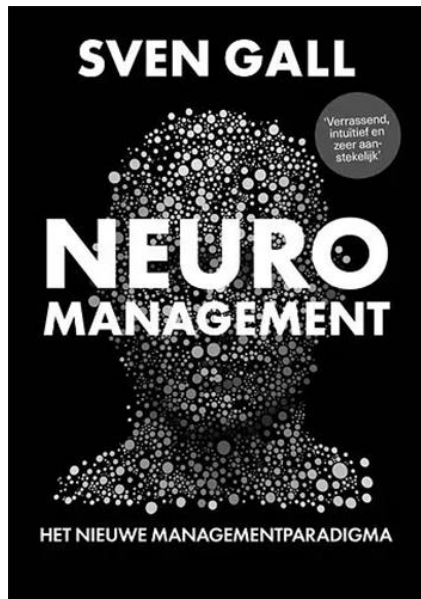


## International Book Launch: Neuro Management by Sven Gall



Sven Gall's *Neuro Management* offers a transformative perspective on leadership and organizational behavior, blending cutting-edge neuroscience with practical strategies for modern workplaces. Drawing on the latest research from MIT, Stanford, and thought leaders like Daniel Pink, Daniel Kahneman, and Robert Sapolsky, this book equips leaders with actionable insights to harness the power of the human mind in their organizations.

### A Shift in Perspective

For too long, organizations have operated under the assumption that employees and managers are purely rational beings, expected to align seamlessly with mission statements and annual plans—perhaps incentivized by bonuses. However, groundbreaking

research reveals a different reality: subconscious biases, reflexive behaviors, and flawed decision-making processes often undermine even the best intentions.

*Neuro Management* introduces a revolutionary management paradigm grounded in neuroscience. It aligns with natural human motivations and cognitive biases, providing leaders with the tools to leverage dopamine-driven impulses to meet organizational goals.

### Key Insights from the Book:

1. **Unveiling Subconscious Patterns:** Learn how subconscious biases influence decision-making and how to counteract them.
2. **Harnessing Motivation:** Discover how to use intrinsic motivation to drive creativity, problem-solving, and collaboration.
3. **Building a Culture of Safety:** Foster an environment where employees feel safe to innovate, share ideas, and embrace challenges.

### Why Now?

Companies like TikTok, Facebook, and Amazon have already mastered the application of behavioral science to influence customer actions. Now, it's time to turn these insights inward, refining how we manage teams, build cultures, and drive results.

### Praise for Neuro Management

**"This is a relevant book that helps managers and consultants tackle the fascinating unpredictability of human behavior by bridging the gap between organizational dynamics and brain science."** – *Hans Vermaak*, Bestselling Author

**“A wonderful exploration of how our brain works and its impact on decision-making. *Neuro Management* is a must-read for those eager to understand the mind and its influence on behavior.” – Henk Jan Kamsteeg**

**“Sven Gall combines leadership, management methods, and neuroscience into a clear, pragmatic guide. It’s scientific yet approachable, making it a must-read for leaders and advisors.” – Ward Grootens**

## About the Author



Sven Gall is an author, speaker, behavioral consultant, and neuro management expert. With a background in Applied Neuropsychology from MIT and Advanced Change Management from Sioo, Sven brings a unique blend of academic rigor and real-world experience. His career journey—from merchant naval officer to behavioral consultant—reflects his fascination with the unpredictability of human behavior.

Sven’s pragmatic approach empowers organizations to quickly gain control over subconscious behaviors and intrinsic motivation, paving the way for resilience and success. He even advocates for appointing a “Chief Behavioral Officer” in every organization to complement traditional C-suite roles. In *Neuro Management*, Sven distills his expertise into a practical, neuroscience-backed management model.

## Table of Contents

### Foreword

### Introduction

1. **Human Nature:** Modeling cognitive bias and dopamine-regulated motivation
2. **Ditch Your Lust for Action!:** Navigating complexity effectively
3. **Know Your Buttons:** Exploring the illusion of control
4. **Cherish Your Loss:** Managing uncertainty and doubt
5. **Embrace Reality:** Balancing success and failure
6. **Appreciate Differently:** Rethinking rewards and recognition
7. **See What Has the Most Value:** Aligning intrinsic motivation with daily work
8. **Cherish Your Mistakes:** Moving beyond blame culture
9. **Learn to Navigate the Undercurrent:** Addressing aversion to emotions
10. **Be Quiet For Once:** Mastering the art of letting go
11. **Keep the Management Team Alive:** Redefining power and responsibility

### Afterword

### Literature

### Acknowledgments

With *Neuro Management*, Sven Gall provides leaders with the tools to understand and leverage the human mind, creating more resilient, innovative, and successful organizations.