

Professionella relationer

# Persuade the Brain, Not the Person

På plats

Practical Applications for the Neuroscience of Leadership

## Vad du kommer att lära dig

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?

## Varför du behöver lära dig det

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

## Hur det kommer att hjälpa dig

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.