



WIRED TO RESIST: THE NEUROSCIENCE OF CHANGE  
with Dr. Britt Andreatta  
Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

## WIRED TO RESIST: THE NEUROSCIENCE OF CHANGE

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The pace of today's change is pushing the limits of even the most nimble organizations. Change occurs in a myriad of ways from shifting technology to reorganizing functions to seeking new customers and operating globally. And no matter the size every change requires new learning. Recent discoveries in neuroscience illuminate how we learn, respond to change, and ways we can maximize both flexibility and resilience.

In this program, Dr. Britt Andreatta will share the latest discoveries about the brain, and how to harness human biology to reduce resistance to change and change fatigue. Author of several best-selling books including *Wired to Resist* and *Wired to Become*, she will provide key principles for maximizing the brain's capacity to learn and embrace change. Leave this interactive session with new strategies for intentionally building the professional capacity of people across all functions of your organization.

In this interactive program, you will:

- Learn how all change activates the survival centers in the brain
- Discover new ways to assess people's motivation for change and its impact
- Explore strategies to drive real and sustained behavior change
- Gain new tools for reducing change fatigue

# DR. BRITT ANDREATTA

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Dr. Britt Andreatta is an internationally recognized thought leader who creates science-based solutions for today's challenges. Britt is the CEO of Brain Aware Training and former Chief Learning Officer for Lynda.com (now LinkedIn Learning). Britt's industry accolades include being named a Top 10 Influencer in Learning for 2022, and in 2021, she was a Top 20 Learning Influencer and a Top 20 HR Influencer for Leadership Development.

Dr. Andreatta has won several prestigious awards, such as the Global Training & Development Leadership Award from the World Training & Development Congress, the Gold Medal for Chief Learning Officer magazine's Trailblazer Award. Britt has published several best-selling titles including *Wired to Connect: The Brain Science of Teams* and *a New Model for Creating Collaboration and Inclusion*, *Wired to Grow: Harness the Power of Brain Science to Master Any Skill*, *Wired to Become: The Brain Science of Finding Your Purpose, Creating Meaningful Work, and Achieving Your Potential*, and *Wired to Resist: The Brain Science of Why Change Fails and a New Model for Driving Success*.

She is a regular contributor to *Entrepreneur*, *Training Industry* magazine, *Chief Learning Officer* magazine, and *Thrive Global*. Britt is a seasoned professional with more than 25 years of experience. She regularly consults with businesses, universities, and nonprofit organizations on leadership development and learning strategy. Corporate clients include Fortune 100 companies like Comcast and Apple, and also Ernst & Young, Microsoft, LinkedIn, Domino's, Franklin Covey, TransUnion, Splunk, DPR Construction, Rust-Oleum, Zillow, SHI, Pacific Life, and Dell.

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