

Brain-savvy HR

Talks and short workshops
on a neuroscience
evidence base for HR

HEAD
HEART
+ BRAIN

Business leaders tell us they want evidence to underpin why it makes sense to remove performance ratings, why diverse teams are more successful or why they should bother giving feedback ...

Neuroscience gives us that evidence!

Over recent years developments in functional magnetic resonance imaging (fMRI) have enabled scientists to understand much more about how the brain works. Social neuroscience has applied their findings to the real world of human interaction. Areas such as decision making, trust, fairness and reactions to change have all been scrutinised. Some of this data is confirming psychological theory; some data is calling long held assumptions into question.

We give presentations, short workshops and one day workshops to give you insight into how brain-savvy your HR policy and practice is; which work with the understanding of the brain and which work against it. You will come away with new understanding and tools to apply your knowledge.



Who?

This interactive presentations and workshop are designed for HR professionals across the function. The insights we cover have relevance for reward, learning, leadership and performance as well as business partners and directors advising on business strategy and goals.

Why?

The HR function has been criticised for a lack of evidence on which to base their policies and advice to business. Over the last nine years we have been using neuroscience as one tool to help HR functions to remedy this. Applying the findings from neuroscience can throw light on how to make change easier, develop leaders, train more effectively and work across the function to achieve goals more efficiently.

In our recent research study, one participant who was using an understanding of the brain in a massive change programme said *'Over the next five years I see HR going two ways; those who are using neuroscience and getting valuable results that the business can understand and those who are stuck in the old ways; working with outdated methods and their 'best guess.'*

What?

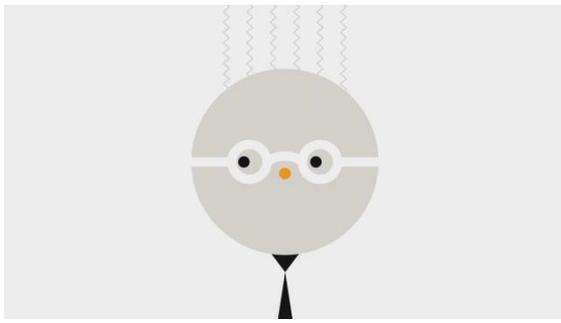
Workshops are tailored to your situation but may cover one or a number of the topics below depending on the length of the workshop you require:

Brain basics - a simple but powerful way to remember the basic parts of the brain plus an understanding of the way the brain operates in a work context and what this means for HR policy and practice.

Change - we introduce you to a model that can diagnose, plan and help manage change effectively.

Learning - there are some surprising discoveries about ways to enhance learning and to apply it to work. This understanding will, we believe, have major implications for leadership and learning professionals.

New behaviour - ultimately HR policy is about aligning behaviour with strategy. Creating new sustainable behaviour can be enhanced by understanding how habits are formed and changed.



How?

The team running our presentations and workshop are all experienced HR people as well as facilitators with deep expertise. They bring their own experience and examples to their facilitation, as well as insights and understanding from consulting with successful companies. They are all members of our neuroscience study group so also bring understanding in brain- savvy learning and neuroscience-based content.

Debate - we recognise this is new! We ensure you can debate the implications for HR policy and practice as well as how these findings can be used in the business.

Tools and application - it is all very well gaining insight, but you need to be able to do something with it.

We will take your insights further by introducing tools that you can use back at work for yourself, with your team and with business leaders.

Experiential learning – our workshops factor in time for you to try out new techniques. So when you get back to work you can apply what you have learnt using the tools we have given you.

Brain-savvy learning

Our workshops are designed based on the latest neuroscientific research into how the brain learns. This research shows the brain retains information best in smaller chunks over longer periods of time and with opportunities for reflection and practice in between. The brain also likes to learn with others. We have organised our workshops around this brain-savvy understanding. So you get maximum benefit from the time you put in.

Costs

Workshops vary in price depending on length and the amount of tailoring you require. To give you an idea a presentation to a group in London is from £2000 for 60 minutes, a longer workshop of 3 hours is from £3000. An all-day workshop from £5000. All fees exclude VAT.

Example costs does not include any overnight accommodation or travel outside London.

Contact Jan Hills Janhills@hhab.co.uk
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