

People Skills Training

# Persuade the Brain, Not the Person

In-Person

Practical Applications for the Neuroscience of Leadership

## What you'll learn

This workshop answers three questions: How does the brain react to new ideas? How does the brain perceive new ideas as threats or rewards? How can we make our audience's brain perceive our ideas as a reward & not a threat?

## Why you want to learn it

Join this interactive, fun, and informative workshop and begin to see persuasion from a completely new perspective.

## How it will help you

Discover what the latest breakthroughs in neuroscience say about how the brain is persuaded. Experience a transformation which is based on the latest neuroscience findings.