

MIT
MANAGEMENT
EXECUTIVE EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SLOAN SCHOOL OF MANAGEMENT

NEUROSCIENCE FOR BUSINESS

ONLINE SHORT COURSE

Develop key leadership skills based on neuroscience principles
in order to rapidly innovate and respond to change.

ABOUT THIS COURSE

The modern business environment is constantly evolving. As a result of this rapid change, there's an increase in the amount of information that needs to be processed and problems that need to be solved. Now, more than ever, there is a demand for resilient and agile leaders who can effectively adapt to change and drive innovation.

Although business leaders do not have control over the external factors impacting their businesses, they can prepare themselves and their organizations to better respond to, and navigate through, change. The Neuroscience for Business online short course from the MIT Sloan School of Management takes a scientific approach to leadership. Drawing on the importance of neuroscience principles like neuroplasticity, it looks at promoting organizational and personal resilience, leadership development, and business performance.

Gain an in-depth understanding of the brain and the tools you need to rewire it to maximize your leadership potential. Over six weeks, you'll learn how to change and refine the way you think, in order to enhance how you engage with and motivate others, and boost personal and organizational performance. With key insights from industry experts, you'll gain a better understanding of the areas for improvement in your business, and create a strategy that maps out your vision for your organization, as well as the steps required to achieve it.

WHAT THE PROGRAM COVERS

Evidence from neuroscience suggests that by changing the way they think, leaders can significantly improve how they engage with and motivate others, make better decisions, and improve personal and organizational performance. The ability of the brain to adapt and change is referred to as neuroplasticity, and it can be applied not only to individuals but also to organizations.

This program enables leaders to discover the impact of the brain on their ability to lead, and reveals how they can rewire their brain to become more effective. Participants will investigate their thinking approach, natural preferences and blindspots as leaders, and discover how to boost their thinking skills and leadership behavior. Finally, they will explore the power of visualization to inspire action, and determine how to maximize their leadership potential to induce organizational change and leave a powerful legacy.

By completing this program, leaders will foster a culture of learning within their organization, and discover how to put a structure and process in place to lay the groundwork for continuous skill development in a changing world to future-proof success.



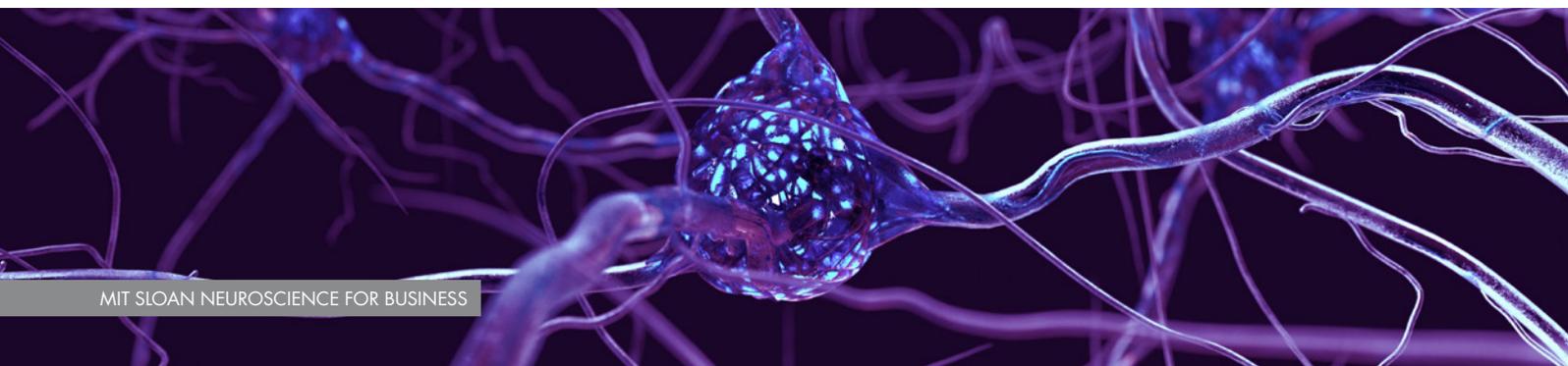
\$2,800



6 weeks,
excluding 1 week orientation.



6–8 hours of self-paced learning
per week, entirely online.



THIS PROGRAM IS FOR YOU IF YOU WANT TO:



EXPLORE NEW INSIGHTS

Gain access to cutting-edge research and insights from world-class faculty in the neuroscience and psychology fields, and learn to rewire your brain.



ENHANCE YOUR SKILLS

Draw on the principles of neuroplasticity to develop a leadership toolkit that will help you refine your leadership skills and effectively respond to change.



PREPARE FOR THE FUTURE

Future-focus your business by fostering a culture of agility and growth in the workplace, and enhance your personal and organizational resilience.

WHO SHOULD TAKE THIS COURSE?

This action-based skills development program will be beneficial to both current and aspiring leaders looking to become more effective, agile, and resilient. Anyone in the coaching, consulting, and learning and development fields will benefit from exploring the application of neuroscience to help improve employee engagement and workplace culture. Unpacking important neuroscience principles, this program will help leaders and executives improve their personal leadership style and their business processes.



“A neuroplastic approach should be embedded at an organizational level to ensure a business can keep up with the pace of the human, technical, and cultural changes facing us all.”

– TARA SWART, FACULTY DIRECTOR

Forbes (Sep, 2018).

WHAT YOU'LL LEARN

This online program integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as downloadable course notes. There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach your learning path takes:

ORIENTATION MODULE

WELCOME TO YOUR ONLINE CAMPUS

ONE WEEK

You'll be welcomed to the program and begin connecting with fellow participants, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You'll be required to complete your student profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

MODULE 1

UNDERSTANDING AND OPTIMIZING YOUR BRAIN

Discover the impact of neuroscience on your role as a leader.

MODULE 2

NEUROPLASTICITY: REWIRING YOUR BRAIN

Discover how to rewire your brain to become an effective leader.

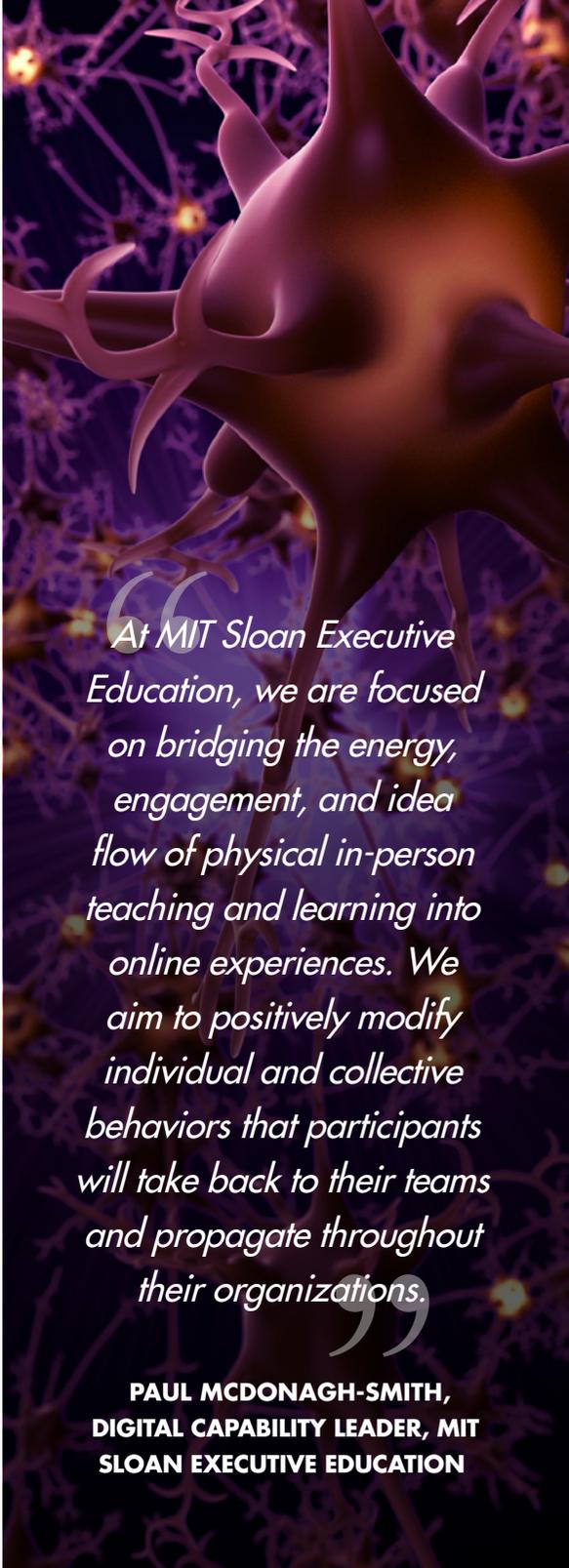
MODULE 3

BRAIN AGILITY AND COGNITIVE DIVERSITY

Investigate your thinking approach and natural preferences as a leader.

WHAT IS MIT SLOAN?

Learn more about
**THE MIT SLOAN
SCHOOL OF
MANAGEMENT**



“At MIT Sloan Executive Education, we are focused on bridging the energy, engagement, and idea flow of physical in-person teaching and learning into online experiences. We aim to positively modify individual and collective behaviors that participants will take back to their teams and propagate throughout their organizations.”

**PAUL MCDONAGH-SMITH,
DIGITAL CAPABILITY LEADER, MIT
SLOAN EXECUTIVE EDUCATION**

MODULE 4

MAXIMIZE YOUR BRAIN: BUILDING MENTAL RESILIENCE

Discover why mental resilience can boost your thinking skills and leadership.

MODULE 5

LEADERSHIP VISUALIZATION AND ACTION

Explore the power of visualization and how to put that into action.

MODULE 6

LEADERSHIP INFLUENCE AND NEUROPLASTICITY IN ORGANIZATIONS

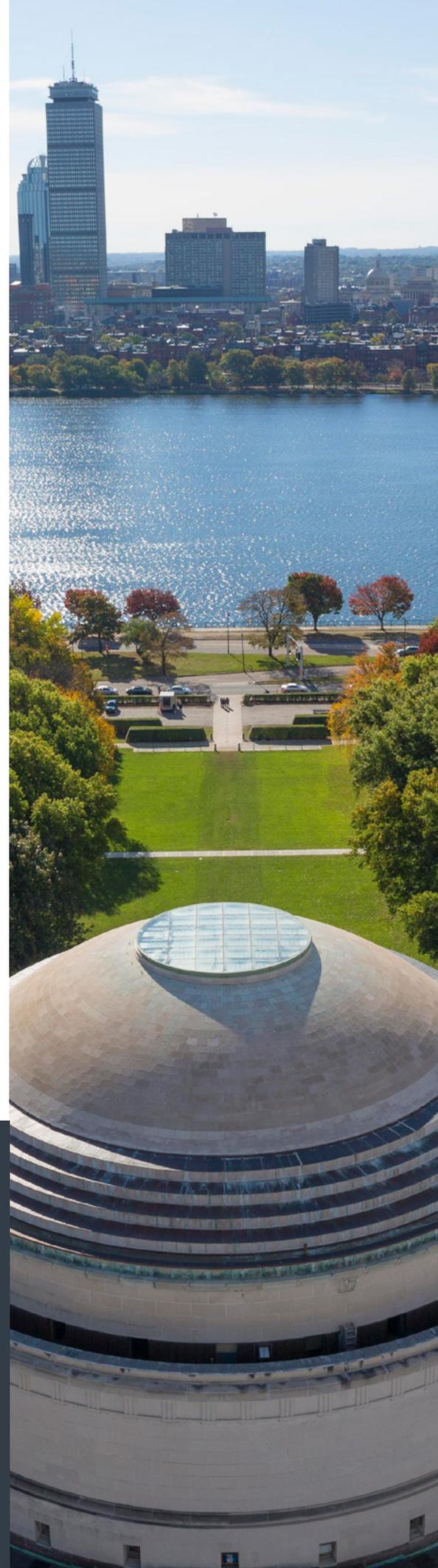
Discover how to maximize your leadership potential to induce change in your organization.

ABOUT MIT SLOAN

The MIT Sloan School of Management is one of the world's leading [business schools](#), emphasizing innovation in practice and research, with a mission to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The school's focus on action learning means that students are able to apply concepts learned in the classroom to real-world business settings. Through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.

WHY MIT SLOAN EXECUTIVE EDUCATION?

Learn more about
**THE MIT SLOAN
ADVANTAGE**



WHO YOU'LL LEARN FROM

This subject matter expert from MIT Sloan guides the course design and appears in a number of program videos, along with a variety of industry professionals.

YOUR FACULTY DIRECTOR



TARA SWART

Senior Lecturer, MIT Sloan

As a neuroscientist, medical doctor, author, executive adviser, and faculty at MIT Sloan, Swart is passionate about teaching practical neuroscience-based techniques that change the way people work. Through her classes, Swart hopes to sustainably translate her work into tangible improvements in her students' businesses and lives. She holds a Bachelor of Science (BSc) in biomedical science, a PhD in neuropharmacology from Kings College, London, and an MD from Oxford University. Swart is a leading author of the award-winning book *Neuroscience for Leadership*. Her latest book, *The Source*, is a UK best seller.



Over 80%
of executives believe
that the ability to lead
through complexity
and ambiguity is now
a unique leadership
requirement.*

**Deloitte (2019).*

INDUSTRY EXPERTS

SCOTT ANDERSON

Author of *The Psychobiotic Revolution*

JAMES CRACKNELL

Double Olympic Champion

CAROLINE BROWN

Managing Director at Closed Loop Partners

ANDY DESHONG

Group Senior Vice President at Vizient Inc.

KEVIN CHIN

Founder and Executive Chairman of Arowana

DR TOYE HONEYMAN

PhD; Honeyman & Associates

SHEILA MARSHALL

Producer Director at Aniku Ltd

MIKA HÄKKINEN

Professional Racing Driver and Double Formula 1 Champion

DR DANIEL SIEGEL

MD; Executive Director at the Mindsight Institute; Clinical Professor at UCLA School of Medicine; New York Times Bestselling Author of *Aware: The Science and Practice of Presence* and *Mind: A Journey to the Heart of Being Human*

PROF JANET REIBSTEIN

Professor Emerita at the University of Exeter, UK; Psychologist and Psychotherapist at the Child and Family Practice, London; Fellow, RSA; Author and Broadcaster

NICK CRAIG

CEO of the Core Leadership Institute and Author of *Leading From Purpose*

AMISHI JHA

Associate Professor of Psychology at the University of Miami

GUEST EXPERT

ALLY VALLIERES

Yoga Instructor*

*All yoga workouts have been recorded specifically for this program

YOUR SUCCESS TEAM

GetSmarter, with whom MIT Sloan is collaborating to deliver this online program, provides a personalized approach to online education that ensures you're supported throughout your learning journey.



HEAD LEARNING FACILITATOR

A subject expert from GetSmarter, approved by the university, will guide you through learning-related challenges.



SUCCESS ADVISER

Your one-on-one support at GetSmarter, available during university hours (9a.m.–5p.m. EST) to address technical or administrative questions.



GLOBAL SUCCESS TEAM

This team from GetSmarter is available 24/7 to solve your tech-related queries and concerns.

A POWERFUL COLLABORATION

The MIT Sloan School of Management is collaborating with online education provider GetSmarter to create a new class of learning experience — one that is high-touch, intimate, and personalized for the working professional.

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers non-degree executive programs led by MIT Sloan faculty to provide business professionals from around the world with a targeted and flexible means to advance their career development goals and position their organizations for future growth. By collaborating with GetSmarter, a leader in online education, MIT Sloan Executive Education is able to deliver its executive programs through a dynamic, interactive, digital learning platform.

ABOUT GETSMARTER

GetSmarter, a 2U, Inc. brand, collaborates with the world's leading universities to select, design, and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigor in GetSmarter's people-mediated model, which enables lifelong learners across the globe to obtain industry-relevant skills that are recognized by the world's most reputable academic institutions.



ABOUT THE CERTIFICATE

This program offers you the opportunity to earn a certificate of completion from one of the world's leading business schools — the MIT Sloan School of Management. This program also counts towards an MIT Sloan Executive Certificate, which you can earn upon completion of four programs where at least three of the four come from your chosen certificate track and at least one is completed in-person. Find full details [here](#).

Assessment is continuous and based on a series of practical assignments completed online. In order to be issued with a certificate, you'll need to meet the requirements outlined in the course handbook. The handbook will be made available to you as soon as you begin the program.

Your certificate will be issued in your legal name and sent to you upon successful completion of the program, as per the stipulated requirements.



Nearly a **third** of respondents in a 2020 LinkedIn survey view the pace of change as a key trend shaping the future of leadership.*

**[LinkedIn](#) (Jan, 2020).*

HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in an increased understanding of your leadership style, and the tools needed to rewire your thinking and behaviors

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS

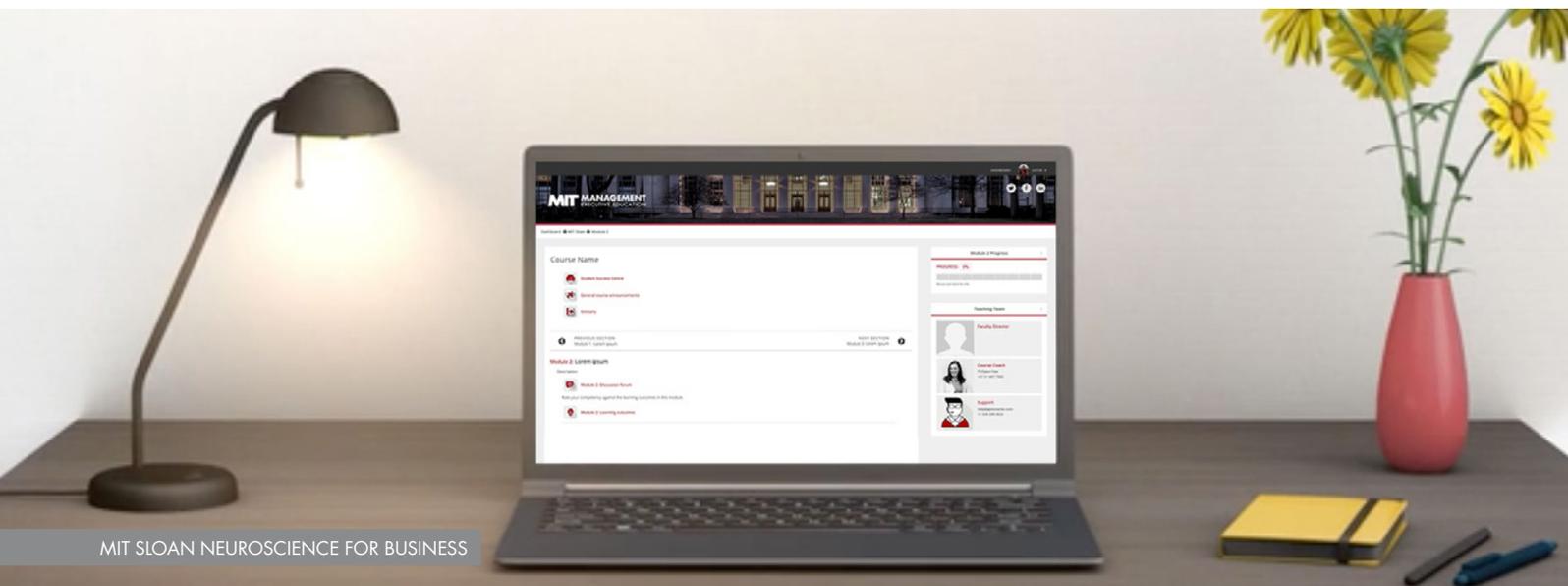
In order to complete a program, you'll need a current email account and access to a computer and the internet, as well as a [PDF Reader](#). You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel.

BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to course material. This browser can be downloaded [here](#).

ADDITIONAL REQUIREMENTS

Certain courses may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the program. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing course content. Please check with an Enrollment Adviser before registering for this course if you have any concerns about this affecting your experience with the Online Campus.





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REGISTER NOW

CONTACT US

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