

General CPD Information – Brain for Business 2017

Event Title	Brain For Business 2017
Event Organisers	Brain for Business Workshop Series c/o Conference Organisers 20C The Courtyard, Castle Street Dalkey Co Dublin Ireland
Date	8 th September, 2017
Venue	The Merrion Hotel, Dublin 2, Ireland
Number of hours	8 hours including 1 hour lunch/breaks
Brief Description of Brain for Business	<p>Neuroscience – the science of brain and behaviour – is the key science of the 21st century. It is the science that explores what makes each of us thinking, feeling and behaving individuals, and what ultimately defines us as human beings.</p> <p>The Brain for Business series of workshops will bridge the gap between the latest advances in neuroscience and the day-to-day experience of leaders in the real world of business and organisations. By applying recent research on brain function to people within organisations and workplaces – and especially knowledge workers – key lessons and practical insights from neuroscience will be highlighted which programme participants will be able to apply immediately in order to help change leaders, organisations and organisational practice for the better.</p>
Learning outcomes	<p>On successful completion of this workshop, participants will be able to:</p> <ul style="list-style-type: none"> • Discuss principles, models and theories of brain and behaviour and apply them to understanding the integrative functioning of the nervous across a wide range of brain states, behaviours and organisational processes; • Describe and evaluate models of brain and behaviour within organisations; • Evaluate the relationship between normal and non-psychiatric but extreme states of stress during more general brain and behavioural function; • Be able to reason from what we know about normal states of brain and cognitive function to the likely effects of both extreme states (e.g. stress) and the fostering of resilience; • Understand the principles and methods involved in doing research in the area; • Understand at a high-level the structure and functions of the nervous system.

Benefits	<ul style="list-style-type: none"> • Examining key aspects of human behaviour relevant to business and management practice to understand not just the what but also the how and the why – and how it can be done differently • Building a bridge from over 30 years of neuroscience research to practical, everyday insights which will redefine the way organisations incorporate brain sciences into their culture, strategy and operations • Helping leaders at all levels within organisations enhance their effectiveness and the effectiveness of their teams in a measurable and reportable way • Supporting leaders and teams to generate new capabilities and ideas of significant commercial, practical and tangible value • Providing insights from the field of neuroscience which will allow practicing managers and leaders to enhance and improve their day-to-day practice
Methods of teaching and form of the event	<p>Delivered through a workshop approach, the event will be highly interactive and will require both engagement and participation.</p> <p>Learning methods will include: lecture, discussion, case studies, group work, individual reflection</p> <p>No preparation or prior experience are necessary, though it would be helpful should attendees have had practice experience working with organisations and organisational leaders.</p> <p>Participants will receive printed materials to support their learning</p>
Method of Event Evaluation	<p>End of day assessment to be undertaken by anyone seeking CPD credits. Pass/fail test based on knowledge and understanding gained</p>