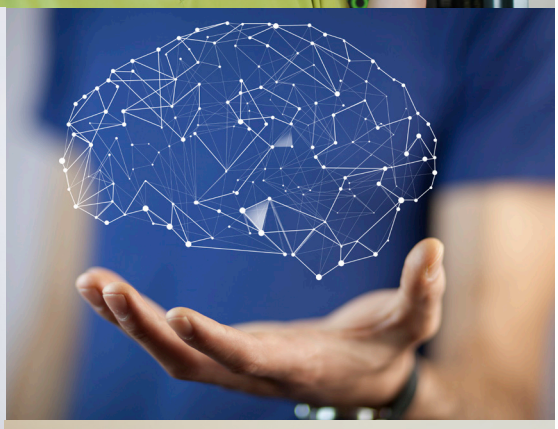

# Britt Andreatta

## MEDIA KIT & CATALOG

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# About Britt Andreatta, PhD

Dr. Britt Andreatta is an internationally recognized thought leader who creates science–based solutions for today's challenges. As CEO of Brain Aware Training, Britt Andreatta draws on her unique background in leadership, neuroscience, psychology, and learning to unlock the best in people and organizations.

Britt's industry accolades include being named one of the "Top 20 L&D Influencers" for 2021 and 2021 and a "Top 100 HR Influencers in 2021" (top 20 for leadership development). *Talent Development* magazine featured her as an "outstanding thought leader and pioneer." Dr. Andreatta has won several prestigious awards, such as the Global Training & Development Leadership Award from the World Training & Development Congress, the Gold Medal for *Chief Learning Officer* magazine's Trailblazer Award.

Britt has published several titles including *Wired to Connect: The Brain Science of Teams and a New Model for Creating Collaboration and Inclusion*, *Wired to Grow: Harness the Power of Brain Science to Master Any Skill* and *Wired to Resist: The Brain Science of Why Change Fails and a New Model for Driving Success*. She is a regular contributor to *Entrepreneur*, *Training Industry* magazine, *Chief Learning Officer* magazine, and *Thrive Global*.

Formerly Chief Learning Officer for Lynda.com (now LinkedIn Learning), Britt is a seasoned professional with more than 25 years of experience. She regularly consults with businesses, universities, and nonprofit organizations on leadership development and learning strategy. Corporate clients include Fortune 100 companies like Comcast and Apple, and also Ernst & Young, Microsoft, LinkedIn, Domino's, Franklin Covey, TransUnion, Splunk, DPR Construction, Rust-Oleum, Zillow, SHI, Pacific Life, and Dell.

Dr. Andreatta has worked with major educational institutions like the University of California, Dartmouth University, and the University of New Mexico, and nonprofit organizations like the YMCA and Prison Fellowship's Warden Exchange Program. She has served as professor and dean at the University of California, Antioch University, and several graduate schools.

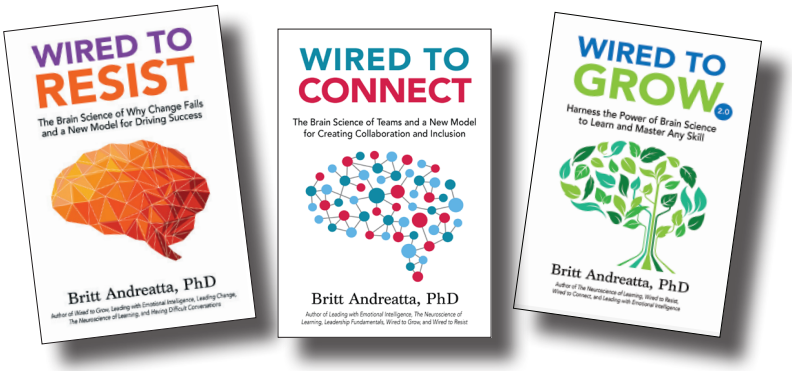
Her courses on Lynda.com (now LinkedIn Learning), Skillsoft, and Cornerstone On Demand have received over ten million views worldwide. Titles include *Leading with Emotional Intelligence*, *Advice for Leaders During a Crisis*, *20 Questions to Improve Learning at Your Organization*, *Increasing Collaboration on Your Team*, *Organizational L&D*, and *Creating Winning Teams*.

A highly sought-after and engaging speaker, Britt delivered a TEDx talk called "How Your Past Hijacks Your Future." She regularly speaks at corporate events and international conferences, receiving rave reviews and awards for "best session of conference."

Due to popular demand, Dr. Andreatta now offers certifications in her brain-based training programs. These award-winning programs are driving sustained behavior change at organizations across a wide range of industries like technology, healthcare, financial, food, media, and manufacturing.

Dr. Andreatta regularly consults with executives and organizations on how to maximize their full potential. To learn more, visit her website and social channels:

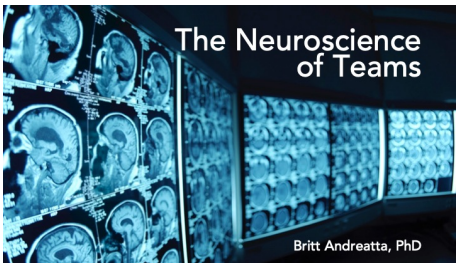
- www.BrittAndreatta.com
- Linkedin.com/in/BrittAndreatta/
- @BrittAndreatta
- Instagram.com/BrittAndreatta/
- Youtube.com/c/BrittAndreattaTraining



# Speaking Topics

Dr. Andreatta speaks on maximizing the potential of people and organizations with a focus on leveraging insights from brain science. Her most popular presentations address today's workplace issues like change, teams, innovation, inclusion, leadership, and learning strategy (see descriptions below). Keynotes run 60–90 minutes; all sessions include interactive discussions and activities. Britt also offers more in-depth half- and full-day programs and builds custom presentations upon request. For availability and fees, contact Speaking@BrittAndreatta.com.

Change is a journey, not an event. Why do 50–70% of change initiatives fail? Typical approaches to managing change don't take our human biology into account—that we're wired to resist change. Recent discoveries in neuroscience illuminate how we learn, respond to change, develop new behaviors, and become more adaptable. Leave this interactive session with several new strategies for driving successful change in your organization whether you are an executive, manager, or employee.



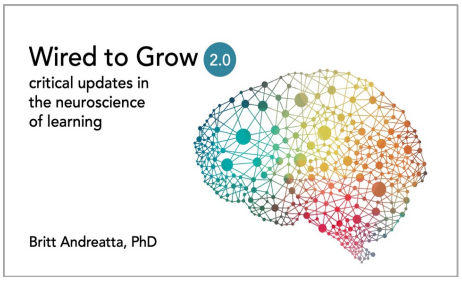

Teams power more and more of today's work. Nearly 90% of today's workers say that they spend 1/3 to 1/2 of each day working in teams. It is no surprise that teams can make or break any organization's competitive advantage. Discover the surprising truth about what creates or crushes high-performing teams. We'll explore the brain science of working in groups and what makes collaboration different from other types of teamwork. Gain key strategies in building trust, inclusion, belonging and psychological safety that you can use to create team excellence again and again.

Innovation is often the big differentiator between organizations that succeed and those that stall or even fail. But while innovation is important, most organizations struggle with creating the right environment to support and encourage it. Explore the research on the neuroscience of innovation and creativity (they're different) and what sets up the human brain to achieve the highest states of both. You'll gain strategies you can use today to create both a climate and culture of innovation.

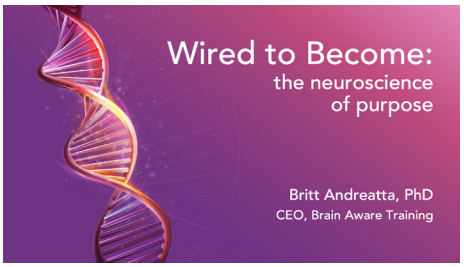
As the world opens up and we come back together, we'll need to navigate new territory in our work relationships. While we have been sustaining our team connections and productivity while working from home, we have been slowly creating new norms and styles of engagement. Discover what neuroscience tells us about what helps teams thrive and why we need to be particularly mindful as we emerge from isolation. Learn three strategies you can implement right away as you to create a culture of great teams.

Around the world, people are experiencing record levels of burnout and the results are impacting both our workplaces and communities. Burnout is the #1 reason employees are citing as they quit in record numbers. In this session, we will look at what burnout is and the unique set of factors that have led us to this point. We'll explore how relationships are currently strained and why we need to be particularly mindful now more than ever. Learn strategies you can implement right away to help yourself and others move through burnout to start thriving again.

# Speaking Topics




The neuroscience of learning has recently evolved, adding new understanding to how the brain learns, builds memories, processes failure, and shifts behavior. This research is shaping how educators should design learning and how it's experienced by learners. And technology has transformed what's possible in learning…IF it's used correctly. Discover how to leverage brain science to enhance instructional design and delivery in both education and workplace settings. You will gain strategies you can implement today to improve the growth and development of yourself and others.




Purpose is the driving force that gives our lives meaning. Humans are wired for purpose and, in fact, recent discoveries in neuroscience offer a fascinating look into what motivates us to become our best selves. The ability to align purpose is what distinguishes the most effective leaders from the rest, and purpose is at the heart of engagement, productivity, and retention. It's no wonder that organizations that harness the power of purpose thrive and excel while their peers falter or fail. Discover how to leverage the brain science of purpose to drive more meaning and success.

Several studies show that organizations grow and change in predictable ways, moving through phases of development, transformational crisis points, and emerging levels of consciousness. Each shift requires new skills for your leaders and employees, and also predicts relationships with your customers. A significant contributor to organizational decline is that key aspects of strategy are often behind the stage of growth the organization is in or moving toward. Learn how to crack the code and stay ahead of the curve.

Discover why the right culture of learning is critical to your organization's ongoing success. You'll learn about the neuroscience of potential and how to unlock people's natural hunger to learn and improve. Harness the power of growth mindset to create all kinds of benefits including increased performance, productivity, engagement, and retention. Use the ground-breaking Growth CultureTM model to design a robust and positive culture of learning that enables continuous improvement.  Learn how to effectively align efforts across your organization to drive maximum impact.

Technology has completely transformed what is possible in learning, making it faster as well as more effective and affordable. See how you can leverage the latest developments to benefit your learners and yourself. Discover why gamification is such a powerful tool for behavior change. Explore the completely personalized and responsive experience that adaptive learning provides. Examine how virtual reality and artificial intelligence can transform time to mastery in every skill. You'll leave with effective and affordable strategies you can implement in your organization today.

# Testimonials for Britt Andreatta

*"You were not only the best keynote we have had for this annual conference, you were the best keynote I have seen, EVER."*
**Mark Walker, Board Member**
**Technology Affinity Group**

*"You have a powerful influence in our field and a whole generation of L&D professionals is hungry for your message. People are better because of what you do."*
**Cory Kreeck, VP of People Operations**
**Beachbody**

*"Really great connection between scientific theory and practical application. I Loved it!"*
+ *"Dr. Britt was so enthusiastic and engaging."*
+ *"It was awesome and so informative! My team was impressed."*
**Attendees, Association for Talent Development's (ATD) TechKnowledge Conference 2021**

*"Britt, sending a ton of thanks for your support of the Leader meeting last week—a TERRIFIC experience. The talk you gave spirited people in such a positive way AND your delivery was flawless. Thank you for helping us to get our leaders into the "think differently" space. Loved it!"*
**Martha Soehren, Chief Talent Officer and SVP**
**Comcast**

*"I have partnered with Britt on several major initiatives. Britt rapidly assesses a business situation and is able to immediately apply the perfect concepts and craft a learning journey that enhances participants' capability to achieve their goals both personally and professionally. I could not imagine taking a company through rapid growth or major change without her."*
**Dr. Kelly McGill, Director of Diversity & Inclusion**
**Amazon**

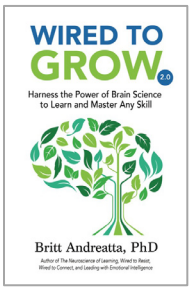
*"I feel excited to present Britt's Change Quest® training in my organization. This truly brings the human connection to all the work. Such a great collection of bite sized learning! I love how dynamic this content is and the activities really help connect the dots."*
**Shawna Shandy, Director of Organizational Development**
**Ruby Receptionists**

*"Britt taught her unique science-based approach to change management. The material was easily understandable and thought-provoking; it allowed participants to immediately apply the lessons and framework to how they lead change and initiatives. Top managers from a variety of offices found it extremely valuable."*
**Lisa Slavid, Director of Organizational & Performance Management**
**University of California, Santa Barbara**

*"When a company has a major culture shift, you can rarely look to one person. Britt was an exception to this. What looked like company-wide management training became the foundation for the conversations, relationships, and plans to positively impact the culture. She was the rock star in the organization making sure the culture was solid."*
**Hilary Miller Headlee, Head of Global Sales Ops and Enablement**
**Zoom**

*"Britt has been a gift in my life, both professionally and personally. I was immediately impressed with her warmth and top-notch coaching skills. Then we got to see how fabulously she teaches her content, with a number of high-quality courses that were instrumental for Lynda.com to launch our business skills area. She has a high EQ to help people at various levels of an org find their best selves."*
**Jolie Miller, Head of Business & IT Content**
**LinkedIn Learning**

# Books on the Brain Science of Success




7th Mind Publishing
9780997354775
July 2019 (2nd ed)
Trade Paperback
$18.99
Education/Professional Development

## *Wired to Grow: Harness the Power of Brain Science to Learn and Master Any Skill*

We are biologically wired to learn. It's the key to our survival and the path to fulfilling our potential—to become or develop into something more. Wired to Grow helps unlock the fullest expression of who we are, giving you the keys to understand the neuroscience of learning and apply your natural wiring to positively transform lives, habits and organizations.

Praise for first edition:
*"A simple tool anyone can use to create real change in oneself or in others. It's required reading for those who want to use their minds to achieve results."* Cherie Carter-Scott, PhD, NY Times best-selling author of *If Life Is a Game, These Are the Rules*, ICF Master-Certified Coach

*"This is a fantastic book for anyone in the teaching game. It shows how anyone can change their old habits to new ones! Dr. Andreatta hit a home run."* Michael Ewing, President, Professional Ski Instructors of America, Northern Rocky Mountain Division

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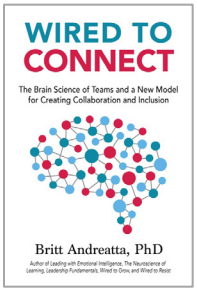


7th Mind Publishing
9780997354751
April 2018
Trade Paperback
$18.99
Business/Leadership

## *Wired to Connect: The Brain Science of Teams and a New Model for Creating Collaboration and Inclusion*

Teams power the majority of work around the world, yet lack of effective collaboration is a leading cause of workplace failure. Dr. Britt Andreatta synthesizes the latest findings from neuroscience and what differentiates high-performing teams from the rest. Wired to Connect provides a new understanding of how unconscious bias, inclusion, trust, and purpose impact teams and how you can create the necessary conditions for true collaboration and team excellence.

***"Andreatta's enthusiasm may... prove contagious for her target audience, encouraging them to apply her advice to their own workplace teams."***
*Publishers Weekly*

*"With a balance of compelling and timely research and practical tools, Wired to Connect offers a holistic framework for building great teams and inclusive cultures. Britt's command of today's workplace challenges makes her work a must-read for talent strategists and business leaders."* Dr. Kelly McGill, Culture & Inclusion, Amazon

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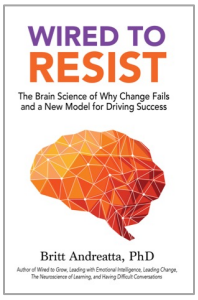



7th Mind Publishing
9780997354737
May 2017
Trade Paperback
$18.99
Business/Leadership

## *Wired to Resist: The Brain Science of Why Change Fails and a New Model for Driving Success*

Every year failed change costs billions of dollars. Typical approaches to change don't take into account that we're biologically wired to resist change. It's the key to our survival and the obstacle that often gets in the way of us fulfilling our potential. Wired to Resist provides a new understanding of our biology and why change fails, despite our best plans. Discover how to harness the power of your brain and thrive through change.

*"Illustrated by real-life examples and evidence from renowned scholars and practitioners, Wired to Resist provides novel insights into understanding why efforts to change fail and more importantly how they can succeed."* Barry Posner, PhD, NY Times best-selling author of *The Leadership Challenge*

*"I've read many books on leading organizational change and I appreciate how Dr. Andreatta gives me insight into the 'whys' behind the 'hows.' Wired to Resist arrived just as I was launching a new change initiative in my organization—and it immediately showed me several things I needed to address to increase our chance of success."* Kevin Goldsmith, Chief Technology Officer at AstrumU, Spotify, and Adobe

# Training Solutions

Dr. Andreatta's robust, science-based training solutions feature her groundbreaking research, trademarked models, and uniquely effective learning design that drives real behavior change. Discover how brain-based learning brings out the best in you and your organization. For information, visit www.BrittAndreatta.com/Training.

## Brain Aware® Manager Training

The Brain Aware® Manager Training is a science-based learning solution that gives managers the critical skills they need to drive success. In these powerful courses, your learners will gain a new understanding of managing people by learning about the biology and neuroscience of what brings out the best in others. In every engaging session, your managers will actively apply content and concepts to their current teams and projects.

The Brain Aware Manager Training offers 30 hours of content over 6 interconnected sessions that create a holistic set of effective skills. Each session features science-based content and related hands-on practice activities. With your certification, you can offer the training in a variety of formats including live in-person, live online, and blended with asynchronous resources like videos, readings, and exercises. Each session is organized around a theme or metaphor and materials are marked with color-coded icons for easy reference and review.

Managing People | Coaching For Impact | Increasing Emotional Intelligence | Creating Peak Performing Teams | Leading Effective Change | Driving Execution + Accountability

Within a few short weeks, you can be rolling out this world-class training in your organization. The online Train-The-Trainer program is self-paced, making it easy to get up and running quickly. No need to travel or wait for a public session. All the teaching materials (presentation decks, videos) are immediately available, allowing you to customize them as you learn. Assignments help you prepare to deliver the content and you'll receive personalized feedback from Dr. Andreatta and her top team of learning and development professionals. Who can get certified? Certification is available to both talent professionals who wish to roll out the training to their internal managers, or for independent consultants who wish to bring this training to their clients.

*"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 and we have NPS scores of 92! 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 Learning & Development**
**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**

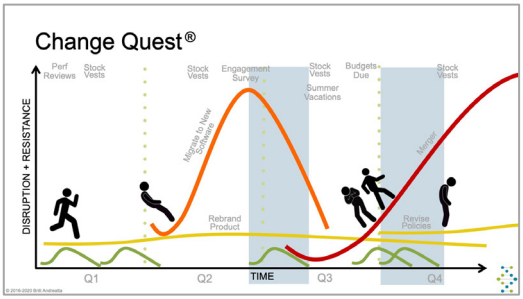
95% of managers rated the Brain Aware Manager Training as "excellent"

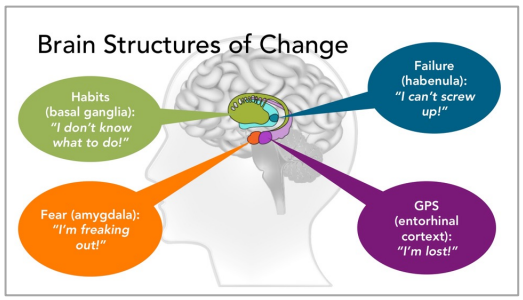
Brain-based content is relevant to every region and demographic

Winner of the BEST Award from the Association for Talent Development (ATD)

## Change Quest®

This training program helps individuals and organizations drive successful change. Why do 50–70% of change initiatives fail? Typical approaches to managing change don't take into account human biology and that we are wired to resist change. But once you understand the brain structures activated by change, you can mitigate their effects, increasing adaptability and resilience. Topics include assessing the impact of (and motivation for) change, brain science of resistance, and mapping change initiatives for maximum effectiveness. With content for senior leaders, managers, and the recipients of change (i.e., employees, customers, etc.), participants gain new strategies they can use immediately.



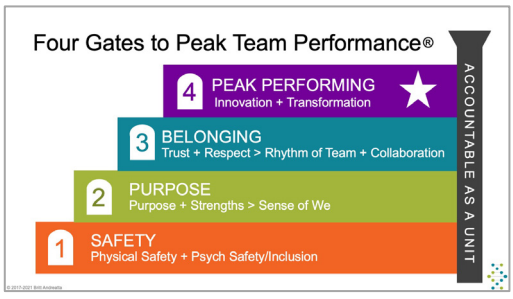



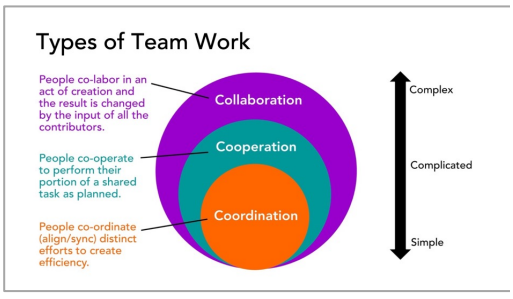

*"Wonderful content, beautiful visuals and relevant activities! The theme and common language used is relatable to everyone, from executives to the frontline. It has been instrumental in shifting the dialogue about change across our organization."*
**Nichole Prolifka**
**Protolabs**

*"The Change Quest™ Model is captivating and provides great 'hard facts' to the experiences I've had leading change over 22 years. I'm co-owner of a con-sulting firm and my entire team is certified because this model is so much better than others we've used."*
**Andy Kindler**
**Xcellero**

## Four Gates to Peak Team Performance®

Teams power more and more of today's work. According to one study, 86% of employees and executives cite lack of effective teamwork and collaboration as the source of workplace failures. Recent discoveries in neuroscience illuminate what differentiates high-performing teams from the rest. Learn how safety, inclusion, purpose and belonging create the necessary conditions for true collaboration and team excellence. Topics include team development, types of teamwork, psychological safety, inclusion, brain activation, and peak performance. With sessions specifically for team leaders, team members, and senior executives, participants will gain effective strategies to consistently create peak-performing teams.




*"Best session! The four gates were especially useful to assess various teams I am part of. My biggest takeaway was about psychological safety. I'm on a project now that has had a complete breakdown of trust. After this session, I went back and implemented some of the tools. We've seen some improvement!"*
**Manager**
**DPR Construction**

*"I've done the 'required' management and leadership training at a number of companies from small startups to giants in the enterprise space—including Microsoft and Cisco—and without a doubt the training that Britt Andreatta has created has been the most engaging and useful of all."*
**Tim Ahlers**
**Avvo Legal**

# Select Clients

## Corporations

| | | |
|---|---|---|
| Apple | Amobee | Comcast |
| Dell | Domino's | DPR Construction |
| Ernst & Young | EvergreenHealth | Franklin Covey |
| GoPro | LinkedIn | Microsoft |
| Pacific Life | Prudential | SHI |
| Splunk | Rust-Oleum | TransUnion |

## Professional Associations

| | |
|---|---|
| Association to Advance Collegiate Schools of Business (AACSB) | Association of International Certified Public Accountants (AICPA) |
| Association for Talent Development (ATD) | Information System Audit and Control Association (ISACA) |
| Physician Assistant Education Association (PAEA) | Women in Cable Telecommunications (WICT) |

## Government + Non-Profit

| | | |
|---|---|---|
| City of Denver | Florida Department of Transportation | U.S. Air Force |

## Education/Learning Organizations

| | | |
|---|---|---|
| Bridge/Practice | Colorado School of Mines | Cornerstone On Demand |
| Dartmouth University | Degreed | University of California |

# Media + Press

## Print/Online

Media requests only, please email Press@BrittAndreatta.com

FAST COMPANY

Entrepreneur

BUSINESS INSIDER

CONSCIOUS COMPANY

Inc.

CLO

atd Association for Talent Development

TRAINING INDUSTRY

L&D LEARNING & DEVELOPMENT PROFESSIONAL

TM Talent Management

REAL SIMPLE

Forbes

## Podcasts/Webinars

hr Leaders

HOW TO BE AWESOME AT YOUR JOB

livehappy

THE LEARNING GEEKS

LMS PULSE

JOURNAL OF ACCOUNTANCY

# Our Team

### Britt Andreatta, MA, PhD
**Chief Executive Officer | Email**
Britt is the CEO of Brain Aware Training, providing groundbreaking research and science-based solutions for today's workplace challenges. She is an internationally recognized thought leader in leadership development and learning strategy.

### Nicole Lazar
**Executive Assistant | Email**
Nicole is an experienced professional with many years of organizational excellence. She manages Britt's calendar, arranges various aspects of her speaking engagements, supports our global clients, and so much more.

### Claudia Arnett
**Product Marketing | Email**
Claudia leads product management, strategic communications and marketing for Britt. She has a passion for storytelling and enjoys building meaningful relationships that go far beyond product and service.

### Chris Sneathen
**Chief Technology Officer | Email**
With technology constantly changing, Chris leads the efforts to bring cutting-edge products to transformative learning experiences. He has a long history working in IT for a range of companies including Crystal Cruises, local county government, and the University of California at Santa Barbara.

### Justin Reinert, CPTD, SPHR
**Learning Effectiveness | Email**
As a seasoned learning leader and executive coach, Justin has built the learning function from the ground up at many organizations. He holds an MA in Educating Adults and has a passion for learning effectiveness. He strives to identify the connection between learning and results at both individual and organizational levels.

### Lisa Slavid, MA
**Associate | Email**
Lisa has over 25 years of experience designing powerful learning workshops, programs, and keynote presentations. She regularly works with corporations, universities, and nonprofits, specializing in appreciative inquiry, strategic planning, innovation, and creativity.

### Dana Campagna, PhD
**Organizational Psychologist | Email**
Dana is a contributing research and clinical psychologist whose work and interests focus on human potential, helping diverse and minoritized communities thrive, and maximizing workplace environments for organizational success.

### Kyle Nickel
**Customer Partnerships | Email**
Kyle is endlessly curious about innovation in pedagogy and comes with 10 years experience working between e-learning, higher education development, and being an educator himself. He leads our client relationships and thrives on creating genuine, long-lasting partnerships.

### Brandon Blake
**Customer Partnerships | Email**
Brandon has years of experience in account development and management in startup and high growth companies such LinkedIn, Microsoft, and Lyra. With a 15+ years of top producing sales achievement, his experience brings a keen focus to the partnerships team as we continue to build best-in-class solutions for people leaders abroad.

### Jessica Howley, MA
**Customer Partnerships | Email**
Jessica's passion for education transcends the traditional classroom. She specializes in assisting companies strategically implement and expand training initiatives, aiming to increase productivity and revenue.

### Alejandra Langarica
**Marketing Specialist | Email**
Alejandra brings her keen eye for design and marketing to a range of projects ranging from comprehensive analysis of the needs, information, situations, and problems that arise.

### Al Dea
**Business Development | Email**
Al is a leadership coach and corporate trainer with 10+ years experience delivering keynotes and workshops on leadership and professional development to employees and leaders across Fortune 500 organizations and higher education institutions.

### Richard Hilton
**Web Designer + Video Editor | Email**
Richard is a front-end web developer and video editor. His interest in psychology and usability plays a major part in the process of creating content that is both uplifting and informative.

### Jenefer Angell
**Editor/Writer | Email**
Jenefer's seasoned editorial eye helps put the polish on Britt's many books. She draws on 20 years of acquisitions, development, and marketing experience with traditional and independent publishers.

# Our Team

## Training Facilitators

Justin Reinert, Corporate

Lisa Slavid, Corporate & Education

Annalyn Cruz, Corporate

Leigh Duddy, Corporate

Heloisa Villa Corporate & Government

Al Dea, Corporate & Education Steve

Caputo, Healthcare

Angeli Mancuso, Healthcare

## Translators + Facilitators

Margarita Lozano-Job (Spanish)

Iñigo Sanchez-Cabezudo (Spanish)

Flora Alves (Portuguese)

Tatiany Melecchi (Portuguese)

Heloisa Villa (Portuguese)

Koko Nakahara (Japanese)

Satomi Uno (Japanese)

Jessica Schweizer (French)

To learn more about our team, visit [BrittAndreatta.com/Team](BrittAndreatta.com/Team)

# Contact Us

| | |
|---|---|
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| email | info@BrittAndreatta.com |
| websites | BrittAndreatta.com<br>BrainAwareTraining.com |
| headshot & bio | BrittAndreatta.com/presskit/# |
| social media | www.BrittAndreatta.com<br>Linkedin.com/in/BrittAndreatta/<br>@BrittAndreatta<br>Instagram.com/BrittAndreatta/<br>Youtube.com/c/BrittAndreattaTraining |

*"My mission is to help people and organizations rise to their potential."*

**Britt Andreatta, PhD**