

TRAINING PROGRAM

NEUROSCIENCE & CHANGE

Resistance is a natural reaction to change. In this training we take deeper dive into the cause of this natural reaction and the effect on people's behavior. We will analyze how the brain works and then check some strategies how to influence the brain and thereby behavior.

This training program covers three main topics:

1. Understand the neuroscience causing resistance
2. Identify neurocommunication strategies to overcome resistance
3. Identify strategies to sustain behavioral changes

Basically, this program is a neuro add-on on the A, D and R of the Prosci ADKAR model. This program is designed to give practical insights from neuroscience. A easy-to-use tool will be provided that can be used to sustain behavior.

Who is this program for?

The program is open to anyone working in the field of change management.

Learning Objectives

During the Neuroscience & Change training program, participants will:

- Learn hoe the brain works and reacts to change
- Understand the neuroscience causing resistance
- Learn to identify neurocommunication strategies to overcome resistance
- Identify strategies to sustain behavioral changes

Materials Included:

Participants will receive:

- Slides about Neuroscience & Change
- A easy-to-use tool to sustain behavior



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VERANDEREN

INFORMATION AND REGISTRATION

More information about our training schedule and costs for this program on our website www.tpsoc.eu

We welcome any question you have about our training programs and advisory services.

E-mail info@tpsoc.eu



About The People Side of Change

The People Side of Change is a company that helps organizations build internal competency to lead change, from top-level executives to front-line employees with training and consultancy in Prosci's methodology and tools. Based on their research, the Prosci methodology provides a structured process and easy-to-use tools to prepare yourself for effective change implementation. Next to the Prosci programs we offer a suite of training programs (e.g. Neusoscience) and advisory services related to change management.

We are a **Primary Affiliate** for Prosci® and offer a number of training programs in change management. As a Primary Affiliate our trainers are trained and certified by the Prosci organization. We provide skilled instructors and poised facilitators of Prosci's change management programs. With our training programs, we ground you in Prosci's philosophy and principles to build your change management capability and competency.

About Prosci and the Prosci Methodology

Founded in 1994, Prosci is the global leader in change management and the provider of choice for 80% of Fortune 100 companies. Prosci combines scientific research with the people side of change to deliver results-focused solutions that enable clients to achieve change outcomes and grow organizational change capability. Prosci maintains the world's largest body of change management research—the basis for the company's tools, methodologies, services, and role-based development programs. To date, Prosci has certified over 65,000 change management practitioners worldwide. The company is headquartered in Fort Collins, Colorado, with offices in Halifax, Canada, and Sydney, Australia, and more than 25 certified Prosci Partners around the globe. Prosci is always expanding directly and through its partner network to ensure change success for clients no matter where they are located.

The **Prosci® ADKAR® Model** is one of the most widely used change management models in the world. It focuses on the transition of individuals as they are affected by change within an organization. Because organizations don't change, people do!

The **Prosci® 3-Phase Process** brings a suite of turn-key tools and resources to your change objectives that easily scale and adapt to the unique characteristics of your change and of your organization.