

Dr. Brynn Winegard

Award-winning Professor, Speaker, and Expert in Business and Brain Sciences

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Topics

- Business
- Influence
- Leadership
- Motivation
- Peak Performance
- Productivity

About Dr. Brynn Winegard

Dr. Brynn Winegard is an award-winning professor, speaker, and expert in business and brain sciences. Brynn completed her formal education in Neuroscience, Psychology, Marketing, and Strategy (HBSc, MBA, PhD), coupled with over a decade in corporate marketing working for Pfizer Inc., Nestle Inc., and Johnson & Johnson Inc.

While Professor Winegard retains positions as Faculty at [Schulich School of Business](#), [DeGroote School of Business](#), and [University of Guelph](#), she has now dedicated herself to helping others through speaking about 'Building Better Business Brains' to groups, organizations and companies, stemming from her research, which intersects business and brain sciences.

Dr. Brynn combines real-world experience with frontier research to deliver impactful programming that will be sure to please your audiences and elevate their daily business.

Brynn has had a lifelong obsession with the human brain and it's functioning - it is the lens through which she sees and interprets the world.

In a recent magazine interview a reporter asked "Why the brain, Dr. Brynn? Why did you choose to focus on brain science in business?" to which she blurted the response: "I didn't choose this - brain science is who I am, who I've always been!"

From the tender age of two, Brynn's stated grown-up ambitions were to 'change people's brains' by becoming a neurosurgeon. In pre-med, on her way to realizing this goal, young Brynn realized she didn't want to change people's brains from the 'outside in', but rather 'from the inside out' and commenced a decade-long formal research program (culminating in a few degrees) to combine her two practical and intellectual curiosities - brain sciences (neuroscience, psychology, behavior, biology, neuroendocrinology, cognitive sciences) and commerce.

Brynn says she finds it endlessly fascinating that all of us have a supercomputer between our ears that controls everything about us - all action, reaction, motivation, perception, personality, reality, destiny: she exclaims "Because of this I can't imagine *NOT* wanting to know everything we absolutely can find or figure out about this organ!"

One of Brynn's doctoral supervisors once warned her "Be careful what you study and publish, Re-search is Me-search, after all". Undeterred then or now, Brynn still thinks this statement is about as accurate as anything she's ever heard in reference to herself.

Driven by the facts that the human brain is still the most powerful supercomputer on the planet; none of us were born with a user manual for this amazing technology; introspection and meta-cognition often lead to incorrect conclusions about the true inner workings of our human brains; and that there are many myths and misconceptions about 'the black box' of the brain that continue to circulate, today, Dr. Brynn can be found year-round on stages all over the world departing frontier insights from brain science in order that we can be better in all we do.

Select Keynotes

- **Boost Your Brain! Optimizing Your Brain for Higher Motivation, Productivity, & Peak Performance**

Everyone knows the feeling of having more items on our 'to-do' lists than time in our day, or knowing something needs to get done you just can't



find the energy to do. Some will assure you that better 'time management', 'self-management' or 'managing through others' is the key to higher productivity – though brain-sciences inform that none of this is true. Better motivation and higher productivity are within reach: they require better energy management. This keynote highlights the path of least resistance for moving from a 'surviving' or even 'striving' mindset into a 'thriving' one using secrets from brain science and principles of energy management. Discover how you can feel more motivated and be more productive by setting your brain, self, and day up for success.

Go for a walk 15 minutes a day. Get out and fuel it. Your brain functions better with fat and protein-rich diet. By the time a person feels dehydrated, the body has already lost two liters of water. When we hit a wall, we are usually dehydrated. Frustration occurs. Dr. Bynn discusses dreams. If you can remember your dreams, a person is not getting enough sleep.

THE EXPERIENCE:

- ◊ 60-min Interactive, High-Energy Keynote
- ◊ Discover how to stop procrastinating and get to the tasks you have been putting off
- ◊ Hear about how to 'get up and go' even when you don't feel like it
- ◊ Learn the principles and psychology behind energy management
- ◊ Hear the brain-based steps you need to take to have more motivation and higher productivity throughout your day

• Brain-Change!

MOVING FROM SURVIVING TO THRIVING DURING MASSIVE CHANGE

Our brains are 'hard-wired havens': by the time the brain has seen or performed something twice it has practiced and primed neural pathways ready to go - the brain will 'hard-wire' everything it can, in the interest of increased efficiency, comfort, economy, and ease. Usually this neuroplastic propensity serves us well - we learn quickly, things get easier over time, the world feels like a more predictable place, we can relegate more processing to 'autopilot' and save energy for new experiences and learning. During periods of change, however, this hard-wiring hurts us: established neural networks that have become fundamental and concretized have to be broken up and reorganized - a process that is literally and physically expensive and painful.

In this talk, Dr. Brynn walks through these neural processes and describes latest frontier findings from neuroscience about how you can own change, renegotiate your own neural networks with greater ease, and move from a 'barely surviving' mindset into a 'thriving' one. Dr. Brynn relays important research about how to stay happy, healthy, productive and motivated - even when the alarm bells of the brain are sounding and everything seems uncertain. Takeaway some 'tips, tricks, and tools' for how to do more than cope but find opportunity in the non-static: how to own change and welcome in a mindset of personal, professional, and developmental growth.

THE EXPERIENCE:

- ◊ 60-min Interactive, High-Energy Keynote
- ◊ Learn why change is so hard, threatening in the brain
- ◊ How to move from a 'Surviving' to 'Thriving' Mindset during periods of massive change
- ◊ How to stay motivated, happy, healthy during stressful periods
- ◊ 'Tips, Tricks, and Tools' for changing your own brain
- ◊ How to own change and welcome in growth

• Improving Followership

Our primary needs are social. 80% of the brain is subconscious is a one layer. There is a judgment layer as well as an emotional component that goes into following. All the while, the brain is sizing up one's true intentions. Is following this person going to add to my social capital?

For those who have remote leaders, there is a real challenge in being a good leader. The eyes are window to the neuron system. Eye contact is the mirror to another person's brain.

• Neuroleadership

Brain-Based Insights for Better Leadership

Good leaders are skilled at attracting and energizing followership—these are skills that are latent in most of us and can certainly be taught, according to the tenants of neuroleadership. Developing yourself as an effective leader in this vain requires a solid grasp of human psychology, emotional intelligence, as well as the neural and cognitive factors that really engage, mobilize, and energize people. As we look through the lens of neuroleadership's SCARE model, which defines the five domains of social experience that activate strong threats and rewards in the brain, leaders can gain a better understanding of how to develop themselves and others based on these five fundamental issues of importance to the human brain.

Brynn uses the example of "Kristin" - "Kristin" appears to be the perfect co-worker. Dispelling myth after myth, Dr. Brynn takes us on a tour of how multitasking is challenge and typing notes does not help a person remember. Dr. Brynn discusses "high quality" breaks.

THE EXPERIENCE:

- ◊ 60-min Interactive, High-Energy Keynote
- ◊ Learn the SCARE model and how it can help you become a better leader
- ◊ Discover what the brain prioritizes processing and what really matters to people at the subconscious level
- ◊ Learn the neuroscience of engagement and mobilizing followership
- ◊ Know the brain-based steps you need to take to become a better (neuro) leader

• Persuasion and Influence

PERSUADING & INFLUENCING PEOPLE

BRAIN SECRETS FOR SALES

Human brains have natural 'fault-lines' that lead to easier persuasion, influence, and compliance. In order to be better at persuading or influencing people, you just have to know where these fault-lines are. Like a form of 'cognitive jujitsu', in order to be our best at sales, we have to know what the tricks are that the human brain plays on itself that render it more easily influenced or persuaded. Dispelling some of the common myths and exciting audiences with new and neat brain facts, Dr. Winegard excites and energizes audiences by delving into something we all have – a human brain. This keynote will leave audiences newly informed, inspired, ready to tackle their greatest sales challenges. After all, we are all looking for some version of compliance from just about everyone we meet all day long.

Much of what a person is processing is subconscious. Dr. Brynn goes into the secrets - emotional, visual, social processing, and manifestation of the company we keep in influencing others.

Dr. Brynn uses the example Apple as an example. Apple created a Tribe everyone trusted. It was the people who initially created the loyal following.

THE EXPERIENCE:

- ◊ 60-min Interactive, High-Energy Keynote
- ◊ Learn the 8 lessons of persuasion and influence
- ◊ Gain insight for ensuring compliance from anyone
- ◊ Understand better how the human brain really works
- ◊ Get new tools for better brain-based sales and selling

• Subconscious Success Secrets

'THE SECRET'?

REAL BRAIN SCIENCE INSIGHTS FOR ACHIEVING YOUR DREAMS

Over 90% of all neural processing and 95% of decision-making is being made by your non-conscious brain. Despite how it might feel, most of your perceptions, experiences, decisions, and conclusions are made at a subconscious level, fed to the conscious brain, mediated by the social, emotional, biological parts of your brain. In other words, you aren't using nearly all of your brain to your purposeful advantage - yet! To be more successful, you have to learn to harness your whole brain, unleashing the power of the subconscious parts as well. This keynote busts brain myths and highlight the 6 'brain secrets' that anyone can use to unleash their whole brain toward greater personal and professional successes.

Subconscious is always about the self-talk we give ourselves. What we believe we become. We are often our biggest obstacle. Dr. Brynn unpacks some other those that are stumbling blocks. Inspiring and uplifting on how to manipulate our brains to think big.

THE EXPERIENCE:

- ◊ 60-min Interactive, High-Energy Keynote
- ◊ Learn about how the brain really works, despite how it feels
- ◊ Gain an appreciation for the subconscious and all it controls

- ◊ Learn about the principles and psychology of the non-conscious brain

- **The Aging Brain**

AN AGELESS BRAIN Maintaining Accuracy, Productivity, Relevance throughout Your Career

Our brains naturally and normally change with age more than we think—‘like a fine wine’ some things get better with age, while other abilities decline. Either way, knowing the difference is key: as example, research shows that our decision-making errors increase with age, while our confidence in our correctness also increases – we are making more errors, we are just surer we aren’t! Other abilities and processing meanwhile gets more acute, skills get honed, and we get better at all kinds of role functions and tasks. Knowing what these are is key to maintaining accuracy, productivity and relevance in the workforce throughout our careers, especially when it comes to interacting with and training next-gen workers, as well as through the succession planning process.

Great keynote for a multi-generational keynote to bridge the chasm. Advantages of more senior workers include connecting the dots and higher EQ (Emotional Quotient). Senior employees tend to be more flexible. Dr. Brynn discusses how with those more senior workers can effectively work side-by-side younger generations, who are digital producers.

THE EXPERIENCE:

- ◊ 60-min Interactive, High-Energy Keynote
- ◊ Learn what normal brain aging looks and feels like
- ◊ Discover tips and tricks for keeping your brain healthy and youthful
- ◊ Gain insights into training, developing, and succession planning with next-gen workers
- ◊ Hear the brain-based steps you need to take to maintain your accuracy, productivity and relevance throughout your career

Select Articles

- [The Human Brain Has Evolved](#)

Award-winning educator, speaker, and business-brain expert, Dr. Brynn Winegard, is a professor who advocates for the importance of real deep learning in the classroom.