



**CEO CLUBS FORUM**  
International

**April 14, 2016**  
Divani Apollon Palace

## Building Motivation and “Brain Friendly” Teams and Organizations

STRATEGY  
ROADMAP



TALENT

AGILITY

ENGAGEMENT



Keynote Speaker



**Linda Ray**

*Director Neuresource Group, Thought Leader Neuroscience  
of Leadership, Speaker, Author, Coach*



# Building Motivation and “Brain Friendly” Teams and Organizations

## Why is there a disconnect between what science shows and business does?

Business practices were developed largely for the industrial age and have not adjusted to accommodate a different age where there is a greater need to collaborate, manage constant change, adjust strategy in the face of this rapid change and manage cognitive and information overload.

We are in the midst of a neuro-revolution and yet we continue to lead and operate businesses in ways that aren't taking into account what we are learning about the brain.

## Join us and learn...

- From Organizational Neuroscience, the disconnect between what science shows and business does
- How you can replace old ways with new ways – from industrial age practices to wisdom age practices
- How understanding our neurobiology can assist in productivity, motivation, engagement and collaboration
- The STEAR™ model (Strategy, Talent, Engagement, Agility, Roadmap) an organizational benchmark assessment for building brain-friendly organizations
- From case studies and examples new ways of operating in the domains of strategy, talent, engagement, agility and roadmap.

### STEAR™ MODEL





## The Speaker

# Linda Ray

*Director Neuresource Group, Thought Leader Neuroscience of Leadership, Speaker, Author, Coach*

Linda Ray is a thought leader, speaker, entrepreneur and scientist of her own experience. She is a co-founder and director of Neuresource Group, a venture that is changing the way leaders lead and businesses operate in an era of the 'neuro-revolution'. She believes in challenging the disconnect between what business does and science shows. Linda is recognized internationally as a thought leader in the neuroleadership field with over 20-years in leadership development, business, people development, cultural development, and training design and delivery and has completed post-graduate studies in neuroscience of leadership.



## Agenda

15:00 – 15:30 Registration

15:30 – 15:45 **NEWS FROM CEO CLUBS GREECE**

15:45 – 17:15 **PART I**

---

**Introduction to how organizational neuroscience is transforming the workplace in building intelligent enterprises**

---

17:15 – 17:45 Coffee Break

17:45 – 18:15 **PART II**

---

**STEAR™, a model and benchmarking tool for building contemporary organizations and how it aligns with the balanced scorecard**

---

18:15 – 18:30 Q&As

18:30 – 19:30 **CEO ROUND TABLE DISCUSSION**

19:30 Cocktail Reception



## Building Motivation and “Brain Friendly” Teams and Organizations

### Our Sponsors

#### PLATINUM PARTNERS



#### GOLDEN PARTNERS



#### SILVER PARTNERS



#### PARTNERS



#### MEDIA PARTNERS





## REGISTRATION FORM

For CEOs & Members of their Executive team

Complete this form in English and return it to the CEO CLUBS GREECE by e-mail:  
info@ceoclubsgreece.com no later than March 31, 2016.

Payment is due within 5 days of application.

### CONTACT DETAILS

FULL NAME

COMPANY/ TYPE OF BUSINESS

CONTACT PERSON

BILLING ADDRESS

VAT NUMBER

TAX AUTHORITY

TELEPHONE

EMAIL

### MEMBERS

Free for the CEO  
€150 + VAT for their Executive Team Members

Table of 8 Executives: €1000 + VAT

### NON MEMBERS

€250 + VAT for non-Members and their  
Executive Team Members

Table of 8 Executives: €1800 + VAT

### MY EXECUTIVE TEAM

NAME 1

NAME 5

NAME 2

NAME 6

NAME 3

NAME 7

NAME 4

NAME 8

### METHOD OF PAYMENT

- Deposit at Alpha Bank Account Number: 122002002013246 IBAN: GR8201401220122002002013246
- Deposit at EFG Eurobank Account Number: 00260012310200742327 IBAN: GR2702600120000310200742327

**Important:** Please make sure to include on the bank deposit slip, the name of your company or your name.  
It is necessary to send us the deposit slip by fax.