

IMAS-Bloomberg Investment Conference
& Masterclass 2023

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Building Organizational
Brain Capital to
Attract and Maintain
Top Talent

MASTERCLASS 3

Master Class: Building Organisational Brain Capital to Attract and Maintain Top Talent

Synopsis:

Brain capital is the quantification of brain performance in an organization. In recent years, there has been a growing body of research in neuroscience that has helped to shed light on the neural mechanisms that underlie cognition, emotional intelligence, mental state and resilience, and how these traits affect individual and organization performance.

This course will start with an assessment of your personal brain performance, using Neurowyzyr's proprietary Attayn neuroscience assessment, to be completed before the Masterclass begins. By walking through your personal report, you will learn about the neural mechanisms that underlie cognition, emotional intelligence, mental state and resilience. You will also learn the latest research on how to foster positive leadership traits such as empathy, creativity, and resilience. We will discuss how these capabilities are relevant in the finance industry. You will gain insights on how to improve your brain performance, and how these traits can be systematically developed in your personal life, and in your organization.

Whether you are looking to gain a deeper understanding of the brain processes that underlie personal performance, or looking to develop your team, this course is designed to provide you with the knowledge and skills you need to achieve peak brain performance, and ignite organizational growth.

The objectives and learning outcomes:

Learners who successfully complete this Masterclass will be able to:

- Utilize neuroplasticity techniques as part of personal practice and apply them to your personal life to achieve peak brain performance, and make relationships more meaningful and authentic through enhanced cognitive, emotional, and social literacy.
- Understand how to use neuroscience principles to improve organization productivity, customer service, team collaboration, employee turnover and innovation.
- Use Brain Capital as a method to understand and build employee and organization performance in a financial services context.

Trainers:

1. Pang Sze Yunn, Chief Executive Officer, Neurowyzyr
2. Nav Vij, Chief Digital Neuroscientist, Neurowyzyr

Opportunities in Volatility

No.	Section	Time allocation
Brain Capital and the Attayn Assessment	<ul style="list-style-type: none"> Introduction to Brain Capital and why it matters for personal and organization performance. Receive your personal Attayn assessment report, and under your personal brain capital score. 	<ul style="list-style-type: none"> 15 mins
Cognition	<ul style="list-style-type: none"> This segment will explore how the brain manages attention, memory and brain executive function. You will learn about the neural mechanisms that underlie these cognitive functions, and how to use this knowledge to improve your cognitive capabilities, and how to foster these capabilities in the organization. 	<ul style="list-style-type: none"> 10 mins
Emotional Intelligence	<ul style="list-style-type: none"> This segment will explore the role of emotions in leadership and how to regulate them effectively. You will learn about the neural mechanisms that underlie emotional regulation and interpersonal communication, and how to use this knowledge to improve your emotional intelligence, and your team's emotional intelligence. 	<ul style="list-style-type: none"> 10 mins
Resilience	<ul style="list-style-type: none"> This segment will explore the neural mechanisms that underlie grit and mindfulness, and how to foster these qualities in yourself and others. You will learn about the latest research on how to build individual resilience. 	<ul style="list-style-type: none"> 10mins
Mental State	<ul style="list-style-type: none"> This segment will explore the neural mechanisms that underlie personal ability to manage stress, anxiety and depression, and how to use this knowledge to manage your mental state. We will discuss how Covid has affected the mental health of employees and mental health can receive support in a company. 	<ul style="list-style-type: none"> 10mins
Developing a Positive Work Environment	<ul style="list-style-type: none"> This final segment will bring together the learnings from the earlier segments about building personal traits to discuss how brain capital is relevant to an organization. We will discuss the roles of the employee vs the role of company leadership and the HR department. You explore how to create a positive and productive work environment that enable these capabilities in an organisation. You will learn about the latest research on how to foster a positive work culture, and how to improve employee engagement, motivation, and well-being. 	<ul style="list-style-type: none"> 10mins
Wrap up & Q&A	<ul style="list-style-type: none"> Conclusion Q&A Segment 	<ul style="list-style-type: none"> 15 mins

Details are indicative as we are still on the process to finalize the masterclass