



CENTRUMPUCP
GRADUATE BUSINESS SCHOOL



EFMD
GLOBAL
NETWORK



NEUROLEADERSHIP

BRAIN BALANCE: SELF LEADERSHIP WITH THE BRAIN IN MIND

A JOINT EFMD GN / CENTRUM PUCP INITIATIVE



Led by

Steven Poelmans

THE SELF-LEADERSHIP EXPERIENCE

This hands-on workshop introduces the emerging field of Neuroscience of Leadership and explains what one can learn from (cognitive, affective, socio-cognitive) neuroscience in order to achieve more efficient ways of working and managing 'oneself'.

Participants will be introduced to the "Brain Balance" model which consist of eight paradoxical activities. Combined, they facilitate recovery and brain resilience; they help to maintain focus and improve mental health. Based on this model, participants will be put in the position to optimize their self-leadership, e.g. by adapting their time-management.

Insights from the facilitator's work in the 'NeuroTrainingLab™' will help to demystify a number of clichés about the "brain". The discussion will lead to concrete actions to better manage stress and harmonize work, family and personal life.

LEARNING OBJECTIVES

Participants will

- increase their self-knowledge and self-awareness, and understand why these are instrumental for their effectiveness as leaders;
- get acquainted to the "Brain Balance" model, a science-based conceptual framework that enables them to systematically take on the challenge of self-leadership;
- learn easy-to-use techniques to enhance the harmony between work and non-work activities and understand why harmony translates into leadership effectiveness;
- learn how to improve their efficiency at work ("work smarter instead of harder").

METODOLOGY

To achieve these goals, the workshop employs a variety of pedagogical techniques, diagnostic tools and peer coaching. Participants will be put in a position to develop personal action plans.

TARGET GROUP

General Managers, Leaders, CEOs, Executive Directors, Professionals and Business Schools.

INVESTMENT

Regular Payment: US\$ 1,500

Early Bird: US\$ 1,200 (valid until October 5)

Corporate: US\$ 1,000 (price valid for 2 people)

(Prices include dinner on October 24, lunch and coffee break on October 25)

PROGRAM

DAY 1 - 24 oct.

- **19:00** Networking Dinner

DAY 2 - 25 oct.

- **09:00** Contextualizing the Brain Balance
- **10:30** Coffee Break
- **10:45** Atte Axis: Focusing Versus Disconnecting
- **12:30** Activity Axis: Sleeping Versus Exercising
- **15:00** Coffee Break
- **15:15** Directional Axes: Reflecting Versus Relating
- **17:30** Break
- **17:45** Inhibition Axis: Playing Versus Routining



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24 (Wednesday) 19:00 - 22:00

25 (Thursday) 9:00 - 19:00



CENTRUM PUCP
Los Álamos de Monterrico, Surco