

人际技能

Persuade the Brain, Not the Person

现场课程

Practical Applications for the Neuroscience of Leadership

学习内容

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?

学习原因

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

学习效果

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.