



Neurocomms

Event Calendar 2019

Combining neuroscience and communications



Jan 15th

Evening talk on the 'health and wellbeing' of the brain

Feb 28th

Evening talk on Change



April 18th

Change Masterclass



April 25th

Evening talk on Culture



June 7th

Culture Masterclass



Sep 24th

Evening talk on Influence and Persuasion



Nov 27th

Influence and Persuasion Masterclass



**Think human.
Act human.
Speak human.
Look human.**

Understanding how the brain works allows communicators to know how to shape behaviours, shift perceptions and influence decisions

To register your interest in any of the above events please email: neurocomms@lansons.com



About Dr. Boschi

Helena Boschi is a psychologist who focuses on applied neuroscience in the work place. Her particular areas of interest include the brain and behaviour, our emotional and rational neural networks and how to improve our cognitive abilities in order to get the best out of our own and others' brainpower.

Helena has held senior talent management and organisation development positions within international companies and now works across a range of industries worldwide. Her work with her clients involves designing new and creative learning initiatives, particularly in the areas of leadership and team development, intercultural communication and organisational change.

With a deep commitment to ongoing research in psychology, neuroscience and behaviour, Helena possesses keen insight into best and evolving practices in learning, communication and leadership. A member of the British Psychological Society, she brings a scientific edge to the work she delivers, delivered in a way that is easy to understand and apply.



Note from Suzanne Ellis, Director

As a Director of leadership, change and employee engagement communications, it's my job to help organisations influence their customers', employees' and stakeholders' perceptions and behaviours. So, it's incumbent to be at the forefront of the latest tools and insights that make sure messages get heard, and acted upon, by the right people.

By applying neuroscience to communications, to what we are calling 'Neurocomms', you can make sure that your messages are persuasive and emotionally arousing enough for people to want to tune into - above the infinite sea of noise.

Together with Dr Helena Boschi, 'Neurocomms' adds another dimension to the work we offer at Lansons; looking at the science behind our own biology to affect real change and make a difference in influencing people and managing reputations.