ETHERIA®

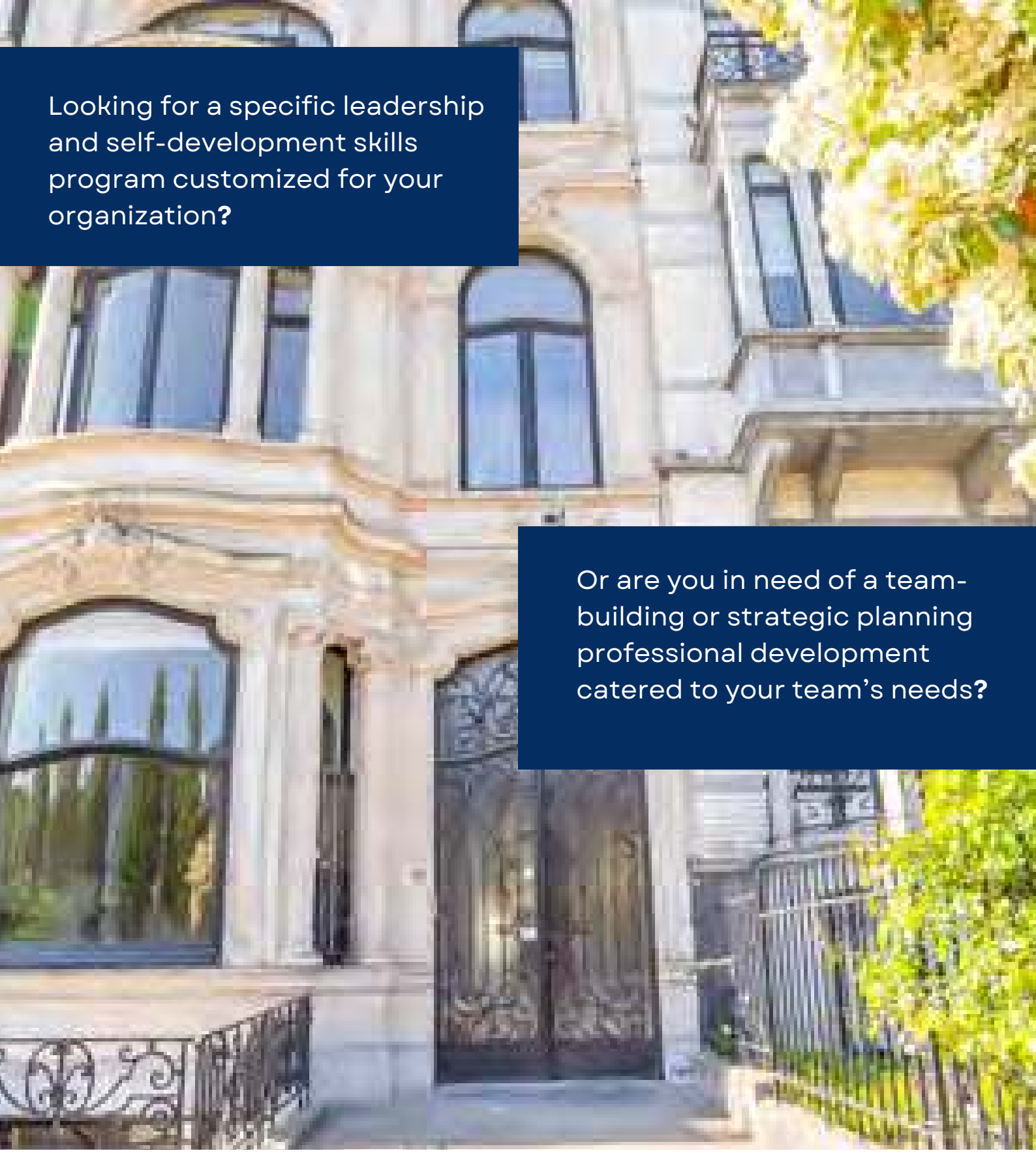
NEUROMANAGEMENT PROGRAM

Applied Neurosciences

From the perspective of

The NeuroCognitive & Behavioral Approach

Institute of NeuroCognitivism



Looking for a specific leadership and self-development skills program customized for your organization?

Or are you in need of a team-building or strategic planning professional development catered to your team's needs?

What if it were possible to think and act more efficiently and calmly in all situations?

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About the Institute of NeuroCognitivism Belux

Our organization has developed an innovative and pragmatic approach to human behavior and organizations, based, amongst others, on **neuroscience** and **psychological sciences:**

the **Neurocognitive and Behavioral Approach.**

The NBA is the result of more than thirty years of scientific research conducted by Dr. Jacques Fradin and his team of researchers and scientists at the Institute of Environmental Medicine“ in Paris.

“ Supporting organizations, leaders and employees in approaching change, transformations, and transitions with foresight, calm, and transilience*."

“ Our aim is to provide people within the organization with a true understanding of who they are, how they function and how they may develop their potential. “

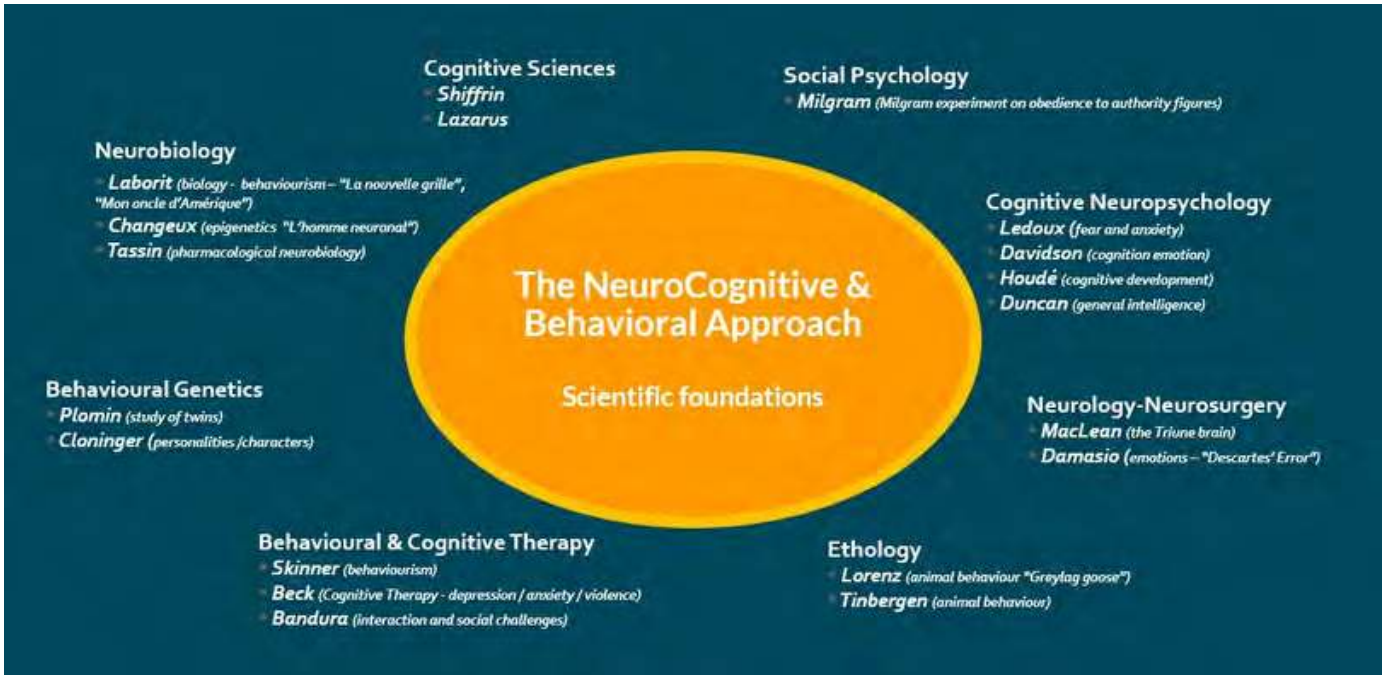
The NBA is a global and prospective model that:

- describe the meta-functions of the brain and its impact on human behavior and mental processes,

- provides keys to understanding, identifying and managing human **behavior, emotions and cognitive processes** (creativity, decision making ...), proposes a scientific, **transdisciplinary** and contemporary approach providing a synthesis between various areas in psychology, clinical psychology and therapy practices, in addition to cognitive and brain science (neuroscience)

- offers practical methods and tools to **facilitate the understanding** and **acquisition of behavioral skills** to **manage stress**, **improve communication**, **stimulate engagement and motivation**, develop **leadership skills**, and **encourage collaboration** and **collective intelligence**.

Scientific foundations



Navigating the Whirlwind of Change

In our **turbulent and fluctuating** world, organizations are facing an unprecedented array of challenges. We are living in an **era of immediacy** where the **pace of change** is constantly accelerating.

Globalization, rapid technological advancements (AI, etc.), health crises like the COVID-19 **pandemic**, **geopolitical disruptions**, and climate and ecological changes create an **unpredictable** and often **chaotic environment.**

Businesses must navigate through fragile supply chains, sudden economic fluctuations, and shifting customer expectations.

The **ability** to **position oneself** and **act** with **agility** in this uncertain climate is becoming a crucial competitive advantage.

CONTEXT

"Navigating the Whirlwind of Change"

Work has become **less defined**, demands are pouring in through multiple channels, and the boundaries between professional and personal life have blurred, **making change the new norm.**

This situation has led to an explosion of workload, communication issues, siloed thinking, and inefficient decision-making processes within increasingly shorter timeframes.

In this context, **organizational transformation, elevation and adaptability become essential**. Successful companies are those that can anticipate changes, innovate quickly.

It is therefore crucial to foster a new organizational culture that evolves to meet the challenges of our time.

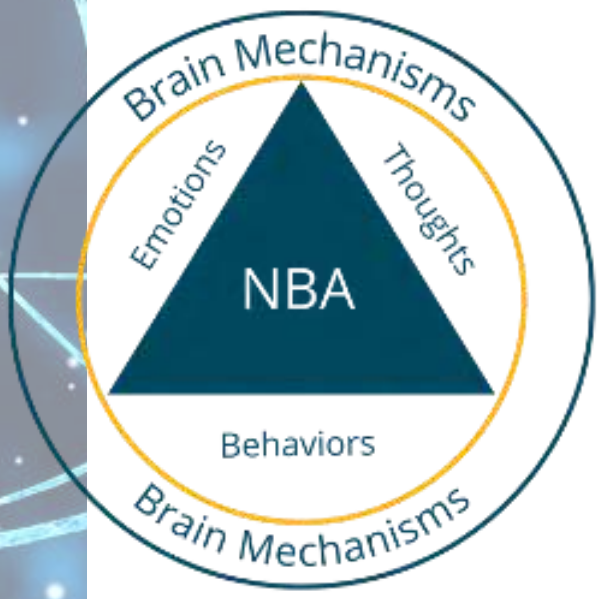
It is also important to **invest in building trust with employees, partners, and customers**, while adopting an agile approach to respond to challenges and seize opportunities in real time.

Specificity of NBA

Neuroscience shows that **our brains are equipped** to **meet the challenges** of increasing **complexity** and **rapid evolutio**n, which we face both within our organizations and externally.

Unfortunately, **we do not always succeed** in spontaneously **mobilizing the right neural networks**, simply because of the way our brain functions (notably the priority given to instinctive and automatic reactions). A lack of knowledge and awareness of these dynamics and the techniques to deal with them makes us less efficient and results in stress and demotivation.

The **NBA offers us a unique solution**, **providing insight into** the functions and characteristics of the **different brain mechanisms** that drive our behaviors, thoughts, and emotions. The NCA also **provides tools to recognize the active brain mechanisms** and, if necessary, guide them more consciously in ourselves and our conversation partners.



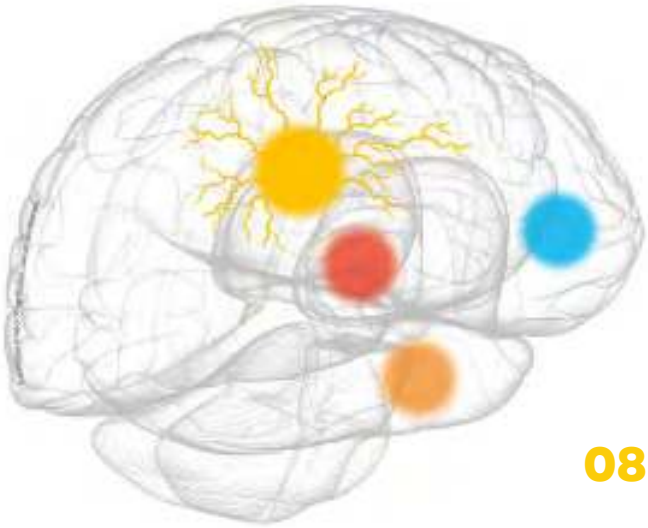
Specificity of NBA

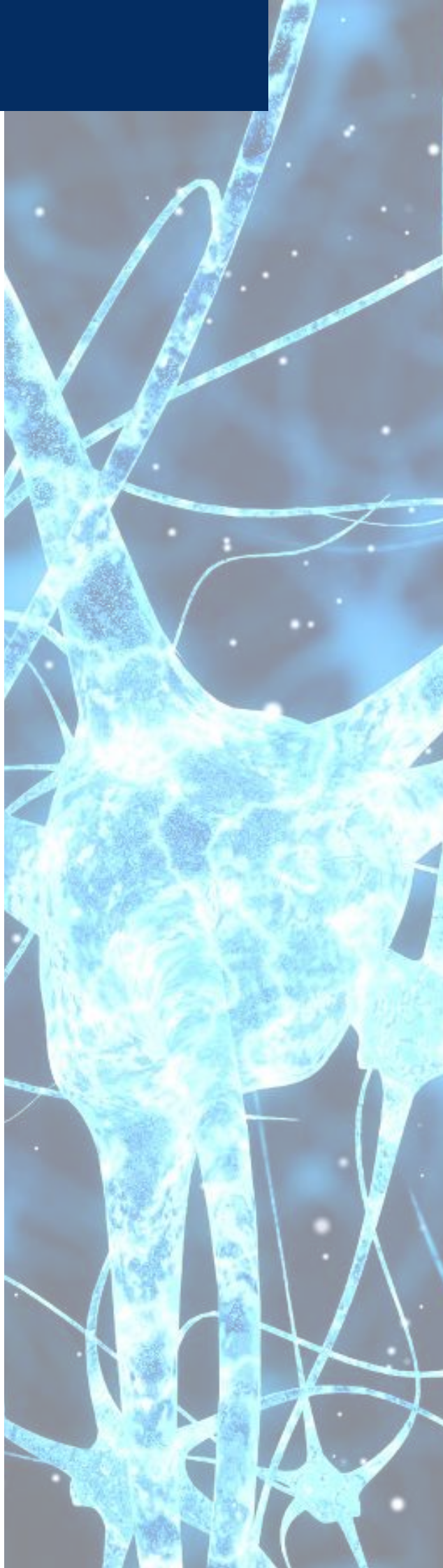
How does the NCA work?

Through **emotions**, **thoughts**, and **behaviors**, I can determine which brain mechanism is driving me or my conversation partner.

By acting on one or more of the three pillars (emotions, thoughts, behaviors), I can make my brain or that of my conversation partner **switch** mechanisms **to allow** for a **more appropriate reaction.**

In this way, I can more **consciously use** the **appropriate mechanisms** necessary at each moment, strengthen my adaptive capacities, and weaken “burdensome” brain mechanisms with simple tools.
Of course, this requires some practice, but it leads to greater calm, openness, creativity, agility, and better, more sustainable decisions.





Changes, Transformations or Transitions

Change

Change refers to specific **adjustments** in a company's processes, structures, or practices, often to meet immediate or tactical needs.

Transformation

Transformation, on the other hand, is a deeper and more radical process that fundamentally **reinvents the organization,** affecting its culture, strategy, and long-term goals.

Changes, Transformations or Transitions

Meanwhile, **transition** focuses on the **human aspects** of change, helping individuals **emotionally and behaviorally adapt** to new organizational realities.

Transition

Supporting teams and managers to make people accept and integrate changes and transformations.

Neuro-Management Program

ETHERIA®

Programme de Neuro-Management

Institute of NeuroCognitivism

Metaphors and Analogies of the ETHERIA Program

The dandelion (Taraxacum officinale), also known as lion's tooth or shepherd's clock, produces flat, yellow flowers.

These flowers then transform into a white ball made up of **light, feathery structures**. As they fly away, these structures help to disperse the dandelion seeds. Dandelions are characterized by seeds, or achenes, each **topped** with a **tuft** of **fine filaments**. This tuft slows the descent of the achene, functioning much like a parachute. The filaments do not block the air but allow it to flow through them.

Researchers have observed the presence of a **stable air bubble** above the tuft, forming a **ring-shaped vortex.** This vortex is not attached to the filaments but remains at a consistent distance above them.

First, air moves through the fine filaments, increasing aerodynamic drag. Then, the structure and arrangement of the filaments generate the vortex.

This vortex creates a low-pressure zone that pulls the achene upward, allowing it to benefit from rising air currents and travel over longer distances. The dandelion has an impressive ability to spread its seeds. It **can adapt** to a **wide range** of **climates** and **soil types**. It also tolerates extreme weather conditions, from intense heat to severe frost.

The Etheria Program

Lead in fast and unpredictable times

The neuromanagement ETHERIA program, specifically developed for organizations and based on applied neurosciences and the Neurocognitive and Behavioral Approach, derives its name from this **light and airy structure of the dandelion flower.**

The program is organized around **three complementary axes:**

The Etheria Program

Lead in fast and unpredictable times

For each of these axes a strong action verb reflects the intention to move from knowledge to a concrete dynamic of transformation:

share leadership, **foster** mindset, and **initiate** empowerment.

SHARE
LEADERSHIP®

FOSTER
MINDSET®

INITIATE
EMPOWERMENT®

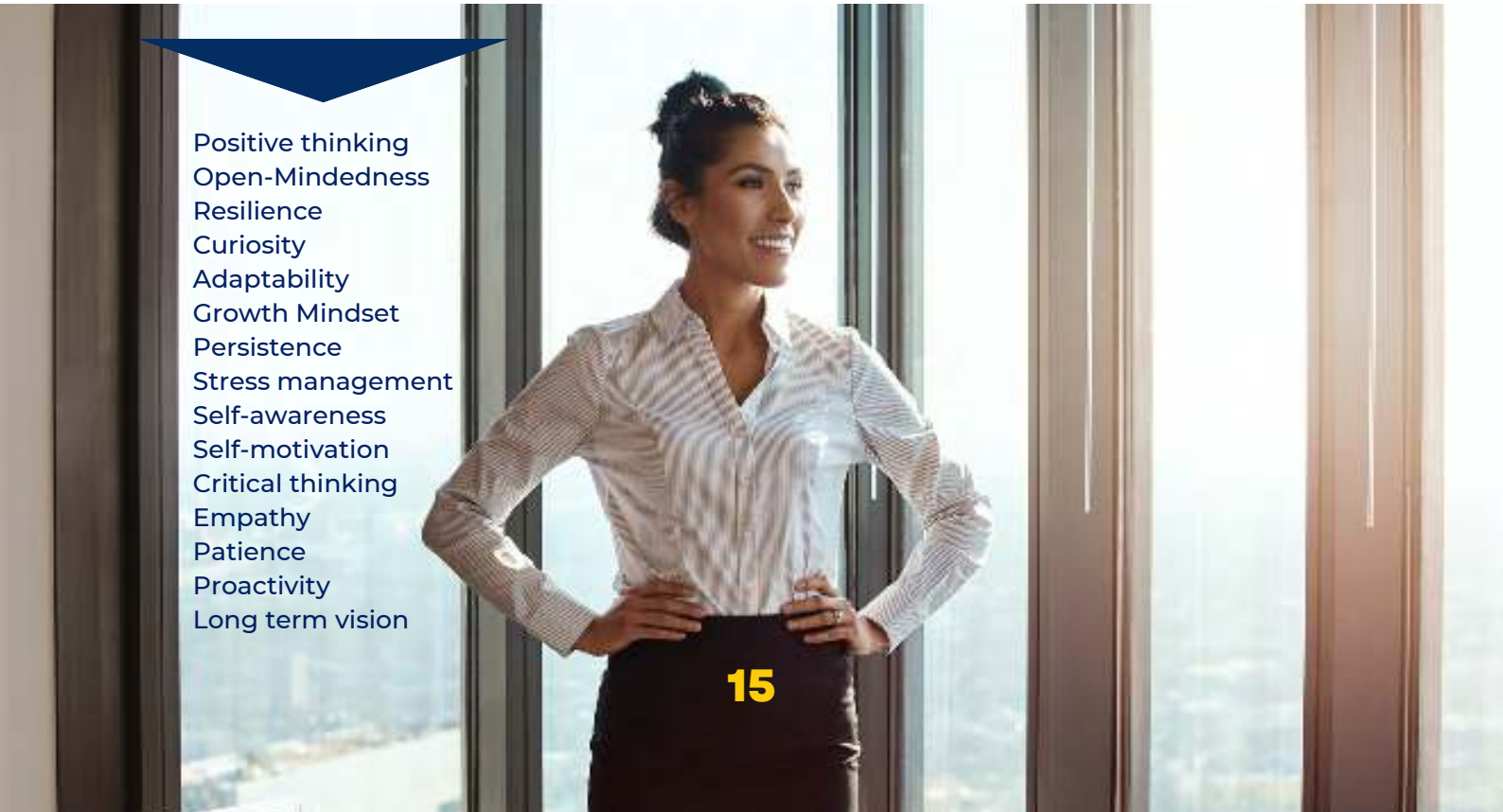
The ETHERIA Program

Lead in fast and unpredictable times

FOSTER MINDSET
Explore adaptive intelligence

Just like the light and hairy structure helps disperse dandelion seed to flourish elsewhere, **this program aims to foster** a **growth mindset**, **resilience**, and **adaptability** in participants.

Foster an Adaptive Mindset – Etheria helps managers cultivate a neuro-adaptive posture toward change, while also teaching them how to inspire a positive, agile mindset within their teams, creating a dynamic of collective intelligence.



Positive thinking
Open-Mindedness
Resilience
Curiosity
Adaptability
Growth Mindset
Persistence
Stress management
Self-awareness
Self-motivation
Critical thinking
Empathy
Patience
Proactivity
Long term vision

LEAD
IN FAST & UNPREDICTABLE TIMES

SHARE
LEADERSHIP
Explore adaptive intelligence

The program promotes **shared leadership** by establishing a culture of **collaboration** and **shared responsibilities**. This enables everyone to play an active role in **leadership** and **decision-making.**

Share Leadership – Etheria trains leaders who don't just practice leadership – they fully embody and share it, enabling their teams to embrace it in turn and become active drivers of change. This collaborative management approach strengthens trust and collective engagement.

Communication
Empathy
Vision
Talent development
Decision making
Problem-solving
Motivation
Time management
Self-confidence
Stress management
Responsibility
Flexibility
Influence
Team spirit
Trust in others
Strategic thinking
Integrity
Innovation

LEAD
IN FAST & UNPREDICTABLE TIMES

INITIATE
EMPOWERMENT
Explore adaptive intelligence
®

Finally, **it strives to initiate empowerment**, providing participants with **tools, confidence** and **assertiveness** needed to take initiatives and to **positively influence** their environment.

Initiate Empowerment – Etheria equips leaders with the tools to empower their teams, while also fostering the ability to fully embrace and take ownership of that empowerment encouraging initiative-taking and accountability.

Communication
Self-confidence
Responsibility
Team Spirit
Leadership
Adaptability
Problem-solving
Stress management
Emotional intelligence
Autonomy
Critical thinking
Decision making
Intrinsic motivation

LEAD
IN FAST & UNPREDICTABLE TIMES

To uphold and activate the program's three strategic **axes** (envisioned as structural **lintels**) **five operational pillars** provide essential support:
Adaptability, Motivation, Emotional Overinvestment, Assertiveness, and Stress Management.

These **pillar**s act as true **levers**, both stabilizing the framework and driving its effectiveness.

These levers are addressed through targeted, stand-alone modules that combine an understanding of neurocognitive mechanisms with practical tools.
They enable the neuromanager to **develop a balanced managerial posture,** at the intersection of business orientation (efficiency, performance) and collaborator orientation (engagement, autonomy), by aligning **strategic steering** with **relational intelligence.**

Cultivating an Adaptive Mindset

Activating Motivational Drivers

Managing Emotional Investment

Strengthening Assertiveness

Mastering Stress Management

SET THE COURSE FOR TRANSILIENCE

Scaling Up the Organization Through Strategic Alignment & Relational Intelligence

How the Etheria Architecture strengthens ecosystems, elevates strategic impact, and future-proofs the organization.

Together, these three interconnected meta soft skills establish a robust framework for long-term personal and organizational performance.

Developing an adaptive mindset, practicing visionary leadership, and fostering a culture of empowerment are critical enablers in today's fast-changing environment.

Cultivating these skills **is not merely a matter of resilience** or returning to balance: it involves a true qualitative leap, a creative rupture, a change in direction. It's a transformation, not just in scale, a creative shift, a profound recomposition. **This is TRANSILIENCE.**

Where resilience seeks to repair, Transilience aims to **reimagine and reshape**. It calls not for enduring impact, but for transforming what has been shaken. It is a competitive advantage for thriving in uncertainty and delivering lasting value.

SET THE COURSE FOR TRANSILIENCE

Why Aim for Transilience with ETHERIA?

Because in an unstable world, resilience alone is no longer enough. It's no longer just about holding on, but about growing through change–seeing it as an opportunity for strategic alignment, human development, and collective regeneration.

ETHERIA thus positions **Transilience** as a managerial compass, a path toward more flexible and deeper forms of leadership, ready to face complexity.

Definition of Transilience

Transilience is the ability to move through uncertainty not just to regain balance, but to evolve, transform, and innovate in a sustainable way. It combines adaptation, deep learning, and creative projection toward new ways of acting, thinking, and collaborating.

Transilience = Resilience + Transformation + Elevation

It is a proactive dynamic that draws on the internal resources of an individual, a team, or an organization to bounce forward, rising higher, rather than merely returning to a previous state.

SET THE COURSE FOR TRANSILIENCE

Concept	Resilience	Transilience
Objective	Return to a state of balance after a shock or crisis	Go beyond the shock to deeply transform practices and systems
Posture	Defensive / Restorative	Proactive / Evolutionary
Timeframe	Short to medium term	Medium to long term
Process	Stabilize and adapt	Reinvent and project forward
Focus	Preserve the essentials	Bring forth the new
Example	Resume operations after a crisis	Rethink the organization to make it more agile, learning-oriented, and antifragile

ETHERIA®
Set your course for transilience

SHARE
LEADERSHIP
Set your course for transilience

FOSTER
MINDSET
Set your course for transilience

INITIATE
EMPOWERMENT
Set your course for transilience

ETHERIA

Set your course for transilience

NEUROMANAGEMENT PROGRAM

Training Modules

Institute of NeuroCognitivism

TRAINING MODULES

MODULE 1 : CULTIVATING AN ADAPTIVE MINDSET

The Power of a Growth Mindset

Rethinking Challenges as Opportunities and Leading with Clarity in Uncertainty

MODULE 2 : ACTIVATING MOTIVATIONAL DRIVERS

Unlocking Deep Sources of Motivation

Aligning Personal Purpose with Strategic Goals to Foster Sustainable Performance.

MODULE 3 : MANAGING EMOTIONAL INVESTMENT

From Emotional Overload to Strategic Engagement

Regaining Emotional Clarity to Make High-Impact Decisions Without Burning Out

MOULE 4 : STRENGTHENING ASSERTIVENESS

Embodying Assertive Leadership

Communicating with Intention, Setting Clear Boundaries, and Influencing with Confidence

MODULE 5 : MASTERING STRESS MANAGEMENT

Turning Stress into a Strategic Ally

Transforming Pressure into Focus, Resilience, and Executive Presence.

MODULE 1 :

CULTIVATING AN ADAPTIVE MINDSET

The Power of a Growth Mindset

Rethinking Challenges as Opportunities and Leading with Clarity in Uncertainty

MODULE 1 : CULTIVATING AN ADAPTIVE MINDSET

In a constantly evolving professional environment—where reference points shift as quickly as objectives—one skill becomes central: adaptability. It's no longer a "nice-to-have" quality; it's a condition for both cognitive and organizational survival. To **foster this adaptability**, we must first understand how the brain works.

The Neurocognitive and Behavioral Approach (NBA) identifies two major mental modes the brain can activate depending on the situation:

- **The Automatic Mental Mode**: Fast, based on habits, reflexes, and procedural memory. It's useful for routine tasks but poorly suited for complex or unfamiliar situations.

- **The Adaptive Mental Mode** (Prefrontal Cortex): Slower and reflective. This mode enables perspective-taking, discernment, creativity, innovation, and intelligent adjustment to new situations. It lies at the heart of adaptive intelligence.

Under pressure, the brain tends to get blocked in the first mode, at the expense of the adaptive mode. This is where leadership becomes crucial: to shift to the adaptive mode and invite one's team to do so.

This involves:

- Recognizing mode shifts (e.g., tension, rigidity, loss of perspective),

- Creating cognitive breathing spaces (pauses, reflection time, permission to fail),

- And cultivating a culture that values mental flexibility, questioning, and curiosity over certainty.

A leadership approach that understands mental modes **empowers employees** to remain in the learning and growth zone, even in the face of uncertainty.

Organizational Benefits:

- Better uncertainty management
- Thoughtful responsiveness rather than reactive behavior
- Enhanced collective creativity
- Less rigid or defensive behaviors
- Teams able face change with flexibility and clarity

Promoting access to the adaptive mental mode is not just an individual concern it's a strategic act, a lever for innovation, and a foundation for sustainable performance in a rapidly changing world.

This lever is central to neuroanagement, as it helps **decode automatic reactions**, **foster adaptability**, and **develop clarity** in complex or high-stress pressure.

Adaptive Mindset at the Crossroads of the Three Axes

Shifting from the automatic mode (reactive, emotional, habitual) to the adaptive mode (prefrontal: conscious, creative, flexible) enables the emergence of a culture grounded in resilience, emotional intelligence, and innovation.

Share Leadership

Business Oriented

- Managers operating in the adaptive mode consciously share leadership: they adjust to situations, empower their teams, and step away from reflexive control.
- They foster a climate where co-creation and collective intelligence can thrive.

Collaborator-Oriented

- Encouraging others to move beyond automatic responses helps them gain perspective and express themselves constructively within the group.

- This builds a more emotionally mature and grounded team dynamic.

Foster Mindset

Business-Oriented

- The adaptive mode nurtures an agile mindset: the ability to bounce back, learn from mistakes, and take perspective under stress or failure.
- Outcome: operational resilience, less unproductive tension, better change management.

Collaborator-Oriented

- The adaptive mode helps employees develop critical thinking, curiosity, and escape rigid thought patterns.
- They become more flexible in situations of uncertainty and confident in novelty.

Initiate Empowerment

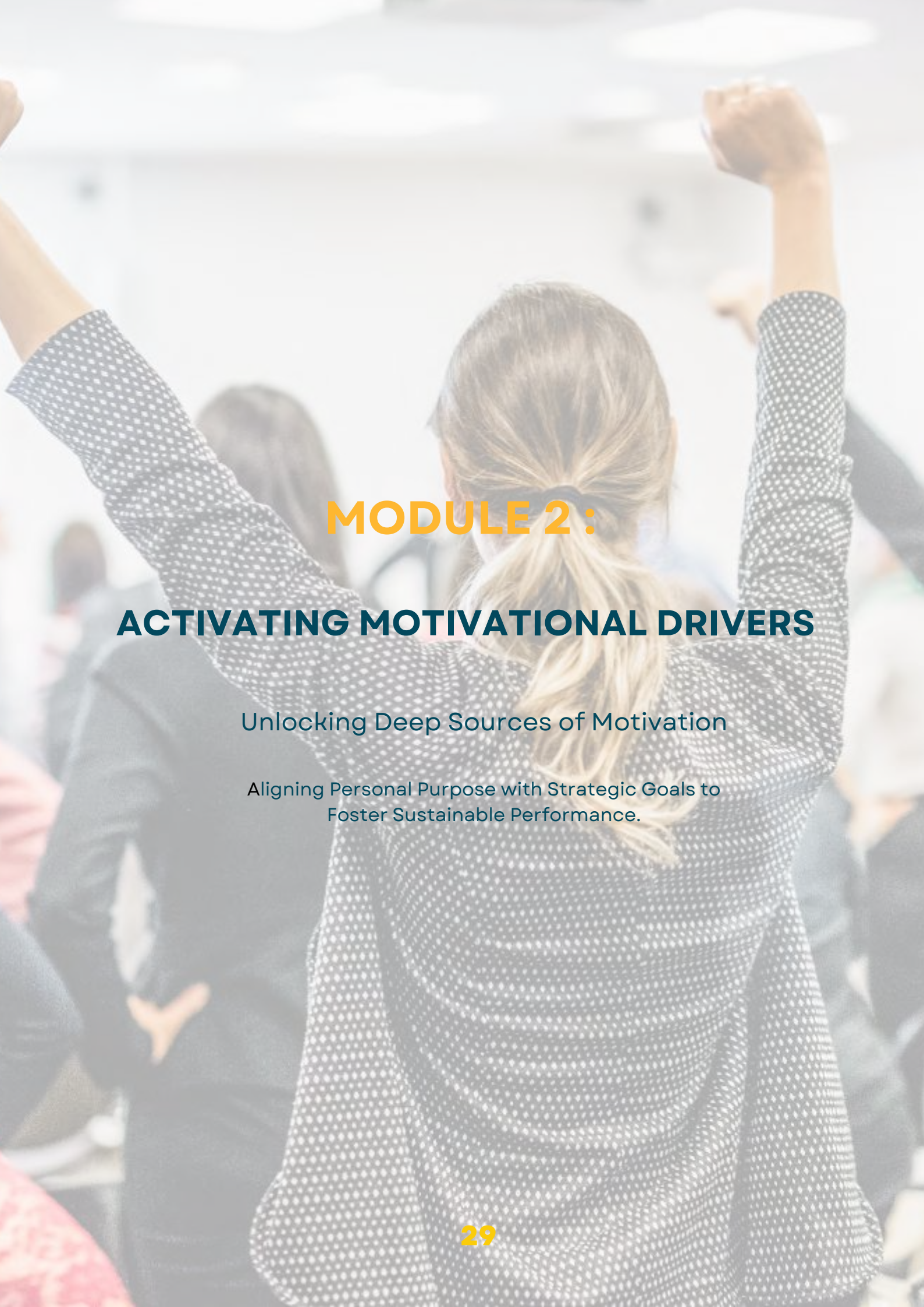
Business-Oriented

- A team operating mostly in the adaptive mode becomes more autonomous, self-regulating, and capable of taking relevant initiative.
- This reduces defensive behaviors (blocking, avoidance, passive-aggressiveness) which leads to greater efficiency and calm.

Collaborator-Oriented

- Accessing the adaptive mode allows individuals to fully engage their agency, even in uncertain contexts.
- This strengthens their sense of self-efficacy and inner power.

Cultivating an Adaptive Mindset	Business benefit	Employee benefit
Share Leadership	Less reactive control, more co-responsibility	Better emotional management, ability to take a step back
Foster Mindset	Agility, operational resilience, stress management	Critical thinking, confidence in change
Initiate Empowerment	Real autonomy, self-regulation, fewer roadblocks	Sense of empowerment, ability to cope



MODULE 2 :

ACTIVATING MOTIVATIONAL DRIVERS

Unlocking Deep Sources of Motivation

Aligning Personal Purpose with Strategic Goals to Foster Sustainable Performance.

MODULE 2 : ACTIVATING MOTIVATIONAL DRIVERS

In an era of rapid transformation and increasing demands, the keys to sustainable performance no longer lie solely in methods or tools, but in a deeper understanding of human functioning.

Thanks to advances in neuroscience and the Neurocognitive and Behavioral Approach (NBA), we now understand that motivation is not merely a matter of willpower or effort. It stems from specific internal mechanisms deeply rooted in our brain.

According to the NBA, there are two main families of motivations:

- **Primary motivations:** Stable, lasting, and tied to our deep identity and fundamental needs for autonomy, meaning, and personal coherence. These activate our brain's circuits of long-term pleasure and satisfaction, and give us energy.

- **Secondary motivations:** More variable and reactive, often linked to social recognition, results, rewards, or fear of failure. These engage our short-term resources but can lead to fatigue, stress, or disengagement over time.

A leader who understands this distinction gains a strategic advantage. They can tailor their management style to nurture motivations instead of over-relying on secondary levers that ultimately exhaust people. This means creating an environment where team members feel aligned with their values, enjoy autonomy, understand the purpose of their actions, and evolve in a stimulating and safe **space.**

The impacts of motivation-based leadership grounded in neuroscience are profound:

- Better stress resilience
- Long-term involvement
- Enhanced innovation and cooperation
- Active prevention of burnout
- Sustainable performance rooted in authentic well-being

In short, integrating the neurocognitive approach into leadership is about shifting from control-based or pressure-driven management to **a leadership style rooted in the understanding of deep human drivers.** It's about moving from “getting things done” to “creating the desire to act.” This is the essence of transformative leadership, both human and effective.

Motivations at the Intersection of the Three Axes

In the NBA:

- **Primary motivations are durable** and driven by the joy of action, meaning, learning, creativity, and contribution.
- **Secondary motivations are conditioned by outcomes**, others' opinions, rewards, power, and conformity.

Share Leadership

Business-oriented:

- By identifying each team member's intrinsic motivations, the neuromanager can naturally share leadership by **placing the right people in the right roles** → effective delegation, reinforced collective intelligence, higher impact with less friction.
- Result: **Less micro-management**, **more co-responsibility**, and i**mproved productivity.**

Collaborator-oriented:

- Placing people according to their drivers means valuing them in their zone of excellence, boosting self-esteem.
- Effect: Employees feel useful and appreciated, **increasing trust and engagement.**

Foster Mindset

Business-oriented:

- Helping employees shift from secondary motivations to primary ones strengthens emotional stability and stress resilience.
- Result: More adaptive, innovative teams with reduced absenteeism and turnover.

Collaborator-oriented:

- Promoting a mindset centered on enjoyment, meaning, and growth enables lasting engagement.
- Effect: Employees become proactive in their development, with more clarity on what energizes or drains them.

Initiate Empowerment

Business-oriented:

- Connecting tasks to primary motivations naturally sparks autonomy (self-motivation), reducing the need for control and boosting initiative.
- Result: A more responsive, fluid, solution-focused organization.

Collaborator-oriented:

- Empowerment emerges when people are connected to their true energy sources → healthy, aligned motivation.
- Effect: Fosters self-development, self-regulation, openness to ask for help, and growth.

Activating Motivational Drivers	Business benefit	Employee benefit
Share Leadership	Distributed leadership, accountability, timesaving	Talent recognition, sense of purpose
Foster Mindset	Less stress, better adaptability, innovation	Self-confidence, enjoyment in learning and growing
Initiate Empowerment	Autonomy, proactivity, fewer roadblocks	Sustainable energy, ability to surpass oneself without pressure

MODULE 3 :

MANAGING EMOTIONAL INVESTMENT

From Emotional Overload to Strategic Engagement

Regaining Emotional Clarity to Make High-Impact Decisions Without Burning Out

MODULE 3 : MANAGING EMOTIONAL INVESTMENT

In any organization, emotions are never mere accessories. They shape decisions, relationships, motivation, and, often without us realizing, the quality of our judgment. The Neurocognitive and Behavioral Approach (NBA) and neuroscience shed light on a common yet often misunderstood phenomenon: **emotional overinvestment.**

When misdiagnosed or poorly managed, emotional overinvestment can lead to mental overload, hyperactivity (or the sensation of it), a feeling of over-responsibility, and is a major factor in burnout and professional exhaustion.

From this perspective, the leader's role is essential. It's not about suppressing emotion, but **managing the energy** of emotional overinvestment by creating cerebral and relational conditions that allow everyone to return to a more stable, conscious, and constructive way of functioning.

This involves:

- Recognizing the signs of emotional overinvestment,
- Adopting a posture of regulation,
- Promoting a climate of psychological safety, which enables teams to function in the adaptive mode, the mode where clarity, discernment, cooperation, and creativity emerge.

The benefits of such an approach are powerful

- Reduced tensions and conflicts
- Improved decision-making quality
- More composed and effective communication
- Prevention of burnout
- Stimulation of collective intelligence

In short,...

managing emotional overinvestment through the lens of neuroscience isn't about "less emotion", but about recognizing and managing emotions linked to different brain mecanisms.

It means helping teams **regain internal balance** so they can **move forward together.** It's about embodying a calm, clear-sighted, and deeply human leadership.

The Consequences of Unmanaged Emotional Overinvestment

When not identified or regulated, emotional overinvestment leads to exhaustion, distorted perception of reality, and strained relationships.

Addressing this lever **allows managers and their teams to restore emotional clarity and resilience**, which is foundational for sustainable performance.

Emotional Overinvestment at the Crossroads of Three Axes

Emotional overinvestment occurs **when emotion overrides lucidity**, often unconsciously driven by a desire for recognition, perfection, or control. This prevent us from shifting to the adaptive mode, generating stress, frustration, exhaustion and even moral pain.

Share Leadership

Business-Oriented:

- A manager who identifies his own overinvestment avoids taking things personally, overloading the team, or micromanaging. **This results in clearer delegation, emotional stability, and inspiring leadership.**

Collaborator-Oriented:

- Sharing leadership with emotional intelligence **protects the team from toxic commitment** (e.g., guilt, hyperavailability), **encouraging healthy involvement with room for balance and error.**

Foster Mindset

Business-Oriented:

- Recognizing overinvestment **allows early regulation before performance suffers**, fostering a culture of emotional efficiency rather than emotional intensity.

Collaborator-Oriented:

- Helping employees gain perspective on their emotional involvement builds a more serene, enduring mindset. **They learn to distinguish different types of motivations.**

Initiate Empowerment

Business-Oriented:

- Empowerment doesn't mean giving everything–it means acting with discernment. Identifying overinvestment helps to **redefine priorities and manage energy** → less burnout, more balanced performance.

Collaborator-Oriented:

- Understanding that **one can be committed without self-sacrifice** empowers individuals to **regain control** over their emotions and energy, developing personal boundaries and lasting well-being.

Managing Emotional Investment Wisely	Business benefit	Employee benefit
Share Leadership	Less emotional overload, improved management and steering	Healthy engagement, emotional balance
Foster Mindset	Culture of emotional clarity, no burnout	Perspective on engagement, stable motivation
Initiate Empowerment	Fewer burnouts, sustainable performance	Emotional autonomy, calm inner strength

MODULE 4 :

STRENGTHENING ASSERTIVENESS

Embodying Assertive Leadership

Communicating with Intention, Setting Clear Boundaries, and Influencing with Confidence

MODULE 4 : STRENGHTENING ASSERTIVITY

In a professional world marked by complexity, uncertainty, and constant human interaction, two internal resources prove especially valuable: self-confidence and assertiveness. Long considered fixed personality traits, neuroscience and the Neurocognitive and Behavioural Approach (NBA) now show us that they are in fact adaptive brain-based skills, skills that can be strengthened, developed, and supported through enlightened leadership.

Assertiveness, is about maintaining balance between **self-affirmation** and **respect for others**. It r**equires a stable, regulated brain posture**, grounded in self-worth. Neither submissive nor aggressive, **assertiveness is a mature communication** skill that allows one to set clear boundaries, defend a point of view, and express needs –without harming the relationship.

In this context, the leader plays a crucial role:

- by modelling calm, balanced assertiveness,
- by creating a psychologically safe environment (non-judgmental, error-tolerant),
- and by actively supporting the development of self-confidence through constructive feedback, encouragement, and recognition of genuine achievements.

The organisational impacts are significant:

- higher quality of communication,
- more authentic and accountable expression,
- improved ability to manage tensions and take a stand without harming relationships,
- reduced relational stress,
- and the natural emergence of confident, autonomous leaders at all levels.

Self-Confidence & Assertiveness at the Crossroads of Three Pillars

These two essential skills **foster relational clarity**, **emotional stability,** and **aligned action**. Their development nurtures an environment conducive to sustainable performance and collective fulfilment.

Share Leadership

Business/Organisation-Oriented

- *Assertive and confident employees can make decisions, express clear views, and take ownership, facilitating shared leadership.*
- *Less hierarchical dependence = more decision-making fluidity and time freed up for the manager.*

Collaborator-Oriented

- *Sharing leadership means giving voice to those who speak with clarity and relevance. This enhances individual value and fosters initiative.*
- *The team member feels recognized not only for their skills, but also for their posture.*

Foster Mindset

Business/Organisation-Oriented

- *Self-confidence and assertiveness foster a **solution-oriented, responsible**, and **progress-driven mindset.***
- ***Less fear = less self-censorship,** more constructive feedback, and better team performance.*

Collaborator-Oriented

- *Encouraging an assertive mindset helps team members **find their rightful place**, set boundaries, and assert themselves–**neither aggressively nor submissively.***
- *This **builds psychological safety,** the foundation of healthy collaboration.*

Initiate Empowerment

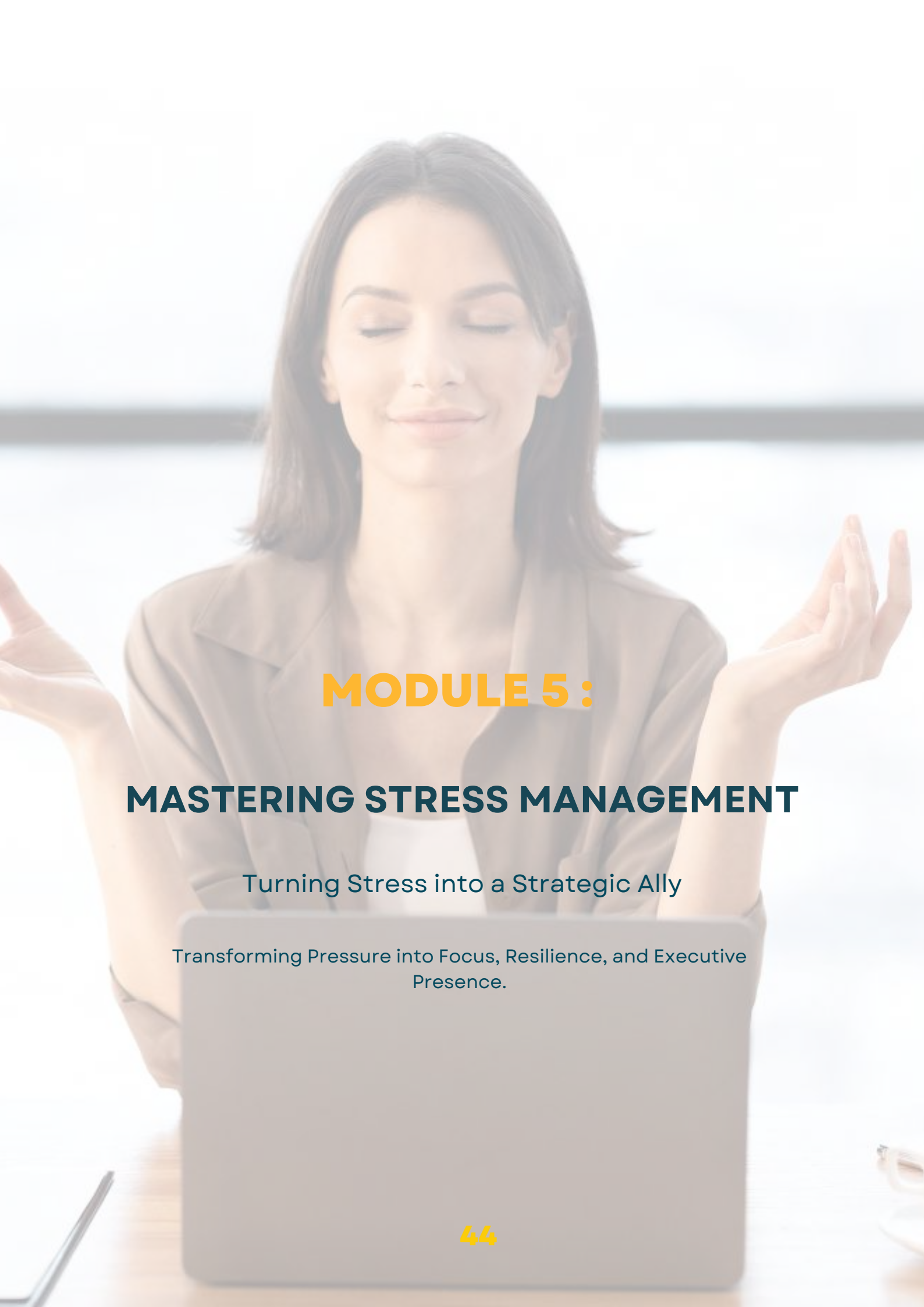
Business-Oriented

- *A confident and assertive employee takes relevant initiatives, self-regulates, and engages without needing constant validation.*
- *This strengthens a culture of proactivity and accountability, essential for agile operations.*

Collaborator-Oriented

- *Empowerment stems from the ability to trust one's inner resources and communicate clearly through action.*
- *It fosters deep personal development, with a true sense of competence and legitimacy*

Strengthening Assertiveness	Business benefit	Employee benefit
Share Leadership	Shared decision-making, distributed leadership, time savings	Assertiveness, recognition and legitimacy
Foster Mindset	Less fear, sense of responsibility, smooth collaboration	Sense of safety, clear and respectful expression
Initiate Empowerment	Proactivity, autonomy, culture of initiative	Personal development, self-esteem, confident posture



MODULE 5 :

MASTERING STRESS MANAGEMENT

Turning Stress into a Strategic Ally

Transforming Pressure into Focus, Resilience, and Executive Presence.

MODULE 5 : MASTERING STRESS MANAGEMENT

Stress is a ubiquitous term in the workplace, yet often misunderstood. It is **sometimes confused with pressure, overload**, or even **motivation**.

However, from the perspective of neuroscience and the Neurocognitive and Behavioral Approach (NBA), stress i**s primarily a biological and brain-based adaptive response to a perceived threat**–whether real or imagined.

When the brain detects danger or a loss of control, it activates the limbic system, particularly the amygdala, which sends out alert signals. This activation shifts the brain into a more instinctive mental mode, limiting access to the adaptive mode, the zone responsible for reflection, discernment, and creativity. The result: we lose perspective, become more rigid, impulsive, and often less collaborative. Chronic stress further depletes cognitive resources, diminishes motivation, and encourages defensive or avoidant behaviors.

For a leader or manager, stress management cannot be reduced to offering relaxation sessions or simply "lowering the pressure.

It requires **creating work conditions** that **restore cognitive** and **relational safety. Understanding the neurocognitive mechanisms of stress**, recognizing early warning signs and understanding the needs of each of them, makes it easy to **adapt communication** in order to calm someone's stress immediately.

This includes:

- A clear and predictable framework to reduce toxic uncertainty,
- A culture of **constructive feedback,**
- Recognition of progress, even partial success,
- **Permission to make mistakes** without **damaging self-esteem,**
- Regular **regulation rituals** (pauses, centering, breathing, reframing),
- A deeper **awareness of one's own behavioral intolerances** and working on them.

The benefits of conscious and proactive stress management are considerable:

- Improved mental and physical health of team members,
- Faster recovery after high-pressure episodes,
- Enhanced ability to innovate under pressure,
- A calmer, more cooperative work environment,
- And increased collective resilience in the face of change.

In short, managing stress through the lens of neuroscience shifts us from a reactive mindset to intelligent prevention, treating stress as a signal to be listened to, rather than an enemy to fight. It means offering your team better working conditions and a greater quality of presence, both to themselves and others. For leaders, this is a deeply human, lucid, and responsible leadership posture.

A Core Theme in Neuro Management

Understanding how stress works, **helps leaders avoid the traps of the automatic mode**, protect performance, and preserve team energy.

In the neuromanagement program developed by the Institute of Neurocognitivism, **leaders learn to recognize and manage the brain's stress responses -** fight, flight, and freeze-by adopting an effective communication strategy, even under pressure.

This becomes a powerful tool for emotional regulation, both individually and collectively.

Understanding and Managing Stress Across the Three Axes

Cognitive fight, flight, or freeze responses (both in oneself and in others) are a clear sign the brain stays in an inappropriate automatic mode.

Activating the adaptive mode, restores calm, clarity, and relational accuracy.

Share Leadership

Business/Organization-Oriented

- A neuromanager who detects signs of stress (in themselves and others) can defuse conflict, prevent judgment errors, and maintain relationship quality even under pressure.
- They avoid reacting impulsively → better decisions and crisis management.

Collaborator-Oriented

- Leadership that acknowledges stress without projecting or ignoring it helps the team feel heard and protected, even in tough contexts.
- This strengthens trust and psychological safety.

Foster Mindset

Business-Oriented

- Seeing stress as a warning signal that a more adaptive mindset is needed, allows teams to quickly regain clarity and avoid mental overload spirals.
- Result: less absenteeism, more clarity, fewer toxic reactions.

Collaborator-Oriented

- Recognizing personal signs of stress (rushing, freezing, passive aggression) encourages self-observation and emotional recalibration.
- This builds inner resilience and an emotionally regulated mindset.

Initiate Empowerment

Business-Oriented

- Employees who can identify their stress (and that of others) can self-regulate instead of reacting impulsively → more discernment, less tension, better cooperation.
- This strengthens performance under pressure.

Collaborator-Oriented

- Understanding stress reconnects individuals to their inner freedom of choice. It shifts them from reaction to aligned action.
- This is the foundation of true empowerment: calm, centered, and aligned.

Mastering Stress Management	Business benefit	Employee benefit
Share Leadership	Better crisis management, fairer decision-making	Emotional safety, climate of trust
Foster Mindset	Reduced mental overload, greater clarity	Self-regulation, inner stability
Initiate Empowerment	Less reactivity, more discernment	Freedom of choice, refocused energy

ETHERIA

Set your course for transilience

NEUROMANAGEMENT PROGRAM

Adaptable Customizable

Institute of NeuroCognitivism

Set the course for transilience

This program and its modules are **adaptable** to all levels of the organization or combinations of levels (teams including their manager,etc ...)

After an **admission interview** with our training and development advisor, our experts will develop a program tailored to your organization.
The training sessions can be **customized** or **co-created** to meet your specific needs.

ETHERIA

Set your course for transilience

NEUROMANAGEMENT PROGRAM

our commitments

Set the course for transilience

Sustainability

Assessing, analyzing, designing or co-designing, and running a program are the pillars developed by INC to achieve success stories and **generate long-term impact** on organizations and society.

Customization

INC will work with you to customize program that will **actively engage your participants** through learnings, exercises, activities, small group challenges, and reflection **prompts.**

Engagement

PARTNERSHIP RELATIONSHIP

At INC, we work closely with our customers to design **impactful training** programs and deliver meaningful value. We believe that change is a collaborative process. Through constructive dialogue, active l**istening, and a thorough assessment of needs**, we foster strong and lasting relationships.

FLEXIBILITY

With a long-standing and proven track record in organizational **Soft Skills development with Applied Neurosciences** from the NBA perspective, INC is adaptable and skilled in shaping content that meets the ever-evolving needs of organizations.

INTEGRATION

The INC ETHERIA Program seamlessly integrates **training sessions, exercices, workshops** with the latest advancements in Applied Neurosciences. This continuous influx of knowledge, **tailored for the business world**, expands horizons, uncovers fresh perspectives, and **encourages innovative thinking.**

CONTINUITY

INC is committed to **fostering enduring relationships**, positioning itself as the **go-to partner** for ongoing, constructive dialogue with organizations.

Our Team

Griet Boddez

Pedagogical Manager
NBA Expert Trainer & coach

Stéphanie Le Madec

Development Manager
NBA Expert Trainer & coach

Benoit Ebrard

Academy Manager
NBA Training Advisor

Fabrice Mandelaire

Managing Director
INC Belgium

The INC team brings together independent trainers, all passionate experts in the Neurocognitive and Behavioral Approach (NBA).

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