



# NEUROLEAD

THINK GREAT, PERFORM BETTER

More human, efficient and smarter organizations  
**with the best of neuroscience**





# HOW COULD WE HELP?

Developing with you  
the organization of tomorrow

## AREAS OF EXPERTISE



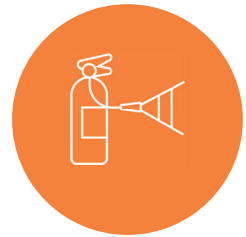
GROWTH MINDSET  
& CULTURE OF  
CHANGE



POSITIVE  
LEADERSHIP



PRESSURE,  
STRESS  
& BURN OUT



CRISIS  
MANAGEMENT

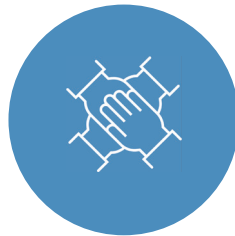
## OUR SOLUTIONS



DIAGNOSTIC  
& SOLUTION



TRAININGS



WORKSHOPS &  
TEAMBUILDINGS



COACHING

*“What matters to us is to create **long-term impacts** and implement **sustainable changes** on the ground”*

# AREAS OF EXPERTISE



A team of **high-level experts** at your service

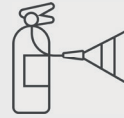


## GROWTH MINDSET & CULTURE OF CHANGE

A 'tailor-made' support to **develop a Growth Mindset** and a **culture of change**.

### YOUR BENEFITS

- People will seize new opportunities and grow
- More adaptation in a complex and changing world
- Enhanced collaboration and less "silos"
- Collaborators leverage challenges to develop their maximum potential
- Less stress, more motivation and fun



## CRISIS MANAGEMENT

**An action plan designed by experts** in human behaviour to deal with crisis or complex management situations.

### YOUR BENEFITS

- A quick intervention from a team of experts
- A targeted response to solve the crisis
- An efficient action plan: diagnosis, coaching, workshops, support, trainings.



## PRESSURE, STRESS & BURN OUT

Pressure is unavoidable, stress is optional. The goal is not to avoid stress but **to better manage it**.

### YOUR BENEFITS

- More joy and enthusiasm facing challenges
- Maximum FLOW experiences, turning pressure into self-development
- Better performance and results
- Less absenteeism and turn over
- Talent retention



## POSITIVE LEADERSHIP

A «brain-friendly» Leadership to combine **performance and self-accomplishment**.

### YOUR BENEFITS

- A modern leadership adapted to the different individual styles
- Long term impacts and new habits, through a combination of training/learning, coaching and on the floor following up
- A Positive Leadership model common to all your managers
- More collaboration, intelligence, autonomy and entrepreneurship
- Sustainable motivation and engagement of your collaborators

# OUR SOLUTIONS



## DIAGNOSIS & SOLUTIONS

The most effective actions are those that meet needs and expectations.  
**Precise and rapid diagnosis** with evidence-based questionnaires.

360° assessment

Personality  
& Motivation

Engagement

Satisfaction survey

Human Capital Risk  
survey

Burn out



## TRAININGS

**Tailor-made' training** paths to respond to your needs.  
Efficient methodology: 20% individual/group reflections, 30% theory, 50% situation and exercises.



### Supporting Managers

- Positive Leadership Program
- Motivate your team
- Support your team
- Foster a solution mindset
- Enhance your team's performance
- Manage stress and emotions
- Develop trust and psychological safety



### Developping your Teams

- Change mindset
- Take a step back to take action
- Emotional intelligence
- Stress Management
- Resilience facing changes
- Work-Life balance
- Keep brains 'fit'
- Efficient time management

«An **incredible training** with Neurolead in which we learned and practiced solutions based on neuroscience»





## WORKSHOPS & TEAMBUILDINGS

Workshops or Teambuildings **to tackle a specific issue.**

Psychological  
safety

Feedback

Recognition  
& praise

Motivation

Communication

Case studies



## COACHING

An effective coaching **to achieve your professional goals with a lot of pleasure** along the way. The coachee understands the 'how' and 'why' of the root causes, to **feed sustainable change.**

Leadership

New responsibilities

Performance

Conflicts &  
communication

Dominance  
& submission

Burn out & stress

« I have **grown** from this personal  
and human adventure »



A stylized, light yellow outline of a human brain is positioned in the upper left corner of the slide. The outline is composed of thick, rounded lines that define the general shape and some internal structures like the gyri and sulci.

# DID YOU KNOW?

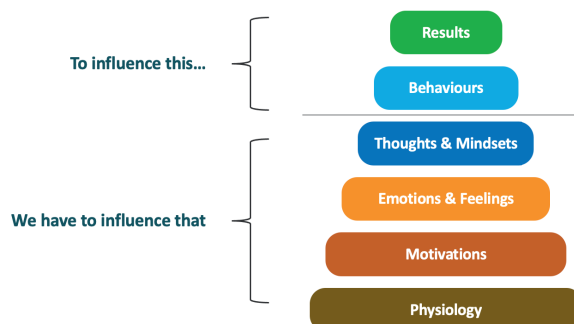
Our approach is based on **key brain principles** from neuroscience

# WHAT WILL NEUROSCIENCE BRING YOU?

## 1 TO GET RESULTS

To get better results, the most appropriate is **to act upon the root causes of behaviours.**

Our approach allows **to manage mindsets, emotions and motivations driving behaviours on a brain friendly basis** to reach performance and well-being in the organization



## 2 TO TAKE GOOD DECISIONS

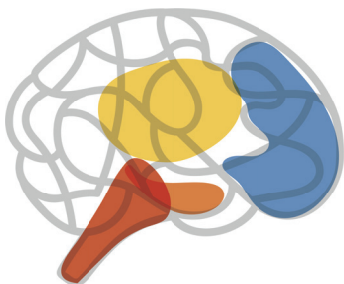
The performance of an organization depends more and more on the **reactivity, creativity, collaboration and the capacity of making good decisions.**

The prefrontal cortex is the brain area that supports those abilities.

We help people to develop **the awareness and capacity to choose their mindset.** They will develop this part of the brain to cope with complexity and change and take the good decisions. People will spontaneously develop the right mindset to get **pleasure, performance and results in a complex environment.**

**Neo-limbic mode :**  
automatic intelligence

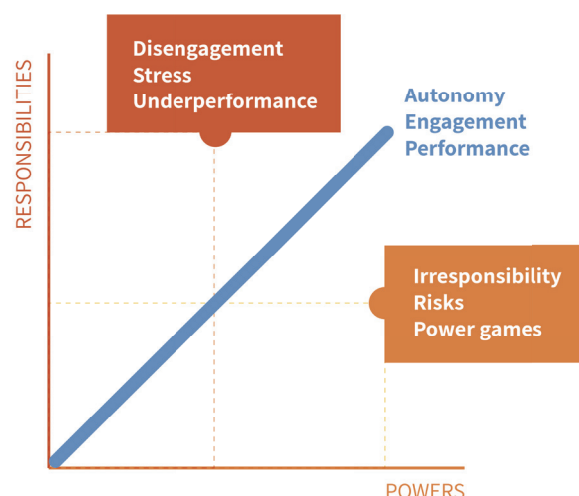
**Prefrontal mode :**  
adaptative intelligence



**Reptilian brain :**  
stress mode

**Paleo-limbic mode :**  
power relations

## 3 TO SET UP A BALANCED ORGANIZATION



The biggest source of disengagement in an organization is when there is **an imbalance between Power to act and Responsibility.**

We help you **set up a functional organization** where everyone at each level ensures the balance between «responsibility» and «power» for more autonomy, initiative and creativity.

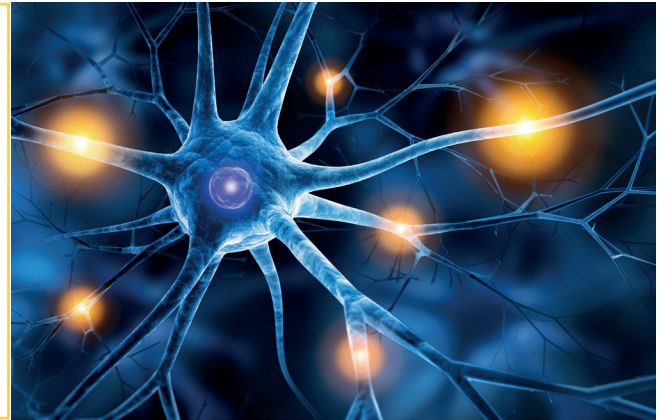


## 4

## TO ACHIEVE SUSTAINABLE CHANGES

Thanks to the Neuroscience, you will understand how the brain works and how to act in a brain-friendly way **to bring the sustainable changes needed to reach your objectives.**

If we keep in mind that Growth Mindset creates new neural connections, we may act in a more specific and more efficient way to allow ourselves and other to reinforce the appropriate connections that give **unlimited perspectives for evolution...**



## 5

## TO MOTIVATE YOUR TEAM

When you communicate, you activate in the brain of your interlocutor, either **the Pain Network or the Reward Network with 2 totally opposite effects: defensive reaction versus engagement.**

Thanks to our **SAMENESS® Model**, we help you activate the levers of the Reward Network **to get the best of your teams and motivate them in a sustainable way.** This model develops **trust and psychological safety**, the 1st conditions to create performant organizations.

Pain network



Reward network



Physical Pains	Physical Pleasures
Uncertainty	<b>S</b> afety
Powerlessness	<b>A</b> utonomy
Stagnation	<b>M</b> astery, creative expertise
Values conflicts	<b>E</b> ssence
Social exclusion	<b>N</b> etwork
Treated unfairly	<b>E</b> quity, fairness & respect
Social devaluation	<b>S</b> tatus
Meaningless	<b>S</b> ens of purpose

SAMENESS® MODEL

***Pleasure  
and positive  
emotions  
make us  
smarter***

## 6

## TO CREATE SMARTER ORGANIZATIONS

**Pleasure and positive emotions make us smarter.** On the other hand, chronic stress will trigger 'reptilian' brain while inhibiting our intelligence.

Pleasure is not just a question of well-being but is **a real business case** for the performance of an organization.

We help managers and teams to cultivate positive emotions. They will **get out of the stress and be solution oriented.**



« We have built a mindset to continuously **progress** and find **solutions**. »

## THEY TRUST US

«Thanks to Neurolead, our Bank has developed an awareness that positive leadership is the key to getting teams to adapt to an extremely changing world. We have built a mindset to continuously progress and find solutions.»



«Since we have been working with Neurolead, we have seen a change in individual behaviour that has resulted in better internal collaboration. What makes the difference with their approach is that colleagues who have benefited from their advice are willing and understand how to better adapt to different situations, regardless of whether they are employees or managers.»



«The Growth Mindset program over our 500 managers allowed us in a very substantial way to develop our teams, our collective intelligence and our people's motivation. The positive results experienced both on commercial and financial activities, as well as on teams' motivation and engagement, are clearly linked to this investment. Today, I consider this kind of program, and moreover the driven partnership with Neurolead, as a core foundation to address the type of changes modern organizations are currently facing.»



«In an age of complexity, how can we still manage to keep control? We just can't, individually. But we can leverage the collective intelligence if we become effective leaders. In turn, that requires developing a growth mindset, being very open to change and to people very different from us. All that we practiced and learned about during an incredible training, based on Neuroscience, with NEUROLEAD.»





*I really appreciate the content, the anecdotes and real-examples, the story-line, your FLOW during the training, the constant contact with each of us all along the training journey. You did not just impressed us ("to be blown away"), you also made a real impact by providing us with practical advices and tips applicable everyday, but moreover by triggering our envy to think further in a Growth Mindset.*



## AND MUCH MORE



**WANT TO SEE  
WHAT WE CAN  
DO TOGETHER?**

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