

## What are the Benefits?

The seminar will introduce you to the exploding field of neuroscience and neuroleadership. This research is redefining how we think about human information processing, decision-making and motives. This information is crucial to understanding human beings, being able to lead people and deal with your clients more effectively. A greater understanding will ultimately lead to better and more satisfying business.

✓ basics of neuroscience ✓ communication for the brain ✓ how neuroscience can help you lead better ✓ what neuroscience means for business ✓ how relevant is neuroscience ✓ faults in corporate communication ✓ is empathy "nice to have" or essential ✓ corporate myths in psychology ✓ stimulating the brain ✓ soft skills vs. hard skills ✓ profit vs. social intelligence

## Booking Packages

<input type="radio"/>	Maximising Profit – Seminar, 15:00-19:00 + Apéro	CHF 395.-
<input type="radio"/>	Dinner with Speakers from 20:00	CHF 190
<input type="radio"/>	VIP Package – Seminar, Preferential Seating, Parking, Dinner, Video	CHF 875

## Sponsorship Packages

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ctp, corporate-training programmes

Bahnhofstrasse 52

8001 Zurich

[www.corporate-training.ch](http://www.corporate-training.ch)

[info@corporate-training.ch](mailto:info@corporate-training.ch)

+41 44 214 67 28

**you be success**

*enlightened leadership*



**“Maximising Profit Through  
Social Intelligence:  
What Neuroscience Tells Us”**

**10th March 2010  
15:00-19:00  
Park Hyatt, Zurich**

Insights into the exploding field of neuroscience, what this means for leadership and how it is redefining our understanding of soft skills. This also highlights the most effective ways to motivate and generate transformation in organisations – all leading to better organisations and higher returns on human investment.

# International Speakers



## Dr Srin Pillay (USA)

Neuroscientist  
 CEO NeuroBusiness Group  
 Assistant Clinical Professor of Psychiatry, Harvard Medical School  
 Certified Master Coach  
 International Speaker

*Dr Srin Pillay is Assistant Clinical Professor of Psychiatry at Harvard Medical School and has over 15 years of experience in Neuroscientific research. More importantly Dr Srin Pillay has an ability to make a connection between neuroscience, psychiatry, psychology and humanism while tying this into practical aspects of leadership and management. Be inspired!*



## Mike Pagan (UK)

International Speaker  
 Vice-President on Board of Professional Speakers Association UK  
*Mike is one of UK's premier speakers and his powerful non-nonsense approach will leave you thinking about you, your business and how to make improvements right now.*



## Andy Habermacher (UK / CH)

Certified Master Coach  
 CEO Corporate Training Programmes  
 International Speaker  
*Andy is a professional coach, trainer and speaker. His understanding of the big picture and his authentic human style have inspired thousands so far.*

# Neuroscience



Neuroscience has now reached the public domain; terms are being coined almost by the day: NeuroMarketing, NeuroLeadership, NeuroCoaching, etc. But what is neuroscience and why has it been forced into the limelight? Well the reason it is now ever present is simply the fact that the technology and price of this have reached an interesting level. This combined with a corporate motives that this will help understand concepts of buying better, have led to huge increase in funding. Neuroscience, because it is scientifically based and by virtue of the fact that you can create images and "see" what is happening in the brain, make it more concrete and understandable for many people. Neuroscience looks at the connections within the brain and gives a more concrete and practical understanding of how the brain is communicating and functioning. This can give wonderful insights and practical applications in all fields. On March 10<sup>th</sup> you can learn more!



# Programme

## Overview

Dr Srin Pillay, Harvard Medical School, NeuroBusiness Group and Neuro -Coaching Center, is the lead speaker at this fascinating afternoon which will be looking at how our brain ticks and how we can tie social intelligence into more effective leadership.

Srin will be showing us that looking into the mind and learning how it works and understanding social intelligence ties in directly to profit motives. Rather than being a contradiction to profit maximisation it complements it – social intelligence will make your business more profitable, exciting, rewarding and stimulating and more importantly: deeply satisfying for all involved.

Mike Pagan is flying in from the UK to moderate and add his personal philosophy of "stop messing around" into this context – Mike is one of the UK's premier speakers.

Andy Habermacher, who is working in close cooperation with Srin, on various projects, will be complementing the topic with his focus on the brain and communication and how this is reflected in neuroscience.

Three international speakers for a stimulating afternoon making connections in your mind that you never knew you had!

	15:00	<b>Opening &amp; Introduction</b>
	15:10	<b>Basics of Neuroscience:</b> What the Big Parts of the Brain Mean for Leadership
	15:45	<b>Debunking Leadership Myths in Organizational Psychology:</b> Through the Neural Lens
16:50		- Coffee Break -
	17:10	<b>Refocus</b>
	17:20	<b>Neuroscience of Communication:</b> Information processing – corporate myths and faults
	17:55	<b>Neuroscientific Perspectives on Social Intelligence and Profit Maximisation</b> Conflict or complement – into the brain.
19:00		- Apéro -
20:00		- Dinner with Speakers -

**Date:** 10.03.2010

**Apéro:** 19:00-20:00

**Price:** CHF 395

**Time:** 15:00-19:00

**Location:** Park Hyatt, Zurich

**Dinner with Speakers:** CHF 190