



The Neuroscience of Innovation

Innovation is often the big differentiator between organizations that succeed and those that stall or even fail, and in the time of COVID, this is more true now than ever. According to one global study, 84% of executives consider their future success to be dependent on innovation. Another study found that high performing organizations are 5X more likely to build a culture of innovation across business functions. But despite how important innovation is, most organizations struggle with creating the right environment to support and encourage innovation.

Join Dr. Britt Andreatta, author of several books on the brain science of success, as she shares her research on the neuroscience of innovation and creativity. You'll discover how they are different and why both are critical to your organization's success. You'll learn what sets up the human brain to achieve the highest states of both, and you'll leave with some key strategies you can use today to create a culture that promotes true innovation and creativity.

In this interactive session, you will:

- Discover the critical differences between creativity and innovation
- Learn the brain science that sets up high levels of creativity and innovation
- Discover new strategies you can use to create a culture that supports creativity and innovation
- Develop your business acumen and leverage innovation to help your organization achieve its strategic goals

This 75-minute keynote includes three 5-minute discussions where participants apply the concepts and model to their organization. With 90-minutes, this keynote can be customized to include some high-level information on how to create effective learning programs so solve various workplace challenges.

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 Resist: The Neuroscience of Change*
- *Wired to Connect: The Neuroscience of Teams*
- *Cracking the Code: How Org Growth and Consciousness Shape Talent Development*
- *Create a Growth Culture and Unlock Your Organization's Potential*
- *The Future of Learning: New Developments in Learning and Talent Development*