

# APPLIED NEUROSCIENCE:

UNLEASHING BRAIN POWER FOR YOU AND YOUR PEOPLE



## WHEN

TBD

## PRICE

\$4,100

## WHERE

Live Online - Zoom

## EXECUTIVE CERTIFICATE TRACK

Management and Leadership

Explore how the latest neuroscience concepts and techniques can help you motivate and inspire your peers and employees, catalyze innovation, and increase business success. *Applied Neuroscience: Unleashing Brain Power for You and Your People* is your opportunity to learn concepts and hands-on techniques derived from the latest cognitive brain research and psychology to improve individual, team, and organizational performance. Through a balance of theory and application, you will examine the latest neuroscience research and how it can inform personal and professional practices. Understanding the implications of this unique research will teach you how to raise your awareness of existing leadership behavioral patterns, focus attention on actions promoting resilience, and gain a competitive edge by comprehending how the brain works.

Please visit our website for the most current information.

[executive.mit.edu/ans](https://executive.mit.edu/ans)

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**MANAGEMENT**  
EXECUTIVE EDUCATION

## FACULTY



Tara Swart

## TAKEAWAYS

As a participant, you 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 better read emotions
- The impact of gender and cultural diversity on confidence and innovation
- How to create conditions for successful change in the brain and body
- Keys for embedding a culture of learning in an organization
- How cultural patterns of behavior and belief frequently impact perceptions, cognition, and actions

## WHO SHOULD ATTEND

- Senior-level leaders who want to gain a deeper understanding of how the brain works and apply that knowledge in the workplace for greater impact
- Executives working in large, complex organizations with diverse markets who seek new ways to influence and mobilize people and drive organization-wide change



*A home run by Dr. Tara Swart and MIT. Practical, highly applicable and enthusiastically presented material that all leaders need. Stuff that's as important as understanding a P/L statement, maybe even more so.*

**OVERALL RATING** | ★ ★ ★ ★ ★

– Thomas B

## CONTACT INFORMATION

MIT Sloan Executive Education

**P** +1-617-253-7166 | **E** sloanexeced@mit.edu

executive.mit.edu

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