



We believe that today's leaders require new tools and insights in order to be successful. With the responsibility for success squarely on the shoulders of leadership, adapting style to fit situations and coaching opportunities is a challenge for even the most experienced. Leadership energy is an organization's most important and scarce resource. A leader's time and attention must to be directed toward facilitating change toward the successful creation and implementation of strategy.

Whatever the challenge, a leader must understand how s/he perceive and affect their team and circumstances around them; self awareness is the cornerstone to success.

NeuroLeadership

Change is pain. Leaders today face a broad range of challenges; from one to one coaching and motivation to creating or executing strategic initiatives that affect a large organization. The challenges can also present themselves with time lines of the immediate that require the ability to improvise under pressure to the long term that require the ability to transform culture and communicate a vision for the future. No matter the challenge before you as a leader it will involve change of either yourself or someone else.

NeuroLeadership is applying Neuroscience (how the brain works) to leadership situations in order to understand and modify the behavior of one or many people. Success isn't possible without changing the day-to-day behavior of people throughout the organization. It all starts with how we perceive the threat of change and if our brains either accept or reject the ideas put before us. How a message is delivered is more important than the content.

The workshop will concentrate on 3 main areas;

1. Analysis of individual style & attention preferences using proven psychometric tools.
2. Leveraging NeuroLeadership as a means to implement a change process
3. Understanding the role of Focus and Attention in coaching and leadership programs

Focus and attention are the two key components to driving change within an organization or individual. The workshop will explore several strategies for driving change using focus and attention as tactics. It is becoming clear that Behaviorism (carrot or stick) and Humanism (social contracts and "I'm your friend") are not working consistently in today's corporate culture.

The "thin red line" running throughout all of our programs is the world's leading psychometric assessment (TAIS) that is used to measure and develop business, military and sports leaders in over 40 countries. Because self awareness is the most important aspect for any leader, a valid and highly reliable instrument is crucial to success. TAIS is an on-line 144 item self-report questionnaire that measures twenty different concentration and interpersonal attributes. Those specific attentional skills and personality style characteristics can be thought of as the building blocks upon which



more complex human behaviors depend – which in turn, affect leadership and performance style.

This workshop will explore the components of NeuroLeadership and the processes involved in change in real life business situations. It will also engage the participants in exercises and discussions that reveal their leadership styles. The workshop is highly interactive using multimedia, exercises and discussion.

Learning Objectives:

- Understand NeuroLeadership and its role in change
- Learn to leverage leadership styles to create and execute change strategies
- Understand Attentional Channels in communicating change strategies
- Using focus and attention as change tactics

Who should attend?

- Leaders, Managers, Teams
- Human Capital Professionals
- Facilitators, Learning Professionals