

# NEURO-EFFECTIVE LEADERSHIP

## Leadership from the brain, for the heart.

THERE IS NO DOUBT THAT THE HUMAN BRAIN IS ONE OF THE NATURAL WONDERS OF THE WORLD. SO, WHY IS IT SO HARD TO USE IT TO BE A PASSIONATE, DECISIVE, VALUES-LED, BUSINESS LEADER?

The fact is that the human brain has multiple modes, and we are often painfully unaware of which mode to use for which leadership challenge. And, what is worse, the brain mode that naturally suggests itself is usually the wrong one for the leader who wants to be effective in today's fast-paced, highly transparent, business world.

This is why the Swedish neuroscientist, Parisa Zarnegar, has teamed up with British change management innovator, Laurence Coen.

They propose to help senior executives develop the single skill that will distinguish good leaders from great ones in this century: the conscious selection of the most effective brain mode for the leadership challenge you are facing at any given moment. Only this way can you prevent the brain from tricking you into the kind of poor decisions and unfocused action that holds back even those leaders who have the potential for greatness.

Once you learn how to always point your brain in the right direction, you can become a constantly effective leader. For example:

- The *social* brain's impulse is to soften critical feedback, but you can combat this by using the *motive-led* and *recognising* brains to help you deliver critical messages effectively.
- The *short-term* brain reduces conviction levels during visioning and planning processes. However, it is possible to use the *fearful* and *assumptive* brains to counteract this, so that your planning and visioning are always effective.



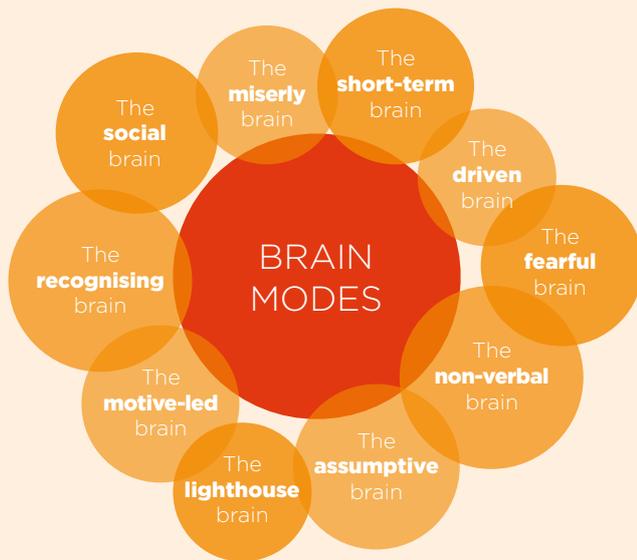
**Laurence  
Coen**  
Change  
management  
innovator



**Parisa  
Zarnegar**  
PhD



## THE **NEURO-EFFECTIVE LEADERSHIP** MODEL



Select the brain mode best suited to the leadership challenge you are facing at any given moment.

**Neuro-effective leadership** is available in a one-day-a-month format for a minimum of six months – the precise duration will depend upon the scale of what you are trying to achieve, but six months is long enough to embed the new, neuro-effective leadership skillset. Six months is also long enough to achieve something amazing.

The day-long sessions all follow the same, practical approach: in the morning, Parisa and Laurence will show you the techniques and processes required to work *deliberately with* the power of your brain, and how to avoid working *inadvertently against* it. In the afternoon sessions, facilitated by Parisa and Laurence, you will apply your new neuro-skillset to your *actual* leadership challenges.

LOOK ON THE PROGRAMME AS A SERIES OF STRATEGIC, MONTHLY BOARD MEETINGS, IN WHICH, FOR THE FIRST TIME, YOU HAVE ACCESS TO YOUR FULL LEADERSHIP POWERS.

For more information, please contact Parisa Zarnegar:

+46 8-28 31 61  
+46 73-682 04 92  
parisa@neltraining.com

[www.parisazarnegar.com](http://www.parisazarnegar.com)

[www.itsagloriousday.co.uk](http://www.itsagloriousday.co.uk)