

Management Rewired: Application of the Brain Science

- Did you know that emotions, not logic, often lead us to make better business decisions?
- What if feedback—positive or negative—actually reduces performance instead of improving it?
- Why do pay increases fail to motivate, while meaningful work produces an almost addictive high?
- Could understanding the brain transform the way we lead, manage, and grow businesses?

Introduction

Advances in neuroscience now allow scientists to observe the brain in action, uncovering insights that overturn long-held assumptions about management and leadership. Brain scans, behavioural studies, and cognitive experiments reveal not only the regions that govern emotions, reasoning, and moral judgment, but also what drives empathy, learning, and pleasure in work. This workshop explores how these findings fundamentally reshape the way we think about business. Far from being a passing trend, applying brain science provides managers with powerful, practical tools to improve decision-making, engagement, and performance. Participants will discover why emotions can enhance rather than hinder rational choices, why traditional feedback systems may backfire, and why purpose-driven work is more motivational than financial rewards. The program will cover practical applications across strategy, leadership, communication, and sales. It shows how managers can design environments that align with how the brain naturally learns, motivates, and connects. By the end of the workshop, participants will leave with a deeper understanding of human behaviour and a fresh approach to managing people—one that leverages neuroscience to build stronger teams, inspire innovation, and achieve sustainable business results.

Program Objectives

This program aims to:

- Apply neuroscience into management.
- Create and execute management strategies effectively.

Learning Outcomes

After completing this program, the participants should be able to:

- Enhance work relationship at the workplace
- Manage, organise, lead and manage organisational change effectively.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

The training is suitable for both support staff and senior management who are interested in managing with neuroscience.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>Brain Science</p> <p>In this module, participants learn the master of a human being – the human mind, how the idea is generated and manage within us. Besides, the participants would understand the relationship between the heart, brain and mind in this module.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>From Brain to Mind</p> <p>In this module, the participants would learn the mind on metaphor and how human actually live in the materials world. Besides, participants would learn the techniques of how to control our mind well. The participant would learn the strategy of storytelling as the mind interaction tool.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Working Relationship Booster with Power of Mind</p> <p>In this module, the participants would see the impact of relationship in the organisation, how the mind affects human relationships and the constellation of relationships. In this module, participants would learn the art of persuasion for you to manage your colleague.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Managing Upside Down in a Neuro-Way</p> <p>In this module, the participants would look at extending the metaphor too far, the feedback fallacy, the minding behaviour, and the management that works for the employee in neuro-way.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Organising Leverage</p> <p>The participants would learn the logic of organisation, the free-market orientation, the entrepreneurial organisation, the culture, groups, markets and minds. Hence, the participants would be able the power of the mind to manage different organisation</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Think Strategically: Beyond Your Mind</p> <p>The participants would understand the concept that strategy isn't logical, the relationship between science and the art of strategy. The</p>

	participants would also apply the way how to leverage environment and the mind and convert the strength into business strategy. The participants would also learn the mind of the strategist, and the counter-intuitive strategist
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Changing Minds, Mind Changing</p> <p>In this module, participants would identify why change fails, what is illogical change, how human beings react when more than change, how to apply counter-intuitive to drive change, and finally, how to create impactful changing stories.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Leading ideas: Mind Leading</p> <p>This module's topics include what leaders need to know, a portrait of a transformational leader, transformational leadership in business, and the characteristics of the leaders.</p>