

**THIS BOOK GIVES YOU THE ANSWERS TO:**

- What the example you set as a leader means for the employees' brains.
- Why it makes sense that leaders take a "black belt" in handling the brain's threat response.
- How to relieve your brain in a busy everyday life and prevent negative stress within yourself and others.
- Why we should take emotions with a pinch of salt, but values seriously.
- How procrastination can be turned into productive aha! moments.
- Why "good" advice is often futile, and feedback is misunderstood.
- What to do with one's brain when one is entrenched in a particular framing of a situation and cannot see beyond it.
- How to make your organization brainsmart.

"A fantastic book for achieving greater impact as a leader. Anette Prehn succeeds in provoking leaders' thinking and habits. She writes terrifically and makes complex material about the brain both fun, digestible and usable. *World Class!*"

– Trine Brahm, Head of Leadership & Talent, Novozymes

"To learn about the rules of the brain is the absolute best investment I've made. Anette Prehn's ability to make complicated material practical and useful is eminent!"

– Marlene Karmark, Head of Department, Odense Municipality

**A BRAINSMART LEADER IS SOMEONE WHO KNOWS THE RULES OF THE BRAIN.** And who knows that *it is all about connections* - connections in the leader's brain, in the employees' brains and the connections between you as people and colleagues. The question is not, *whether* you as a leader influence your employees' brains, but *how* you influence them.

I **BRAINSMART LEADERSHIP** you are given the tools to make your organization brainsmart. You get to know the rules of the brain, and you're given accessible methods to train yourself to be a leader, who facilitates brain processes. You will gain insight into how you, in a brainsmart way, can address many of the challenges that leaders face today: to prepare employees for changes and create work environments that promote learning and wellbeing and curb negative stress. The latter in particular is a huge challenge in these online times, where we are all switched on all the time, but to a lesser degree present and attentive.

"This is the book you can read again and again and glean new value from each time! **BRAINSMART LEADERSHIP** has made me much better at creating the room for mutual understanding and respect, which is needed to be able to discuss contentious issues and find good solutions."

– Allan Nyland Christensen, Director Corporate IT Portfolio Management, LEGO



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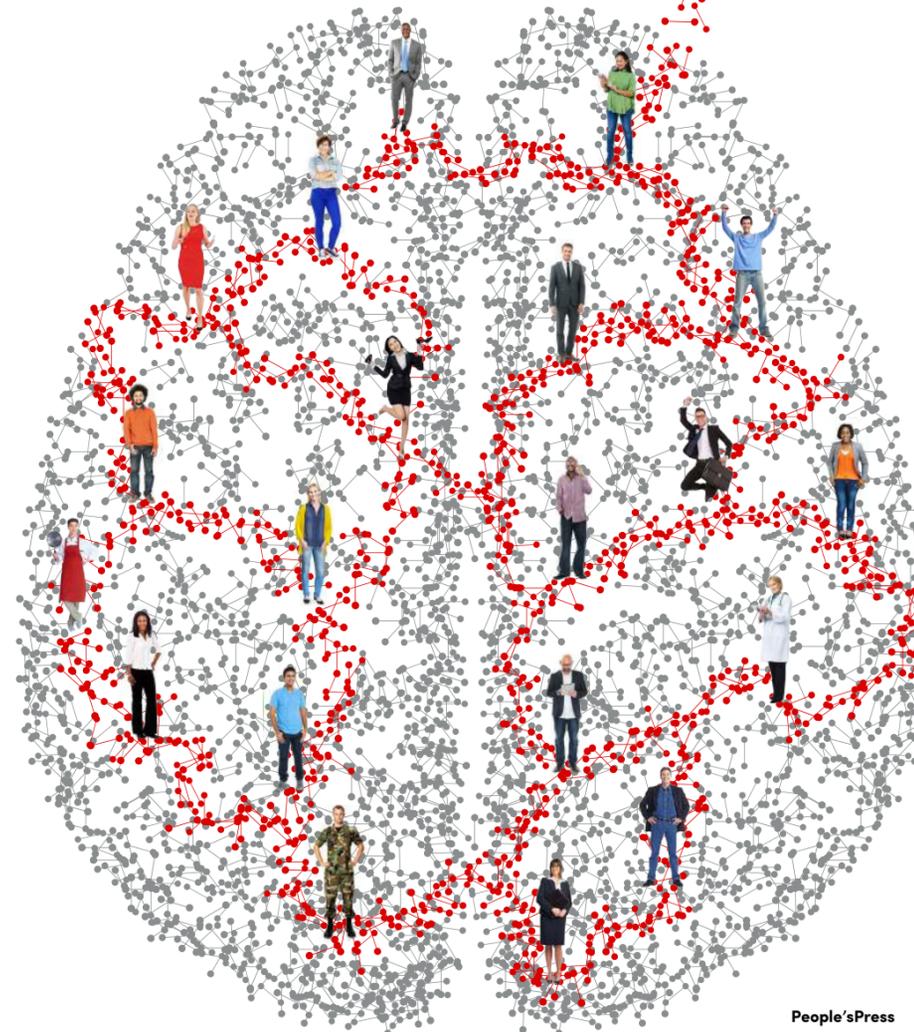
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**BRAINSMART LEADERSHIP**

– It's all about connections



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**ANETTE PREHN**

(b. 1975) is a sociologist and author of five books on the rules of the brain. Her mission is to make brain research and social psychology accessible and useful for everyone. She specializes in explaining complex things in a simple and down-to-earth manner and in developing methods that make it easy for people to turn the brain into a co-player in everyday life.

Anette Prehn is a sought-after motivational speaker and facilitator and has clients such as Bosch, Ericsson, Siemens, Lego, Danske Bank and numerous public workplaces, as well as the Technical University of Denmark, Copenhagen Business School and the Saïd Business School/Oxford University. She was the first in Denmark to teach NeuroLeadership; i.e. applied brain research for leaders. In 2009, she was awarded "Trainer of the Year - Leadership and Coaching" by the large Norwegian owned conference provider, Confex.

Anette Prehn has developed the online course "The Neuroscience of Reframing - and How to Do It", which today has more than 40,000 students worldwide. Her books to date have been published in English, Chinese, Russian and Swedish as well as Danish.

Find Anette Prehn on LinkedIn or Udemy.com. She also facilitates the network *BrainSmart Leadership* for leaders, who wish to make the rules of the brain an integral part of their leadership.

