

## Influencing, Convincing and Managing Conflict through Applied Neuroscience

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### Description and objectives

Recent advances in applied neuroscience open new perspectives for strengthening our communication and collaboration skills.

By understanding a few key principles about how the brain works, we can transform our professional interactions and make them more fluid and effective.

During this workshop, we will explore the brain mechanisms involved in interpersonal exchanges. Based on these foundations, we will address communication challenges in an innovative way, such as convincing with impact, getting ideas across, and managing conflict.

This deeper understanding of brain processes will provide practical tools to navigate complex interactions with greater ease.

**Join us for this “Brain-Wise” seminar !.**

### Method

The training is based on a combination of theoretical input — illustrated by scientific research findings — concrete examples, and interactive exchanges through practical exercises.

At the end of the first module, participants will leave with protocols to practice in their everyday professional situations.

During the second module, we will analyze participants’ feedback after one month of field testing and introduce an additional focus on stress, enabling them to apply the same tools in higher-stakes situations.

### Learning Outcomes

By the end of the training, participants will be able to:

#### Communication and Influence

- Understand what is essential for the brain in relationships
- Identify obstacles to listening and mutual understanding between two brains
- Communicate their ideas effectively and increase their chances of convincing others
- De-escalate conflict by moving brains out of defensive mode

#### Stress and Emotional Regulation

- Understand what triggers stress in the brain and its consequences
- Explore how the brain regains a sense of safety and trust
- Understand how emotions are generated by the brain
- Adjust their stress level and regulate their emotional state in the desired direction

## Trainer

[Dr. Catherine Marselli](#) has held several positions in project management and training, both in corporate and academic environments.

A graduate of EPFL, she holds a PhD in Science from the University of Neuchâtel as well as an MBA from the School of Management in Neuchâtel.

For several years, she has focused on social cognitive neuroscience and behavioral economics, integrating recent discoveries about brain functioning into her courses and managerial practice.

She also delivers seminars and workshops at EPFL and in other professional contexts, offering new insights into key topics such as difficult communication, stress management, cognitive performance, motivation, and decision-making — while emphasizing practical and directly applicable tools.