



WORKSHOP Leverage The *Brain* For Effective Leadership

UNDERSTANDING THE BRAIN TURNS MANAGERS INTO LEADERS

Knowing how the brain works expands leaders and teams' thinking, acting and leading capabilities.

Leaders and Teams will learn **how the brain works** in simple, memorable and practical terms, gaining tools and tactics to excel in a **people-centred business world**.

PROBLEMS THIS WORKSHOP SOLVE

- > Ineffective communication and misunderstandings
- > Resistance to change
- > Tendency to burnout and poor stress management
- > Inability to resolve conflicts effectively
- > Poor leadership and stakeholder management skills
- > Unconstructive behaviours
- > Low emotional intelligence
- > Lack of confidence and assertiveness



WHAT WILL BE DIFFERENT AFTER THE WORKSHOP

- > Lead effectively and positively
- > Navigate changes smoothly
- > Recognise when to address and reverse burnout
- > Resolve conflicts constructively
- > Identify when conflict or distress is decreasing productivity
- > Increase engagement around a common vision
- > Better understanding and appreciation of diversity

The intervention is **customised** to meet each client's unique context, so we'll start by uncovering your leadership challenges and needs.

EMPOWERING LEADERS FROM



Bruna De Palo

NEUROSCIENCE-BASED EXECUTIVE AND TEAM COACH, PCC

With 20+ years of international corporate experience and a specialization in neuroscience for business, **I help CEOs and teams perform at their best** through a neuroscience-based coaching approach and by showing them how the human brain works. Teams who have worked with me significantly increased their productivity, impact, and engagement while performing at a higher level.

My intervention is customized to meet each client's unique context through innovative perspectives and actionable strategies.

Get in touch to get the ball rolling,



S M E A W A R D W I N N E R 2 0 2 2

MOST INNOVATIVE SCIENCE-BASED COACHING & TRAINING APPROACH

THE WORKSHOP is available in Italian and in English and includes:

- Calls with the participants to gather perspectives and needs
- 3-hour in-person practical session with 12/15 people max
- 1-hour online Q&A after 2/3 weeks
- A customised, practical guide for applying the learning in practice



W H A T C L I E N T S S A Y



I cannot thank Brunna enough for having helped me look at problems differently, expand my knowledge, and grow my leadership toolkit.

Paul Townsend

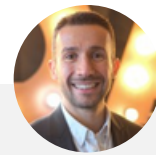
Vice Commander at US
Department of the Air Force



I deeply appreciated the communication always evidence and research-based, combined with clear and concrete examples coming from real life.

Simona Braghi, MD, PhD

Country Medical Director
at Johnson & Johnson MedTech



Her expertise and dedication have been instrumental in my personal and professional growth, and I am immensely grateful for the positive impact she has had on my life.

Cihan Enginar

Head of Mid-Market Sale
at Google

89% of CEOs believe that understanding human behavior is crucial for success.

Source: [The 2023 Global CEO Outlook by KPMG](#)

BOOK A CALL

