

Change & Transformation

Practical models from neuroscience

Many people claim that change is impossible – yet at the same time all of us are constantly changing. We change our opinions in certain areas. We grow up, become more mature, maybe become more sceptical...and so on and so forth. Change is therefore a constant that is happening all the time. This means also that by definition change is always possible – always. However many people, as individuals or corporations looking to implement change strategies, consistently and sometimes dramatically fail. But why? This workshop will approach some of the reasons and start to look at ways to find the “magic change button” that we all have inside us.

Workshop Goals To give you an overview of how behavioral change processes work and how you can start to implement the processes for yourself, your employees or your business.

Workshop Outline

The workshop will take you through some basics in neuroscience and psychological blocks to decision making. These will then show us the way forward in change processes. Either highlighting how change can take place or what can block us as an individual or a corporation. It will finish by looking at some techniques and strategies for dealing with change and creating sustainable, measurable and lasting change for yourself, your people, or your company.

Location: Bahnhofstrasse 52, 8001 Zurich
Date: 22.02.2010, 09:00-17:00
Participants: Limited to 12
Price: CHF 1180

Overview of “Change & Transformation”

Module	Part	Outline	Goals
Change in the mind	Change	A look at change and how it is a constant – yet a block.	Understanding change.
	Finding the trigger	We can all change in a fraction of a second – if a trigger is fired.	Understanding the power of change triggers
	Neuroscience of change	Looking at which parts of the brain are active in change processes.	Identify what neuroscience tells us.
	Switch Costs	Switch costs are often underestimated in any change process – every change has benefits but also a cost.	Understanding switch costs.
Decision making blocks	Psychological decision-making blocks	Much change is blocked by faulty decision-making. Here we will look at the psychological blocks that affect decisions.	Understanding some classic decision making-blocks.
	Creativity	Change can be promoted or better seen with a creative mindset. This can be a young vs. old problem or simply lie in the way the brain builds patterns and loses creativity over time.	Understanding habit formation and creativity.
	Inside vs. outside	Habit formation can be difficult to see internally. Outside perspectives can see many things that our mind simply filters out.	Understanding the power of external viewpoints.
Change models	Personal change	Trying to change ourselves requires a following certain processes and techniques.	To give a simple model for personal change.
	Corporate change models	Here we will look at classic corporate change models and whether these tie into what we know about the brain.	Analysis of corporate change models according to brain science.
	Neuroscientific change models	We then move from standard corporate change models to models that tie into the brain's functioning. These are models that will have much higher chances of success.	Neuroscientific change models.
Promoting Change	Techniques to boost change	We know what blocks change and we also can look into the mind to see what techniques can help to promote more effective change and transformation.	Learning techniques that promote brain-friendly change.
Summing it all up	Change & Transformation	Summarising all the concepts for a clear understanding of change and transformation and how we can use brain-friendly scientific methods for change.	Understanding change and transformation from the brain's perspective.