

Neuroscience for trainers

Training that makes an impression and drives change.

Discover how understanding the brain helps design more engaging, memorable and effective learning experiences. This course provides practical insights from neuroscience and AI to capture attention, encourage involvement and make learning stick.



“
People.
Ideas.
Decisions.”



Recognise these situations?

- Participants understand, then forget.
- Presentations remain too one-way.
- “Having seen” is confused with “having learned”.
- It is difficult to maintain attention and engagement.
- Learners have very different profiles.



What we will understand

- Attention, working memory and long-term memory.
- Cognitive load and forgetting.
- The role of emotion in learning.
- Why retrieving information is more powerful than rereading it.
- How varying methods can activate several brain mechanisms.



How we will work

- Segmentation, active retrieval and spaced repetition.
- Experimentation and active learning.
- Neuroscience applied to training design.
- AI to personalise exercises and feedback.
- Practical scenarios, role plays and reflection on practice.



What will change in practice

- More engaging, interactive training.
- Better recall and application at work.
- Greater transfer of learning into practice.
- A more inspiring approach as a trainer.
- More autonomous, confident participants.



Who is it for?

Trainers, managers, HR and L&D teams, training managers and subject-matter experts.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods •
AI • Hands-on experience • Real cases.



An international, cross-sector perspective

Examples and inspiration from
different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.