

# Brain Aware™ Manager

the brain-based approach to creating great managers

## Frequently Asked Questions (FAQs)



### How It Works

**Q:** How many managers do you recommend including in a single cohort?

*A: For in-person delivery we recommend 20-120 as an ideal size, and for online delivery we have found 50 to be the maximum to allow for good participation. However, for in-person delivery you will want to consider things like room size as you need people sitting at tables in small groups of 4 or 6. While one facilitator might be comfortable speaking to a room of 120 managers, another might find that daunting. And of course, your budget and how many managers can take time to focus on training are also factors.*

**Q:** How many hours is the training for the managers?

*A: The content is 30 hours for all 6 sessions (5 hours each). Extended learning options add on time in the amount and pace that you see fit. Some options to consider are between-session Review Webinars where managers share what tools they have been using, recommended readings or videos, and coaching groups. If you require all of these, the total time is around 40 hours per manager, which can be spread over weeks or months. You can flex the length and pace of the sessions based on what will best support your managers and your organization.*

**Q:** Will managers build relationships with each other by participating or is it more self-focused?

*A: Every session puts managers in pairs and small groups for discussions as well as hands-on application of the tools. One of the benefits is that managers actively network with each other during every session as well as learn new perspectives and tips from their peers. You have the option to further enhance this by putting them in coaching groups or workgroups to meet in between the sessions.*

**Q:** What level of manager is this training designed for? Would you use it with non-managers or aspiring managers? How about more senior leaders or executives?

*A: This training is designed for managers at any level who are actively supervising others. The exercises and assessments are very hands-on, so it is difficult for people who are not managing others to get the most out of them. The content is useful for everyone from the new manager to senior executives because they are applying the tools to their actual teams, projects, and goals. As a result, it naturally flexes and immediately applies to their role and leadership development. For senior leaders/executives and individual contributors, the Brain Aware™ Leader and Brain Aware™ Employee trainings are under construction and will allow you to create alignment across your entire organization.*

**Q:** How do managers access the videos and resources? Can they be added to our LMS?

*A: Yes, the session videos can be embedded to integrate within your own LMS. You will order and hand out the printed workbooks during your delivery. For the Wired To™ books, your learners will be given access to read them online in our digital library. We provide a list of additional learning resources like YouTube and TED videos and articles in online publications, both of which you can link to within your LMS. We also recommend relevant books or chapters within books—you will need to purchase the rights to those on your own. You can choose if you want to make extended learning optional or required with whatever accountability you feel is right for your organization.*

**Q:** We may have challenges coordinating managers for 30 hours of training. What suggestions do you have?

*A: The training is designed to flex with the pace and scale you think is best so you can ensure that the workload will fit with your culture, context, and immediate goals. This content has been successfully rolled out in a variety of timeframes from as long as 12 months to as little as a 1-week retreat. While the workbooks are ordered per manager, you can decide the pace at which you hand them out. Studies show that*



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improving manager effectiveness creates several positive impacts across the organization including employee engagement, retention, and productivity. So, you may want to focus on making the case for the Return on Investment (ROI) for this training. You might also want to try a small pilot group, which will allow you to show positive results and evaluations. The good news is that managers find every session extremely valuable and they are eager to get the next set of content. This allows you to pivot away from “pushing” the content out to them, to being ready when they are “pulling” for more.

**Q: What if I don't have an official rollout lined up for managers at my company yet? What if I just wanted to learn this material at an individual level to start?**

*A: Your own learning journey is already built into the certification process as you learn all of the content and do the activities, so you'll automatically improve your own management skills. While you don't have to launch a rollout immediately, we advise that you launch close to when you complete your certification while the content is fresh in your mind. Some facilitators have started with a small cohort or pilot group before launching an official or larger rollout.*

**Q: We're interested in launching this program in our organization but may not have the internal bandwidth or staffing to facilitate it. Do you have a list of certified trainers/consultants who could help us?**

*A: Yes. Dr. Andreatta and her team of associates are available to deliver a rollout, which can range in size and scope depending on your needs. We'd work with you to create a proposal that includes training fees, participant materials, and travel fees if in person. You could then select your facilitators to participate and learn while they complete their certification for future rollouts. We can also help by participating in a kickoff event or training a special cohort like your senior leaders/executives or high potentials (HiPos). If you are interested in exploring these options, [submit an inquiry here](#).*

**Q: I am a certified trainer for another training program. How might I leverage that with this program?**

*A: There are several other learning solutions that are nice complements to this program and can bolt-on at various points in the 6-session journey or be added afterwards for ongoing development. You will find that many things from your current learning catalog can be promoted during the Brain Aware Manager Training and are likely to see increased enrollment because managers become more committed to their role and skill development. You will see notes within each session's presentation deck where you can recommend related programs.*

### Description + Costs

**Q: Do you have a handout or weblink I can share with my team that outlines the program and costs?**

*A: Yes, visit our [website](#) to find materials on the Brain Aware Manager Training including a brochure and overview video (5 mins). If you would like to schedule a demo, including a meeting with Dr. Andreatta, [submit an inquiry here](#).*

**Q: Is it just a one-time certification fee?**

*A: Yes, we want you to be able to help managers wherever you go. If you change organizations, let your account manager know so we can update your records.*

**Q: Do you have a discount for non-profit organizations?**

*A: Yes. Please contact us for more information. We will need a copy of your 501(c) certification.*

**Q: If we purchase this program for our organization/consultancy, how does it work?**

*A: Each person who plans on teaching/delivering this training to managers needs to be certified. We offer group discounts starting at five trainers.*

**Q: Is there a discount on workbooks for independent consultants?**

*A: Yes, like many learning solution providers, we offer discounts on workbooks for consultants. Contact us for details.*

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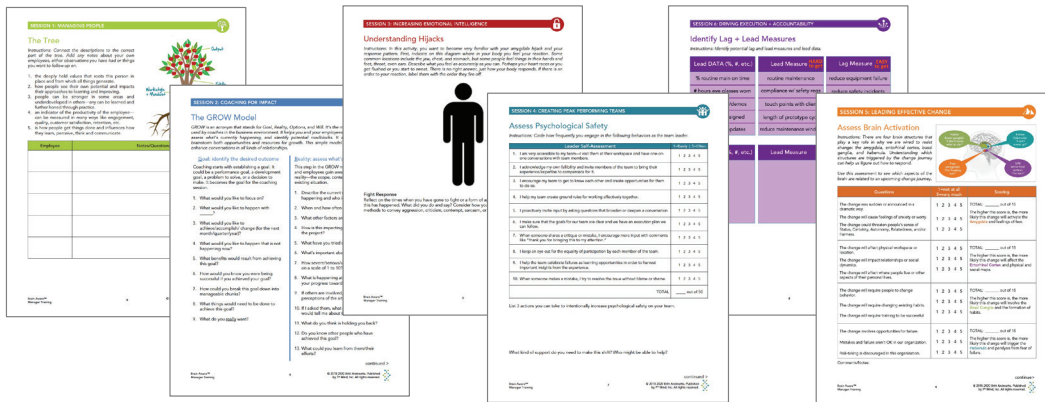
- Q:** What if we just want to roll out one or two of the courses in the series? Is that possible?  
**A:** Two of the sessions (Change Quest® and Four Gates to Peak Team Performance®) are available for individual purchase and come with additional materials for employee and senior leader audiences. Learn more at [our website](#).
- Q:** Once we are certified and have the Facilitator’s Toolkit, are there any other per participant costs?  
**A:** Yes, you will need to purchase the set of learner materials for each participating manager. It includes 6 full-color workbooks and digital access to all 3 of Dr. Andreatta’s books (Wired to Grow, Wired to Resist, and Wired to Connect).



- Q:** How much time should we allow for ordering and receiving participant materials?  
**A:** Once you have completed Session 2 of the training certification, you can begin ordering materials for your learners. Choose from these options:

<p><b>Option 1: We Print &amp; Ship</b>                  We print and ship to you full-color workbooks. Please allow 3-4 weeks before your session date—you pay for the shipping costs with some rush options available.</p>	<p><b>Option 2: Build Your Own</b>                  Build your own customized workbook—we send you the individual color worksheets for you to print and bind. You can print inhouse or work with a printing service in your area.</p>	<p><b>Option 3: Custom Branding</b>                  For a fee, we create a branded version of all materials for your organization, using your logo, colors, fonts, etc.</p>
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Some trainers like to give out the worksheets, one at a time, to preserve the “aha!” moments for their learners. And other trainers prefer to give out the complete session workbook at the beginning of that specific session. There are pros and cons of each choice—choose what is best for your organization.



Your learners will actively write in their workbooks as they assess their people and teams. If your learners will not be attending in the same location, please leave time to mail the workbooks to them.



## What Else is Included

**Q: Is the Brain Aware Manager Training ready for virtual delivery as well as in person?**

*A: Yes, it is. The content can be delivered in person, online via your preferred video meeting platform like Zoom, or in a hybrid model. It can be customized for various timeframes as well.*

**Q: Does the Facilitator Toolkit include after-session activities or brain boosts for us to send out several weeks after the training?**

*A: Yes. There are 5 options you can use.*

- 1. Managers do a variety of exercises/worksheets during each session and they are encouraged to continue using those tools in between meetings.*
- 2. Each session has a variety of resources we recommend for extended learning like videos, articles, and book chapters. You can make these available to your learners (in your LMS) and determine if they are optional or required.*
- 3. Your kit includes Review Webinar decks that allow you to host virtual meetings between sessions. This is a great way to have your managers share how they are using the tools in the real world with their teams and projects.*
- 4. We provide you with memory-boosting Concept Cards for each topic that are perfect to send out a couple weeks after a training to keep the ideas top of mind for your learners.*
- 5. If you wish, we can provide you with quiz questions you can use to create pre-learning priming experiences or post-event assessments. You can put the questions into your LMS or an online survey tool like SurveyMonkey or Google Forms.*

**Q: Does the training include any assessments?**

*A: Yes, there are several assessments throughout the 6 sessions. Managers will be actively assessing their people, teams and projects, which will give them new insights and action plans.*

**Q: Will we get opportunities to engage with Dr. Andreatta during our certification?**

*A: Yes, Britt is actively involved with facilitators throughout the process. She also offers a live webinar every quarter to answer questions and provide guidance.*

**Q: What kind of results does the Brain Aware Manager Training produce?**

*A: Consistently, 95% of managers rate the training as excellent and 4% rate it as very good. Here is what some learning professionals had to say about their experience:*

*“ I love the way Britt has synthesized leading brain science research with tried and true methods for leading people. My managers are eating it up! The Train-The-Trainer was easy to navigate and provided me the flexibility I need to juggle multiple priorities. The team has been very responsive and collaborative in supporting our rollout.*

Justin Reinert  
Director of L&D, Amobee

*This training has been a big hit with managers across all our functions. We love the shared dialogue and approach it has created for managers at every level. The best part is that after each session managers immediately start using the tools. Our leadership was able to see the impact from the first session and it continues to grow with each cohort.*

Melanie Brittle  
L&D Program Manager, DPR Construction

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**TO LEARN MORE OR SCHEDULE A DEMO,  
PLEASE CONTACT US**

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