



# Better leaders. Everywhere. Faster.



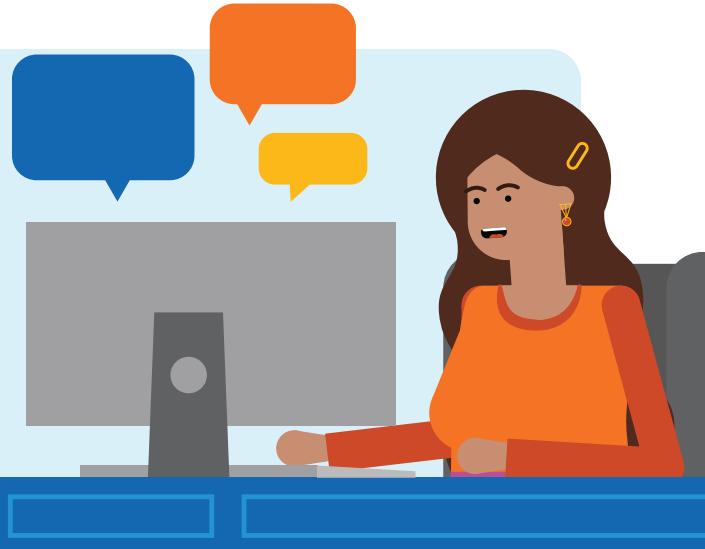
Struggling to develop high-quality leaders in your organization?



Introducing **LEAD**:  
The Neuroscience of  
Effective Management

A radical breakthrough in developing better leaders anywhere and everywhere, faster, and more effectively than ever before.

Based on 25 years of neuroscience and leadership research, LEAD is a **habit activation platform** that replaces hard-to-scale in-person leadership training with digital learning journeys. By following the science of learning, LEAD drives even more behavior change than traditional leadership solutions at a fraction of the cost. And it delivers far more sustained change than a library of self-study modules.



In just 15-30 minutes a week, LEAD helps manager cohorts of any size develop the specific habits they need to be more effective at managing themselves, mobilizing others, and driving results. This happens through a unique combination of storytelling, neuroscience, social engagement, an AI coach and tools, and a dedicated cohort coach. After their 3- to 6-month learning journey, leaders have ongoing access to the platform, tools, coach, and community to support them through day-to-day leadership challenges.

LEAD works for a **single manager** to **tens of thousands of managers** anywhere in the world and in multiple languages. Use the platform as-is or add 1:1 coaching or in-person experiences to fit your company's culture. Off the shelf, the solution is ideal for new to senior leaders, or it can be customized to different levels of leader, industries, or your leadership model.



Revolutionize leadership development in your organization with **LEAD**.

Go to [neuroleadership.com/lead](https://neuroleadership.com/lead) to join a cohort and experience LEAD for yourself or to create better leaders across your organization.