



Executive Certificate in Applied NeuroLeadership

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PEPPERDINE UNIVERSITY
Graziadio School of Business and Management



Partnership

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Graziadio School of Business and Management

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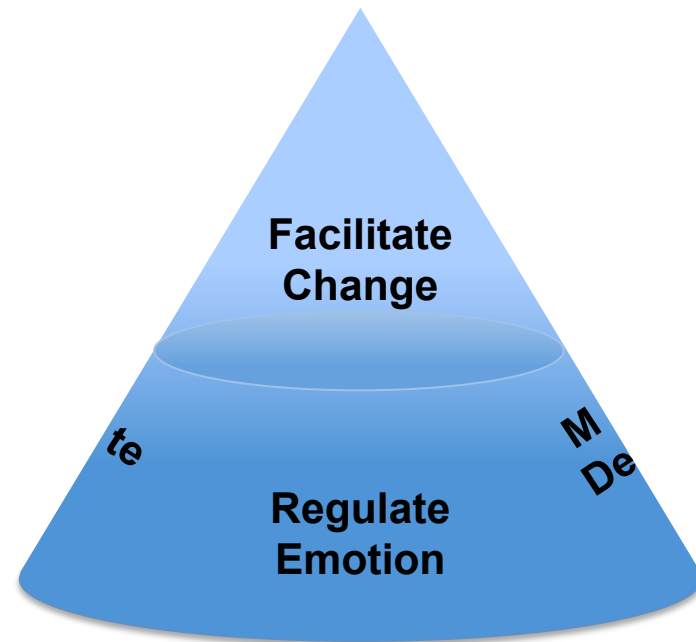
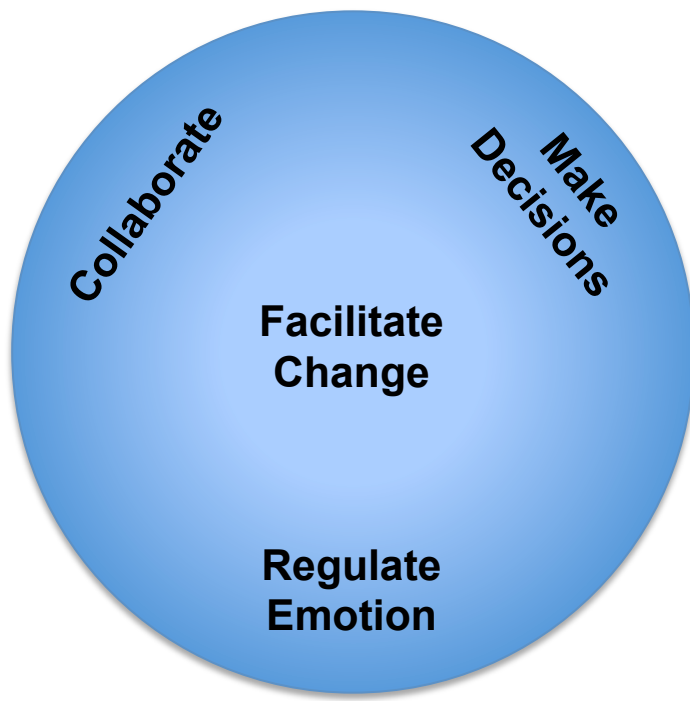
NeuroLeadership
Institute™

Executive Certificate in Applied NeuroLeadership

What is NeuroLeadership?

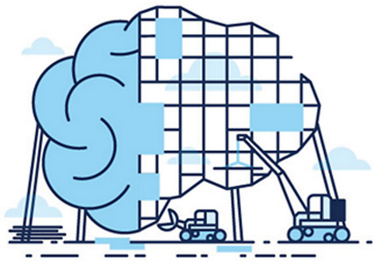
Neuroscience guides action in each of these four domains

How leaders and organizations who understand the brain behave



Horizontal Development

- Traditional leadership development programs
- Focus on building skills and adding competencies
- Doing what we already know how to do better



Vertical Development

- An emerging, evidence based set of best practices
- Focus on growing the mental agility that leads to strategic thinking
- Learning how to thrive in a dynamic and uncertain world



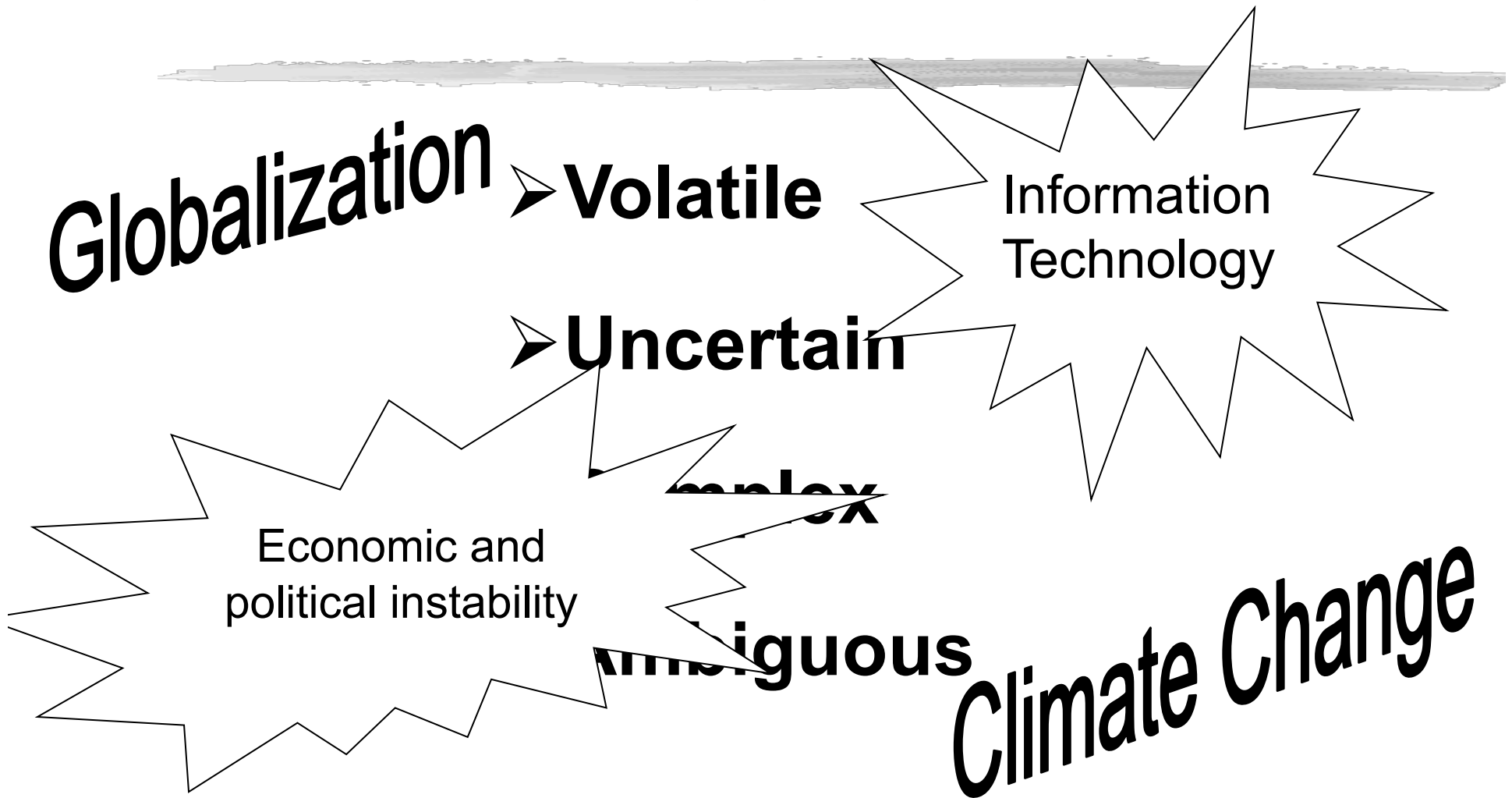
It's a VUCA World



- **Volatile**
- **Uncertain**
- **Complex**
- **Ambiguous**

(US Army War College term – Coined weeks before 9/11)

It's a VUCA World



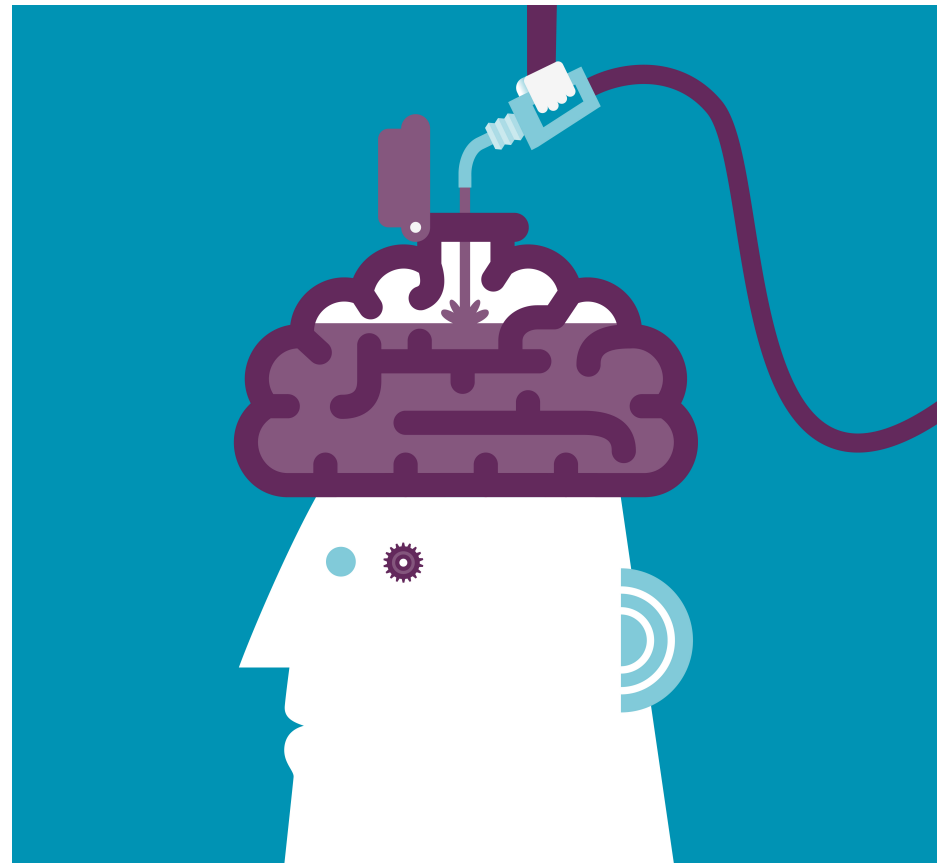
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3 Learning Cycles



Cycle 1

**Cycle 1
Individuals:
Leading in Complex
Environments**

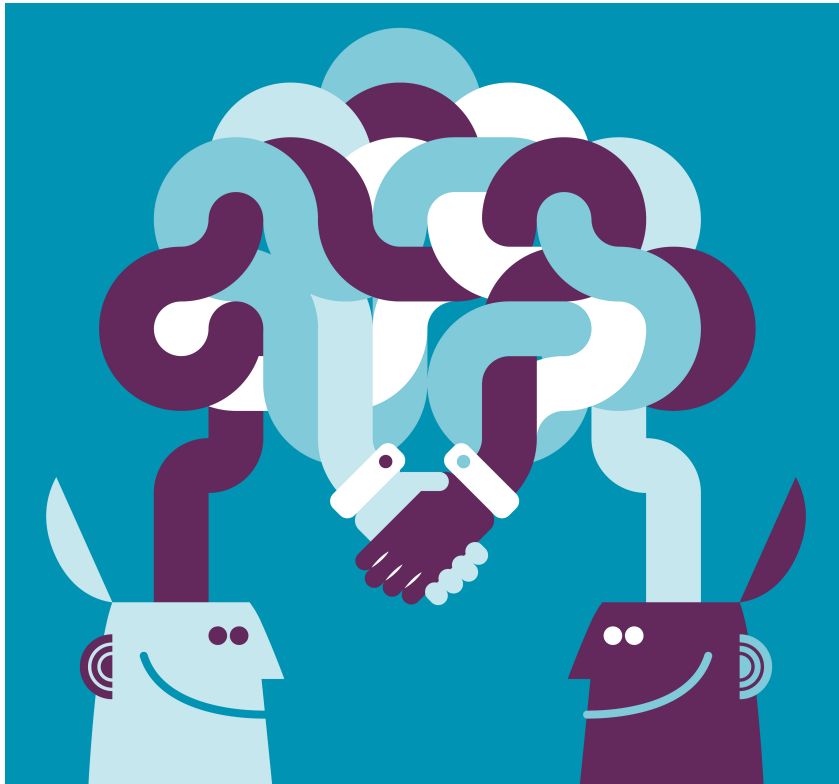


Cycle 2



**Cycle 2
Organizations:
Develop Practical
Leadership Wisdom**

Cycle 3



**Cycle 3
Culture & Collaboration:
Harness the Power of
the Social Brain**

Program Inclusions

- 70+ Contact Hours (39 CEU's)
 - Recorded online webinars (13 hours)
 - Curated reading resources
 - Assessments
 - Real time feedback on real time application
 - Q&A teleconference with a neuroscience professor (8 hours)
 - Face to face workshops (42 hours)
 - Faculty-facilitated group roundtable discussions (4 hours)
 - Individual executive coaching sessions (3 hours)
- Tuition
 - Full program - US\$20,000 (*Corporate and group discounts*)



For More Information



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