

## NEUROSCIENCE OF DECISION-MAKING IN BUSINESS - CERTIFIED

<b>Start Date:</b>	21/12/2026	<b>End Date:</b>	25/12/2026
<b>Categories:</b>	Leadership Development	<b>Venues:</b>	Barcelona
<b>Formats:</b>	In Person	<b>Instructors:</b>	

### OVERVIEW

This course explores how business decisions—at every level—are driven by brain processes. Participants will learn to recognize patterns in decision-making, manage bias and stress, and lead with greater clarity, focus, and cognitive agility. In collaboration with Neuro Business School, Barcelona, Spain.

### OBJECTIVES

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

- Understand how the brain makes choices under uncertainty and pressure.
- Identify personal and organizational decision-making blind spots.
- Apply strategies to improve focus, attention, and quality of judgment.
- Learn how to lead teams through more collaborative and inclusive decision processes.
- Manage cognitive overload, fatigue, and emotional reactivity in leadership.

### COURSE OUTLINE

1. The Neuroscience of Judgment & Decision-Making 2. Bias, Stress, and Mental Traps in Business 3. Focus, Flow & Executive Function 4. Team Decision Dynamics & Leadership Cognition 5. Integration Lab: Solving Real Decisions with Brain Tools

### TARGET AUDIENCE

All supervisory levels, Target Audience: Leaders, strategic planners, project managers, HR directors, consultants, and professionals managing high-stakes or high-pressure environments.

### METHODOLOGY

Case-based simulations, personal assessments, decision-mapping, cognitive agility training, and reflection labs.

### CONCLUSION

Participants will leave the course with practical tools to strengthen decision-making in both high-stress and everyday strategic contexts—enhancing business clarity, resilience, and leadership

effectiveness.

## DAILY AGENDA

### Day 1: How the Brain Decides: Core Frameworks

Introduction to how different brain systems (prefrontal cortex, amygdala, dopamine circuits) shape logic, intuition, and behavior.

### Day 2: Cognitive Biases & Cognitive Load in Business

Identify and manage the most common decision-making cognitive biases and learn strategies to better manage and mitigate them in teams.

### Day 3: The Science of Focus & Mental Energy

Learn how attention, willpower, and mental fatigue affect decision-making and how to build habits that protect and enhance sustained mental clarity.

### Day 4: Team Decisions & Collective Intelligence

Explore how groupthink, diversity, and neural synchronization affect collaboration and strategic alignment.

### Day 5: Decision Lab: Solving Real-World Business Challenges

Use a structured, neuroscience-informed framework to address actual organizational decisions in teams and receive feedback.

*For more information, please contact us:*

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