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## Brain Science for Learning & Behavior Change Certificate Program



Saturday, February 7, 2015

9:00 AM - 4:00 PM

Venue: Georgia World Congress Center

Room: A405

Sunday, February 8, 2015

9:00 AM - 4:00 PM

Venue: Georgia World Congress Center

Room: A405

In this energetic program, renowned neuropsychologist, Art Kohn, explores 10 core principles that will help you understand how the brain controls learning and behavior change. On day one you'll experience dramatic demonstrations which provide an exciting understanding of how the mind learns and retains new information. These tips will enable to create more effective training both live and online. On day two, you'll take an advanced look at these principles and discover how to leverage neurological principles to create an effective training program that will produce sustainable behavior change both within the individual and your entire organization. This program is for anyone who is interested in the psychology and the brain, and it provides valuable information for all roles—from instructional designers to chief learning officers. Is your organization committed to learning and self-improvement? It will be once you understand these brain-secrets of learning and behavior change. Learn to:

- Create social learning communities that are based on psychological principles of observational learning.
- Use authoring tools more effectively by understanding how the brain encodes metaphor and emotion.
- Develop an incentive system that reinforces desired behaviors and that are based on established principles of conditioning.
- Improve employees' attention within mobile learning by understanding the secrets to people's levels of consciousness.
- Design effective "follow-up training" by tapping into mnemonic principles of memory.
- Deliver either visual messages or auditory messages based on an understanding of the brain's dual-coding mechanisms.

**A separate registration fee is required for this pre-conference Certificate Program.**

Art Kohn, Professor, Cognitive Neuroscience, Portland State University/AK Learning