



## Frequently Asked Questions

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### What is 'NeuroLeadership'?

NeuroLeadership is a term coined in 2006 by David Rock. NeuroLeadership is an emerging field of study focused on bringing neuroscientific knowledge into the areas of leadership development, management training, change management, education, consulting and coaching.

### What is the purpose of this field?

The NeuroLeadership movement is intended to help individuals and organisations of all types fulfill their potential through better understanding how the human brain functions at individual, team and systemic levels.

### The Four Domains of Focus

There are four domains of focus that appear to be emerging as the central organizing principles for the NeuroLeadership field:

- Decision making and problem solving
- Staying cool under pressure
- Collaborating with others
- Facilitating change

### Who is getting involved in the field?

- Business schools wanting to bring more science into how they develop leaders.
- Neuroscientists and neuroscience institutes
- Organizational consultants looking for more effective tools to drive positive change.
- Senior leaders looking for insights into improving performance
- Educators looking to understand how to improve learning



# NeuroLeadership Institute

## What is the NeuroLeadership Institute?

The NeuroLeadership Institute, an international research association, is a network of individuals and organizations seeking to get involved in the neuroscience of leadership field. The first NeuroLeadership Summit, held in May 2007, was the springboard for the formation of the NeuroLeadership Institute. The purpose of the Institute is to advance applied research at the intersection of neuroscience and leadership. Simply stated, the Institute will help leaders better understand how the human brain works in order to improve and transform the way individuals and institutions learn, behave and perform.

## Who is behind the Summits?

The first Summit was the brainchild of David Rock who together with neuroscientist Dr Jeffrey Schwartz brought together the speakers and the program. The event was sponsored and held by an international business school, CIMBA and strategy+business magazine. Two summits held in 2008 were produced by a variety of sponsors, with the support of a range of scientific advisers. A percentage of proceeds from the Summits goes directly to fund research around this field.

## Summit Theme & Focus?

The summits are designed to stimulate new connections between people, and to help foster the development of new ideas. The topics each year are designed to build on and develop the ideas presented at previous Summits and programs built around the four domains of focus that appear to be emerging as the central organizing principles for the NeuroLeadership field.

- To create new connections between leadership and neuroscience academics, researchers and practitioners
- To develop new theories and practical applications of the science
- To explore how business leaders can be educated in the neuroscience of leadership
- To generate interest in the field overall

## How are the events run?

The Summit is structured into four sessions per day, with significant time allowed for interaction and discussion to explore the implications of the ideas presented. There are also many opportunities to connect with like minded people in structured and unstructured settings, with all meals together over two days.

The Summits are designed to bring some of the world's leading neuroscientists and leadership experts together to share what they have discovered and explore new paradigms for developing today's and tomorrow's leaders. The hope is to build a better science for leadership by integrating relevant neuroscientific research.

## What can I read to further understand some of the central concepts in this field?

For an extensive list of books, articles, audio and other resource links related to the field of NeuroLeadership visit the Educational Resources section of our website [www.neuroleadership.org](http://www.neuroleadership.org)

## Who can I contact for more information?

Contact [info@neuroleadership.org](mailto:info@neuroleadership.org) with your inquiry or visit [www.neuroleadership.org](http://www.neuroleadership.org) for more information on the NeuroLeadership field, NeuroLeadership Institute activities and how to become more involved.