



Neuroscience for Organizational Change: An Evidence-based Practical Guide to Managing Change

Hilary Scarlett

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Understanding how employees' brains work enables organizations to build cultures, design structures and processes that help people to be more innovative, productive and engaged. This has lasting impact in terms of meeting business objectives and becoming an employer of choice.

We need to change the way we manage change in organizations: by understanding the brain we can do this better. Neuroscience brings a new lens through which to look at people and to understand why they react to situations in a certain way, what they need from work relationships to perform at their best, and how they might be better motivated. Neuroscience for Organizational Change not only provides evidence that will persuade the most sceptical of leaders but also provides many practical examples of how to apply the insights. The book provides a 'win-win': it will enable the organization to improve performance and also help to support the mental and emotional well-being of employees.

Amongst other areas, Neuroscience for Organizational Change explores why we find organizational change difficult and what we can do to keep people focused and performing at their best. It looks at our need for social connection at work, the essential role that leaders and managers play, how best to manage emotions and reduce bias to avoid making flawed decisions, and why we need communication, involvement and storytelling to help us through change. It also sets out a new science-based planning tool, SPACES, to enhance motivation.

Drawing on the author's successful masterclasses, Neuroscience for Organizational Change provides practical guidance and examples from big-name organizations such as Lloyds Banking Group, Department for Business, Innovation and Skills, Orbit Housing Group and BAE Systems. Each chapter includes checklists and questions to help the reader to reflect on what they might take away and apply to the specific context of their own organization.

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