

Helena Boschi

World Renowned Applied Neuroscience Psychologist

The Biased Brain

- How the brain 'sees', remembers, makes decisions – and filters and interprets new incoming sensory information
- Why the brain uses biases as part of its immune system
- Typical biases in the business world, particularly in the light of Covid-19 (confirmation bias, loss aversion, availability heuristic, probability-outcome bias, ingroup- outgroup bias, authority bias)
- The use of anchoring to influence buying decisions
- The power of framing to influence behaviour and choice architecture
- The scourge of our negativity bias and how to override it

The Neuroscience of Change

- The brain and what it is design to do
- Managing change through uncertainty
- The danger of expertise and why it is difficult to override or challenge
- The tyranny of natural inertia
- How emotions interfere with our decision to act

The Psychology of Language

- Why the brain likes to be in control
- How language constructs our reality
- The placebo and nocebo effect of words
- Words and the pain matrix – what NOT to say
- Language that turns the brain on
- The importance of context and positioning
- How to persuade and influence with language

The Neuroscience of Leadership and Teams

- The brain region of good leadership
- Basic brain imperatives that leaders must meet in their people
- The need for psychological safety and fairness
- Why perfection does not motivate (and the role of vulnerability)
- The dark side of empathy and how to show compassion
- How to build trust, improve performance and change behaviour
- How to keep people motivated and lead from a distance