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NEUROSCIENCE OF DECISION-MAKING IN BUSINESS - CERTIFIED

Start Date:	15/03/2027	**End Date:**	19/03/2027
Categories:	Leadership Development	**Venues:**	Barcelona
Formats:	In Person	**Instructors:**	

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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