



# Neuroscience of leadership will build, motivate your team to high performance

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Put yourself a decade ahead of the pack by discovering the latest insights into leadership, as Litha Communications presents Ian Rheeder's master class - TEC Neuroscience of Leadership - in Johannesburg on 7-8 December 2015.

Rheeder is a Chartered Marketer, part-time faculty advisor at GIBS and holds an MSc in Leadership & Innovation (Da Vinci Institute). Although Ian has developed a neuroscience-based model for influencing and inspiring, he also covers classical leadership thinking to get the best out of your people. The Gordon Institute of Business Science (GIBS) has used Rheeder monthly since 2007 for its corporate programmes.

To improve the performance of an organisation, leaders need to lead and managers need to learn how to manage and lead. Leaders primarily drive the vision (the why) of a change management programme, whilst the managers drive the mission (the how). By evaluating your style of management, leadership and negotiating, this programme is designed to help you utilise and enjoy your strengths, whilst being aware of your weaknesses. You will develop a crystal-clear understanding of how to lead internal and external stakeholders.

The triangulation of neuroscience, leadership theory and business strategy is what makes this programme unique.

After citing 187 white papers, articles and books on leadership, neuroscience and psychology, Ian Rheeder realised that leadership characteristics can be synthesised into just three pillars: Trust, Engagement (the 'soft' side) and Competence ('hard' skills). His TEC Model was published in Leadership in July 2012. In 2013, 649 leaders were trained to validate the TEC Leadership System - every single leader strongly agreed that the TEC System worked.

Without the TEC Leadership System, examining ourselves as leaders is extremely difficult. Ian tackles this extremely elusive subject of leadership from a neurological level, associating basic emotions to the "seven levers of persuasion". With great success, this leadership model has been tested on numerous management programmes at the Gordon Institute of Business Science (GIBS).

The course outlines the TEC Leadership model, takes delegates through self-discovery and self-awareness and outlines practical leadership. It is aimed at top executives, sales, marketing, HR and all managers and supervisors.

The two-day course costs R7,399 + VAT and places can be reserved by calling Kevin Cloete at +27 (0) 21 782 0508 or Debbie Last at +27 (0) 11 484 7663.

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