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NEUROSCIENCE AND BUSINESS: COGNITIVE TECHNIQUES TO INCREASE EMPLOYEE PERFORMANCE

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Neuroscience is no longer considered science fiction to those in business. The brain can now be mapped through functional MRIs (fMRI). The fMRI has demonstrated that neural pathways continue to develop until a person dies. This has broken the myth that the brain does not change dramatically after a person's twenties. There are three major ways individuals think: detailed oriented, looking at the big picture and looking to the future. Through a literature review of scholarly and practitioner journals, as well as various associations that are conducting neuroscience research there is information that can assist practitioners with practical tips. Neuroscience research has studies that can assist with leadership, teams, finance, negotiations, communication and other soft skills. By applying neuroscience to business, Human Resource professionals and senior leadership have scientific backing for the methods used to advance the business strategic goals. Findings indicate that pushing individuals into different manners of thinking makes them more innovative and creative. Innovation and creativity increase the likelihood of a company's strategic endeavours which drives the company's profitability and sustainability. In 2012, PWC conducted a survey with CEOs and found that almost a quarter felt the employees caused strategic initiatives to be cancelled or delayed; market opportunities to be lost; and employees lacked innovation. With the advances of neuroscience and the understanding of how the brain reacts, this paper provides practical recommendation for senior leaders in the business community to enhance the creativity and innovation of leaders and employees.

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