Executive Certificate in Applied NeuroLeadership

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PEPPERDINE UNIVERSITY
Graziadio School of Business and Management
Partnership

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

Globalization ➢ Volatile
 ➢ Uncertain
 ➢ Complex
 ➢ Ambiguous

Economic and political instability

Information Technology

Climate Change

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

- **Cycle 1**: Individuals: Leading in Complex Environments
- **Cycle 2**: Organizations: Develop Practical Leadership Wisdom
- **Cycle 3**: Culture & Collaboration: Harness the Power of the Social Brain
Cycle 1

Individuals: Leading in Complex Environments
Cycle 2

Cycle 2 Organizations: Develop Practical Leadership Wisdom
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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