



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 know how to harness the power of purpose thrive and excel while their peers falter or fail.

In this session, Dr. Britt Andreatta will share the latest research about the brain science of purpose and why it's such a powerful force. You'll learn how you can leverage purpose to create a better work environment, more engaged employees, more effective leaders, and a positive culture that attracts and retains the best talent. You'll leave with tips and strategies for weaving purpose into a wide range of programs, all of which will contribute to your organization's success.

In this session, you will:

- Learn the brain science of purpose and why it fuels human motivation around the world
- Discover how purpose can enhance engagement, productivity, leadership and retention
- Identify ways to intentionally leverage the power of purpose to increase your organization's success

This 75-minute keynote includes three 5-minute discussions where participants apply the concepts and model to teams in their work environments. With 90-minutes, this keynote can be customized to include some high-level information on how to align purpose, vision and mission.

With 120-minutes or more, participants can be guided through deeper level analysis and application or you can choose additional content/research from Britt's catalogue including the following topics:

- Wired to Connect: The Neuroscience of Teams, Collaboration & Inclusion
- Wired to Resist: The Neuroscience of Change
- Cracking the Code: How Org Growth and Consciousness Shape Talent Development
- The Brain Science of Innovation: Creating the Right Climate and Culture
- Wired to Grow: The Neuroscience of Learning
- Create a Growth Culture and Unlock Your Organization's Potential
- The Future of Learning: New Developments in Learning and Talent Development
- More...