

Neuroscience for Change Course Outline

Summary

- Neuroscience for change provides the principles for coping with all forms of organisational change.
- The course leads to a globally recognised certification for all those impacted by change at work, as it does not have any pre-requisites for attendance, as changes taking place at work is a universal experience for staff, managers and executives.
- The course addresses the need for more evidence based approaches to problem-solving at work, moving away from ideas put forward by one subject matter expert, to a framework and methods that are underpinned by scientific research.
- This course provides learners with a practical yet powerful neuroscience based framework to leverage benefits from change and thrive when experiencing the challenges of high volumes of simultaneous changes.
- The course teaches those impacted by change how their brain processes information about change and how the brain reacts to the uncertainty created by change.
- Using this understanding, learners will be shown easy to apply brain friendly techniques for successfully adopting new ways of working in a structured way.

Structure

This course has five sections, each one building on the content of the others to produce a toolkit of practical techniques that meet the criteria for how the brain reacts to change. After the introductory session defining neuroscience and its application to change, we will explore the 4 domains and 8 dimensions of the PEPE© model :

1. Introduction to neuroscience and the PEPE© model
2. Pain domain, formed of the two dimensions: reducing pain and increasing pleasure
3. Error detection domain, formed of two dimensions: reducing mismatch and increasing positive signals
4. Energy domain, formed of two dimensions: increasing energy for change and reducing energy needed for change
5. Peaks and valleys domain, formed of two dimensions: managing peaks and promoting valleys

Introduction to neuroscience and the PEPE© model - Learning Outcomes

By completing this module, you will be able to:

- Recall the definition of neuroscience
- Describe the application of neuroscience to coping with change
- Summarise the key elements of organisational change
- Describe the part the brain plays in the nervous system
- Give examples of threats and rewards in the context of organisational change
- Recognise the need to increase rewards and minimise threats
- Understand the composition of the PEPE model
- Understand the relationship between the 4 domains of the PEPE model



Pain dimension - Learning Outcomes

By completing this module, you will be able to

- Summarise the two dimensions of the Pain domain
- Understand the importance of reducing pain in coping with change
- Give examples of being valued and respected in the context of organisational change
Understand how the change plan can generate feelings of control, autonomy, assurance and psychological safety
- Understand the importance of increasing pleasure in coping with change
- Define a rewards strategy to deliver celebrations and opportunities for laughter during change
- Describe how altruistic giving and volunteering contributes to feelings of pleasure
- Summarise how an Increased sense of belonging, common goals and objectives, and informal gatherings generate positive emotions



Error detection domain - Learning Outcomes

By completing this module, you will be able to

- Summarise the two dimensions of the Error detection domain
- Understand the value of reducing the mismatch between reality and expectations
- Apply techniques to break the change into smaller activities
- Explain the benefits of providing training at the right time
- Understand the value of creating familiarity and ensuring pattern recognition
- Describe the importance of positive feedback in reducing resistance to change



Energy domain - Learning Outcomes

At the end of this module you will be able to

- Summarise the two dimensions of the Energy domain
- Understand how providing the right information at the right time saves energy
- Apply the visualisation to save energy when processing high volumes of information
- Understand the process for building new habits
- Apply a technique for creating small but frequent deadlines
- Understand the value of creating a culture of bravery and helping people to go out of their comfort zone and have their own insights

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Peaks and valleys domain – Learning Outcomes

By completing this module, you will be able to

- Summarise the two dimensions of the Peaks and Flow domain
- Understand how managing the peaks and creating valleys promotes resilience and motivation
- Summarise how focusing on small cycles of change enables the brain to reset during change
- Give examples of “good trouble” where we challenge the status quo to generate controllable stress
- Define the importance of flow
- Describe how mind wandering, incubation periods and mindfulness enable the brain to rest
- Summarise the importance of balancing anticipation and pleasure

Certification

Globally recognised qualification from APMG-International, an ISO accredited examining body specialising in qualifications for business professionals. The Neuroscience for Change examination is taken online

- 40 multiple choice questions
- 50 minutes
- Closed book
- Pass mark: 20 marks out of 40

This Course will Benefit

This course is suitable for everyone who is involved in or experiencing change at work. There are no pre-requisites for this course as change is a universal experience and we all benefit from learning techniques that help us cope, whatever your role or organisational responsibilities.

People who attend range from recent graduates just starting their business careers to general managers and directors. The course is applicable for

- Team members who want support to cope with the volumes of change impacting their role
- Managers who are leading themselves and their teams through change
- Coaches who are supporting people through change
- Those who are creating change who would like to support those impacted by their changes
- Communicators who want to know how to shape their content to engage people in change
- Senior managers who are originating and experiencing high volumes of change

Follow on courses

- Agile Change Coach
- Change Management Foundation and Practitioner