critical role of neuroplasticity, how memory functions, and how insight gathering are linked to cognitive categorization.

You will discover what's going on in your brain all day long and how you can pamper your brain to make it operate more efficiently. Practically, you'll also see how your brain can be at your service to facilitate analysis and create favorable perceptions for proper decision-making, be more agile, more focused, memorize better and increase overall your learning potential.

Get ready for a dive in your brain!

### **WORKSHOP OBJECTIVES**

- Be able to describe some basic functional aspects of the brain
- Be able to apply various techniques to improve brain functioning
- Be able to describe ways we can take better care of our brains
- Be able to use cognitive biases to influence decisions

### **LEARNING OBJECTIVES**

- Leadership types and styles in the modern era
- Highlight the thinking vs. analytical brain relationship with leadership behavior: The power of the prefrontal cortex
- Identify the implicit factors pertaining to selective perception that can influence leaders' decisions: leveraging mental images

- Present the notions of concentration and focus (prefrontal cortex) to bring about attention to detail when making crucial decisions (short term vs long term memory)
- Dealing with stress:
  - Processing emotions through the limbic system
  - Reacting to threats via the amygdala – Fight or Flight responses
- Help organizational/people leaders widen their choices when dealing with conflicts within their organizations

## TACKLED CONCEPTS

Neuroplasticity

Neurotransmitters

Learning

Attention and focus

Types of Memory

Cognitive Bias

## TEACHING METHOD

Role play

In-class simulations and experiments

Self-tests

Lecturing

Small group reflection and exchange

Observations

## MAIN SECTIONS

<b>Session details</b>	Introduction
	Thinking and the Analytical Brain
	Selective Perception
	Concentration and Focus (attention)
	Data gathering and decision making