



A COURSE

BASED ON NEURO-COGNITIVE & BEHAVIORAL APPROACH IN PRACTICE

« USE YOUR TALENTS & INNER MOTIVATION TO BOOST YOUR POTENTIAL & CREATIVITY »

ABOUT THE COURSE

Professional life is a band of constant challenges and growing demands. The world rushes forward and stake on innovation. Companies need to face the growing competition and try to keep up with the continuous changes. They need more and more often creative and innovative employees motivated to work harder and solving problems in ingenious way. How to meet these expectations?

Based on the latest neuroscience researches and the INC approach, the course provides you a possibility to learn about the most **important motors that make a person to act**. You can discover sources of your inner and external motivation, talents as well as the internal brakes. The course shows how our brain development may impact on our professional choices and behaviors, how we are conditioned during the life-time and what we can change.

Enhancing creativity is a vital resource for meeting the challenges, potential dangers and opportunities of the accelerated-change world. During the course you will learn that each person has its own **individual process of creative problem solving**. You will test your own. The acquired knowledge allows to **boost the potential and enhance skills of creative thinking**.

GOAL:

The course presents the new, innovative approach allowing to increase our motivation, boost potential, and help to raise own capacities in creative thinking. It shows how to best use our talents and to benefit from our mental abilities in order to stay satisfied, productive and inventive at work and in life.

ADDRESSED TO :

All professionals who need and/or want to increase own potential and creativity level:

- managers,
- executives,
- heads of department,
- project managers,
- program managers ...



PROGRAM : 2 DAYS (the course can be tailor-made; adapted to the company's need)

DAY I. My Brain and My Choices (INC model)

1. Talents and Motivation

1. How our brain impacts on professional choices
2. Sources of motivation : inner and external
3. Attributions of success and defeat
- Self-efficacy : "yes, I can?"
4. 8 Main Personalities and Talents
- our motors to act

2. Character and Inner Breaks

1. Character and its determinants
- positive side strengthening the potential
- negative conditioning
2. Coping with the inner restraints – exercise
3. Evaluating level of individual satisfaction and potential
- self-enhancement & self-handicapping
- exercise

DAY II. Boosting Potential and Creativity

1. Brain and creativity – learn your own brain
- exercise
2. Different strategies in innovative thinking
- different brain-sets and creative process
3. Boosting potential & creativity by flexing your brain
4. Integrating theory with the real life cases
- exercises & conclusion

RESULTS :

- You have a deeper insight as concerns the impact of our instinctive brain reactions on the behaviour.
- You better understand your talents and what motivates you.
- You know how to use your *motors & talents* to be efficient and stay satisfied.
- You better understand your inner brakes that influence your reactions.
- You will learn how your brain influences your creative thinking
- You will create a strategy to boost your own potential and creativity
- You can practice your knowledge in many interesting exercises.
- The participation of the others in a group will broaden your horizon.



TRAINER:

Beata Pawelczyk-Cnudde

- » Certified and qualified coach, trainer and neurofeedback therapist.
- » « Practioner of neuro-cognitive and behavioral approach » of the *Institute of NeuroCognitivism* in Brussels.
- » She is a Managing Partner in Fulcrum Partners, in Brussels
- » Graduated in Master and PHD studies in management and finance.
- » Graduated from the inter-university study-program of the *Université Libre de Bruxelles* and the *Université de Liège* in the field of social psychology.
- » For many years she worked in the financial world of the European Union, in public and corporate sectors.
- » Author of many articles in economics, coaching and personal development.

IN-COMPANY COURSE (can be tailor-made)

PRICE : 1400 EUR/day (for a group of max 12 persons)

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