



2007 NEUROLEADERSHIP SUMMIT CONTENT OUTLINE

DAY ONE - SELF

8.00AM	FINAL REGISTRATION PROCESSES
9.00AM	WELCOME: DR. AL RINGLEB
9.10AM	INTRODUCTION: ART KLEINER
9.30AM	OPENING SESSION: ARIE DE GEUS: <i>'Why Business Needs Neuroscience'</i>
11.00AM	COFFEE BREAK
11.30AM	HENRY STAPP <i>'How Thoughts Get Incorporated Into Neural Functioning'</i>
12.30AM	LUNCH, CATERED AT CIMBA
2.00PM	JEFFREY SCHWARZ <i>'Attention Changes the Brain'</i>
3.30PM	COFFEE BREAK
4.00 – 5.30PM	ROBERT COGHILL <i>'The Construction of Individual Subjective Reality'</i>
5.30 – 7.00	FREE TIME
7.00 – 10PM	DINNER TOGETHER



DAY TWO - SELF AND SOCIAL

- 9.00 – 10.30AM** **DR YIYUAN TANG**
'The Neuroscience of Cultural Difference'
- 10.30AM** **COFFEE BREAK**
- 11.00AM** **MARK JUNG BEEMAN**
'The Neural Basis of Insight'
- 12.30PM** **LUNCH TOGETHER**
- 2.00PM** **DAVID ROCK & JEFFREY SCHWARTZ**
'The Social Brain' - including pre recorded interviews
- 3.30PM** **COFFEE BREAK**
- 4.00PM** **DAVID ROCK**
'The Neuroscience of Influence' - Integrative Workshop
- 5.30 – 7.00** **FREE TIME**
- 7.00 – 10PM** **DINNER TOGETHER**



DAY THREE - SYSTEM

9.00 – 10.30AM **JOHN CASE, ELECTROLUX, WITH INTRODUCTION BY DR AL RINGLEB**
'Driving Organizational Change'

10.30AM **COFFEE BREAK**

11.00AM **CHERYL DOGGET, EDS**
'Driving Learning at a Global Organization'

12.30PM **LUNCH**

2.00PM **THE CIMBA TEAM**
'Teaching Neuroscience in a Business School'

3.00PM **COFFEE BREAK**

3.15PM **JAIMIE CLOUD**
'Case Study on Driving Change in K-12 Education'

4.30PM - 5.30PM **DR AL RINGLEB**
'Research Summary, Launching the Institute and Journal'

6.00 – 10PM **CLOSING DINNER**

OTHER NOTES:

Times are approximate, some changes may occur

Most sessions contain 30 – 45 mins interaction time between participants and speakers

The program is being filmed and archived in entirety

All meals are together, at pre arranged venues