

# Webinar

## Wired to Become: The Neuroscience of Purpose

By **Britt Andreatta**

**Wednesday, September 25/Thursday, September 26**

Purpose is the driving force that gives our lives meaning. Humans are wired for purpose and in fact, recent discoveries in neuroscience offer a fascinating look into what motivates us to become our best selves. The ability to align purpose is what distinguishes the most effective leaders from the rest, and purpose is at the heart of engagement, productivity, and retention. It's no wonder that organizations that know how to harness the power of purpose thrive and excel while their peers falter or fail.

In this session, Dr. Britt Andreatta will share the latest research about the brain science of purpose and why it's such a powerful force. You'll learn how you can leverage purpose to create a better work environment, more engaged employees, more effective leaders, and a positive culture that attracts and retains top talent. You'll leave with tips and strategies for weaving purpose into a wide range of learning and talent programs, all of which will contribute to your organization's success.

In this session, you will:

- Learn the brain science of purpose and why it fuels human motivation around the world
- Discover how purpose can enhance engagement, productivity, leadership and retention
- Identify ways to intentionally leverage the power of purpose to increase your organization's success

Please note the time of the webinar in your location:

<b>Americas</b>	<b>Wednesday, Sept 25</b>	<b>Asia &amp; Pacific</b>	<b>Thursday, Sept 26</b>
North America East Coast	10-11:30 PM *	New Zealand	2 - 3:30 PM
North America Central	9 -10:30 PM *	East Australia, Guam	12:00 – 1:30 PM
North America Mountain	8 -9:30 PM *	Central Australia	11:30 – 1:00 PM
North America Pacific	7- 8:30 PM *	Korea, Japan	11 – 12:30 PM
Hawaii	4 – 5:30 PM	China, Taiwan, Philippines, Malaysia, Singapore, Western Australia	10 -11:30 AM
		Vietnam, Cambodia, Laos, Indonesia	9 - 10:30 AM
		Bangladesh, Kazakhstan	8 – 9:30 AM
		India, Sri Lanka	7:30 – 9 AM
		Pakistan	7 – 8:30 AM
		Azerbaijan	6 – 7:30 AM

\* We believe this region is observing Daylight Savings Time.

**Cost: Free**

Register at: <http://asiapacificcda.org/event-3500216>



**Dr. Britt Andreatta**, PhD, is an internationally recognized thought leader who creates brain science–based solutions for today's challenges. As CEO of 7th Mind, Inc., she draws on her unique background in leadership, neuroscience, psychology, and learning to unlock the best in people and organizations. Britt has published [several books](#) on the brain science of success including her most recent book, *Wired to Grow: Harness the Power of Brain Science to Learn and Master Any Skill*. As the former Chief Learning Officer for Lynda.com (now LinkedIn Learning), Britt is a seasoned professional with more than 25 years of experience. She regularly consults with businesses, universities, and nonprofit organizations on leadership development and learning strategy. Corporate clients of her [learning solutions](#) include Fortune 100 companies like Comcast and Apple, and also EY, Microsoft, Domino's,

Franklin Covey, TransUnion, and Zillow. She has over 10 million views worldwide of her courses and is a TEDx speaker. Britt's industry accolades include several prestigious awards from Chief Learning Officer and Talent Development magazines and the World Training Congress. To learn more, visit [www.BrittAndreatta.com](http://www.BrittAndreatta.com).