



Dr. David Rock The Neuroscience of Organizational Change

Discover the underpinning biology on why change is hard, and how to drive change more effectively, through the lens of the latest findings from neuroscience.

Change is hard, and new research emerging from neuroscience is telling us a lot more about why. This session by global thought leader David Rock outlines the new field of NeuroLeadership, a field bringing findings from neuroscience labs into the world of organizational change. Discover why brain research is helpful for driving change, explore the four domains of NeuroLeadership, and find fresh ways to think about improving engagement. There are implications from the research across how companies are designed, how time is managed, how leaders are trained, what we measure, and a lot more. This is an exciting, hands-on session that will introduce hard science in an accessible way, drawing out useful insights to help improve organizational effectiveness.

Don't miss this valuable opportunity to learn the latest findings from neuroscience research, and help yourself and others facilitate change, enhance employee engagement, and create highly successful organizations.



Dr. David Rock coined the term 'NeuroLeadership' and co-founded the NeuroLeadership Institute, a global initiative bringing neuroscientists and leadership experts together to build a new science for leadership development. He co-edits the NeuroLeadership Journal and heads up an annual global summit. He is the author of 4 books including the 2009 business-best-seller "Your Brain at Work- Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long." His other books include "Coaching with the Brain in Mind," "Quiet Leadership" and "Personal Best." David also created the SCARF Model, a Brain-based Model for Collaborating with and Influencing Others.

David is the founder and CEO of RCS, a global consulting and training firm with operations in 24 countries. Academically, David is on the faculty and advisory board of Cimba, an international business school based in Europe. He is a guest lecturer at universities in 5 countries including Oxford University's Said Business School, and on the board of the BlueSchool, a new educational initiative in New York City. He received his professional doctorate in the Neuroscience of Leadership from Middlesex University in 2010.

Register Online for The NeuroScience of Organizational Change at:
<http://www.gifttool.com/registrar/ShowEventDetails?ID=1616&EID=9312>

May 5th

Time:
5:45pm-8:00pm
(networking &
presentation)

Location:
Pan Pacific Hotel
Downtown Vancouver