



# Amrop Jenewein



LEADERSHIP

SERVICES



**i4 NEUROLEADER**

Thanks to our consulting as well our own business experience we know that companies today need to **increase** their **agility**, if they want to successfully tackle current challenges and support their business development. And **increased performance** can be achieved only through **leaders** who will not only control and manage people, but who can also inspire, enthuse and motivate them.



In our solutions we continuously build on the up-to-date knowledge and state-of-the-art approaches to help our clients to improve quality and performance of their leaders and teams. One of the unique solutions we have introduced to our market is the exceptional program **i4 Neuroleader** developed by Silvia Damiano, the Founder & CEO of The About my Brain Institute.

In the last two decades the way we live and work has dramatically changed. What people expect from their leaders today is different to what they expected in even the recent past, especially in facing the challenges of the VUCA WORLD – Volatile, Uncertain, Complex and Ambiguous. After the Industrial Age followed by the Information Age, we are now moving into a new era that we call an **Imagination Age** where creativity, idea generation and thinking are the primary driving forces in creating economic value.

However, little progress has been made in reshaping traditional leadership models. In the field of **neuroscience**, many new discoveries have emerged shedding new light into how our brains work. This offers so far unknown opportunity to better understand why and how we behave the way we do, make decisions and interact with others. It is only logical that knowledge about how our brains work needs to be integrated into a leadership model.

**When it comes to being an effective leader, understanding our biology is vital.** This knowledge has been relegated and in many cases forgotten when it comes to leadership and management practices whilst they are pivotal in areas like:

**INTEGRATION** – the ability to unify brain, mind and body

**INSPIRATION** – the ability to manage our energy and stimulate ourselves and others

**IMAGINATION** – the mental ability which facilitates creative thinking

**INTUITION** – the ability to understand something instinctively without involving our cognition.

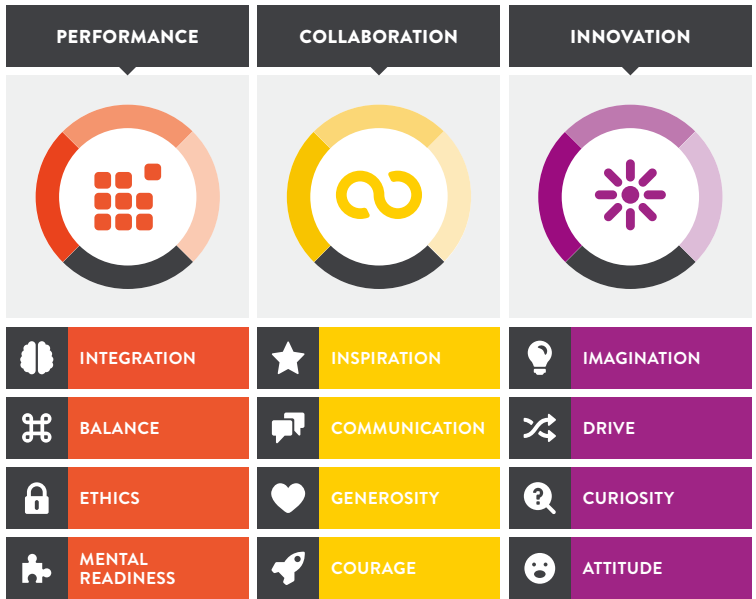
It is reasonable to say that a balanced and healthy brain positively influences a person's behavior, attention, memory, decision-making and effectiveness. We believe that anyone can – and should – learn more about their brain and how to optimize it if they want to perform more effectively at work and in life. **A high functioning brain is a leader's best tool.**

The **i4 Neuroleader** model is a **personal leadership & well-being** model based on neurobiology and made up of four key organizational competencies and sixteen underpinning pillars for 21st century. The model shows how a leader can:

- develop their mental fitness to **Perform**
- create the **Collaboration** framework to get the best from constantly changing groups
- spark the **Innovation** required to determine where growth can occur
- encourage the **Agility** to weave strategy and implementation together in interacting experiments of learning

Thanks to information from **i4 Neuroleader** model and understanding of how our brains and bodies are operating, we can shift the focus from just trying to 'fix the behavior' to spending time in building up the biological system that is producing the behavior. **i4 Neuroleader** model builds on latest findings from the fields of neuroscience, neurogastroenterology, sleep science, nutrition, movement, design thinking and strategy.

Application of **i4 Neuroleader** model in organizations helps them to create healthier and brain-friendly culture, teams and their leaders. Creating a **BRAIN-FRIENDLY workplace** where people can become creators or co-creators of how they want to handle their workflow, so their brains can offer their best thinking, is what will differentiate the best organizations



from the average organizations in the years to come.

Businesspeople place a premium on results and the focus is on developing will power, desire and positivity. These, however, are not enough to create the desired business results. The real foundation of individual leadership success lies in transforming the performer by refining the sources of results, that being the level of consciousness – to realize a mature state of development, a **refinement of mind and body must take place**.

Through development of competencies through **i4 Neuroleader** model we can strengthen in people their sense of well-being, creativity, real engagement and overall higher effectiveness. Thanks to that they can better succeed in the difficult Imagination Age.

A BRAIN-FRIENDLY ORGANIZATION COULD THEN BE DEFINED AS AN ORGANIZATION THAT AIMS TO IMPROVE THE PERFORMANCE OF ALL THE BRAINS WORKING WITHIN IT. IN ORDER TO INCREASE BUSINESS PRODUCTIVITY AND EMPLOYEES' WELL-BEING AND ENGAGEMENT.

AGILITY



INTUITION



AWARENESS



INFLUENCE



ADAPTABILITY

or The Imagination Age

For more than thirty years we are leaders in delivering complex **Executive Search, Board & Leadership Services** to our partners and clients in both **private and public sector**. A number of successful reference projects delivered on our market as well as through Czech-Slovak platform **Jenewein.leadership** and **Amrop Leadership Services Global Practice Group**, validated and integrated methodologies combined with 3D Practices approach enable our senior consulting teams deliver high level consulting solutions that have positively impacted the growth of our clients.

## Contact



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Igor Šulík has more than twenty years of experience in strategic Executive Search, Board & Leadership Services consulting. He has a long-term experience with managing and leading consulting projects with special focus on organizational consulting including potential analysis and Board and Management Development. As a member of international teams, he has been leader in designing and delivering Context Driven Leadership Assessment consulting assignments. He is a passionate advocate of applying the latest findings from cognitive social neuroscience to Leadership Services and the first certified i4 Neuroleader Master Trainer in Europe.



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