



EXECUTIVE FORUM
invites you to

Activate Your Brain: The Neuroscience of Success

When it comes to pushing the right buttons to keep people engaged, to attract, retain and maximize talent, and to create a thriving workplace culture, a little neuroscience goes a long way.

Scott Halford

December 8, 2020

At the unique intersection of business strategy and brain science, Scott Halford sheds light on what turns people on and what turns them off, what attracts them and what repels them, and how leaders can channel these “soft” insights to get the “hard” results they seek. Halford has spent a career studying what makes people –and more specifically, their brains – tick, and here he helps leaders apply that learning to their teams and their businesses. An internationally recognized speaker, educator and authority on emotional intelligence and the use of neuroscience in business, Halford details how to get people to engage (it is their choice, you know!), how to get them to spend more time in their fertile “executive brain,” and how to use the brain’s reward and threat system to shape behavior.

Author of the Wall Street Journal best-selling book, *Activate Your Brain: How Understanding Your Brain Can Improve Your Work and Life*, Halford is an engaging presenter and a long-time consultant to Fortune 500 executive teams, from General Electric, Google and Wells Fargo to Microsoft, Johns Hopkins Hospital and Centura Health. He’s a faculty member at General Electric’s John Welch Center of Leadership in Crotonville, NY, a guest lecturer at the Daniels School of Business at the University of Denver, a trustee for the Iliff School of Theology, and founder and principal at Complete Intelligence, LLC.

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