

## Practical Neuroscience Tools for Managing Difficult Conversations

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### Description and objectives

Recent discoveries in neuroscience have helped us better understand how the brain works. This knowledge provides useful insights into the communication and collaboration challenges we face every day at work.

In this course, we will explore simple and practical principles of brain functioning—without complicated scientific jargon. We will focus on how these insights can be applied to improve communication in challenging situations and strengthen workplace relationships.

### Teaching Approach

The training combines:

- Key concepts based on neuroscience research
- Examples from scientific studies and experiments
- Real-life workplace situations
- Interactive discussions and practical exercises to help participants apply the concepts

At the end of the first module, participants will leave with practical tools and techniques that they can immediately use in their daily professional interactions.

### Learning Outcomes

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

Understand what the brain needs to build positive relationships

Recognize barriers to listening and understanding between people

Communicate ideas more effectively and improve their ability to influence others

Reduce tension and de-escalate conflicts by helping people move out of a defensive state

### Trainer

[Dr. Catherine Marselli](#) has worked in project management and training in both corporate and academic environments.

She graduated from EPFL and holds a PhD in Science from the University of Neuchâtel, as well as an MBA from the Neuchâtel School of Management.

For several years, she has been interested in social cognitive neuroscience and behavioral economics. She uses the latest insights about how the brain works in her training programs, coaching activities, and management practice.