Applied Neuroscience: Unleashing Brain Power for You and Your People

Program Details
This new program will explore neuroscience concepts and techniques to help you drive success and innovation throughout your organization, taking you—brain and body—through a method of unleashing potential in yourself and others.

This highly experiential two-day course helps leaders motivate and inspire their peers and employees in ways that catalyze innovation and increase business success. Through a balance of theory and application, neuroscientist and MIT Sloan Senior Lecturer Dr. Tara Swart takes a deep dive into the latest neuroscience research and how it can inform management practice.

Program topic areas include:
- How to boost, refuel, and re-direct your cognitive resources
- Embodied leadership and somatic practices (MIT’s “thin slices” research)
- Creative and intuitive ideas for revolutionizing collaboration
- Neural pathways that underlie procrastination, risk profile, and resilience (Swart’s Neural Tethering Model© based on research from MIT’s financial engineering department)
- The impact of gender and cultural diversity on confidence and creativity in organizations and teams
- Working with technology to empower human potential

Hands-on exercises will include enacting successful scenarios through creative, visual activities, guided meditation focused on peak performance, and optional yoga.

Participants
This program is intended for senior-level leaders who want to gain deeper understanding of how the brain works and apply that knowledge in the workplace for greater impact. It is particularly relevant for executives working in large, complex organizations seeking new ways to influence and mobilize people and drive organization-wide change.

Takeaways
Participants of this two-day workshop will learn:
- A groundbreaking brain agility model
- Coaching skills, through a neuroscience lens
- How to mobilize neurons to get on the right side of risk and motivation
- How to apply the Neural Tethering Model© to keep teams healthy, aware, focused, and continually developing, even in the face of ambiguity and change
- How to better read emotions and get the best results out of others
- The impact of gender diversity on confidence
- The impact of cultural diversity on innovation
- Cognitive decision-making systems
- How to create the conditions for successful change in the brain and body
- Keys for embedding a culture of learning at their organization
- How cultural patterns of behavior and belief frequently impact our perceptions (what we see as reality), cognition (how we think), and actions (what we do)

You may also be interested in “Neuroscience for Leadership” program. See our website for more details: http://executive.mit.edu/ans.

http://executive.mit.edu/ans
# Applied Neuroscience: Unleashing Brain Power for You and Your People

## Sample Program Schedule

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
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<tbody>
<tr>
<td>7:00–8:00 AM  Yoga Class (Optional)</td>
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<tr>
<td>8:00–9:00 AM  Registration and Continental Breakfast</td>
<td>8:00–9:00 AM  Continental Breakfast</td>
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<tr>
<td>9:00 AM–12:00 PM Introduction to Applied Neuroscience</td>
<td>9:00–12:00 PM Gender and Cultural Diversity and Inclusivity</td>
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<td>Attention and Perspectives Exercises</td>
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<td>Thin Slices Research</td>
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<td>How to Read a Neuroscience Research Paper</td>
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<td>12:00–1:00 PM  Networking Lunch</td>
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<tr>
<td>1:00–4:00 PM  Stress and Resilience</td>
<td>1:00–3:30 PM  Financial Risk-Taking and Decision-Making: Your Brain on Money</td>
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<tr>
<td>1:00–4:00 PM  Managing Through Trust</td>
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<tr>
<td>1:00–4:00 PM  Brain Threats and Opportunities</td>
<td>Neural Tethering Model©</td>
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<tr>
<td>1:00–4:00 PM  Spiral Learning Exercise to Build Empathy, Creativity and Intuition</td>
<td>Artificial Intelligence and the Future of Business</td>
</tr>
<tr>
<td>4:00–5:00 PM  Reception</td>
<td>3:30–3:45 PM  Feedback Completion</td>
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## Program Faculty

**Tara Swart** is an executive leadership coach, medical doctor, neuroscientist and frequent keynote speaker. She is passionate about disseminating simple, pragmatic neuroscience-based messages that change the way people work and sustainably translate to tangible improvement in their business and their lives. Swart has authored or co-authored more than 20 articles in journals of neuroscience and coaching. She speaks globally on the brain in business at international conferences, corporations and at top business schools including Oxford, Stanford and MIT. She holds a BSc in Biomedical Science and PhD in Neuropharmacology from Kings College London, and a BM BcH in Medicine from Oxford University.

“If we were to say that simple, pragmatic applications of neuroscience could make you a better leader, team player and person, would you want to know more? Applied neuroscience is an approach that adds value both quickly and more sustainably in key areas of a business. Leaders can then role model and cascade brain-based behaviours to their teams and throughout the organisation to create high-performing cultures.”

—Dr. Tara Swart
MIT Sloan Senior Lecturer

## Contact Information

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http://executive.mit.edu/ans