



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

Mobile: +254 721 214 795

Email: info@pebblesinstitute.org

Brain-smart Leadership: Neuroscience Of Change Training Course

Duration: 5 days

On-Site

01 Who Should Attend

- This course is ideal for:
- Executives and Senior Leaders??
- Middle Managers and Team Leaders??
- HR and Organizational Development Professionals??
- Change Managers and Transformation Leaders??
- Coaches, Mentors, and Learning Facilitators??
- Project Managers and Innovation Leaders??

02 About the Course

The Brain-smart Leadership: Neuroscience of Change Training Course explores how the latest discoveries in brain science can be applied to enhance leadership effectiveness, drive organizational change, and build resilient, high-performing teams. By understanding how the brain responds to change, stress, motivation, and decision-making, leaders can create environments that foster trust, engagement, and adaptability.

This course bridges the gap between neuroscience and practical leadership. Participants will learn how to lead with emotional intelligence, influence behavior through communication that aligns with how the brain works, and manage resistance to change more effectively. The program also examines how cognitive biases, reward systems, and emotional triggers impact decision-making and performance.

Through interactive exercises, case studies, and self-reflection, participants will gain actionable tools to lead change with confidence, inspire innovation, and promote psychological safety. The course empowers leaders to think and act “brain-smart” — enabling them to cultivate focus, creativity, and resilience in themselves and their teams.



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03 Workshop Objectives

- Understand the neurological basis of resistance and adaptation to change.
- Develop strategies to mitigate the brain's threat response during change.
- Learn to communicate change in a way that aligns with brain function.
- Cultivate a growth mindset and foster psychological safety in teams.
- Enhance emotional intelligence for more effective change leadership.
- Apply neuroscience principles to design more effective change interventions.

04 Module Topics

Module 1: The Brain's Response to Change

- Understanding the limbic system and prefrontal cortex in change
- The SCARF model: Status, Certainty, Autonomy, Relatedness, Fairness
- The brain's natural aversion to uncertainty and loss
- The fight, flight, or freeze response in organizational contexts
- How stress impacts cognitive function and decision-making

Module 2: Communicating for Brain Engagement

- Crafting messages that reduce threat and build psychological safety
- The power of clear, consistent, and frequent communication
- Using storytelling to create meaning and connection during change
- Engaging the prefrontal cortex for rational decision-making
- The importance of active listening and empathetic dialogue

Module 3: Building Psychological Safety and Trust



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- The neuroscience of trust and its role in collaboration
- Creating an environment where it's safe to speak up and experiment
- The leader's role in modeling vulnerability and intellectual humility
- Encouraging feedback and learning from mistakes
- Fostering a sense of belonging and inclusion

Module 4: Managing Resistance with Brain Insights

- Identifying the neurological roots of resistance
- Strategies to reduce perceived threat and increase certainty
- Empowering autonomy and choice in the change process
- Building relatedness and shared purpose to overcome silos
- Addressing perceptions of unfairness in change implementation

Module 5: Cultivating a Growth Mindset

- The neuroscience of fixed vs. growth mindsets
- Strategies for fostering resilience and adaptability
- Encouraging learning from challenges and setbacks
- Developing a culture of continuous improvement
- The leader's role in promoting a positive outlook on change

Module 6: Emotion Regulation and Leadership Presence

- Understanding and managing your own emotional responses to change
- Techniques for emotional regulation under pressure
- The impact of a leader's emotional state on the team
- Cultivating executive presence through self-awareness
- Leading with calm, clarity, and conviction

Module 7: Designing Brain-Friendly Change Interventions



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- ▶ Applying neuroscience principles to change planning
- ▶ Designing training and development programs that engage the brain
- ▶ Structuring meetings and workshops for optimal engagement
- ▶ Leveraging reward systems to reinforce new behaviors
- ▶ Creating a sustainable framework for neuro-informed change