Neuroscience for Effective Corporate Learning Design Training Course



02 - 06 Nov 2026

Amsterdam

5900 € (Per Person)

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Course Introduction / Overview:

This course provides a deep dive into the application of cognitive neuroscience to the design and delivery of corporate training programs. In a world saturated with information, traditional learning models are often insufficient to drive genuine skill acquisition and behavior change. This program moves beyond conventional instructional design to explore how the brain actually learns, retains information, and applies new knowledge. Drawing on foundational principles from experts like Dr. John Medina, author of "Brain Rules," participants will learn to create training that is not just informative but also transformative. We will deconstruct the science behind attention, memory, motivation, and engagement, translating complex research into practical, actionable strategies. At BIG BEN Training Center, we believe that understanding the learner's brain is the ultimate key to unlocking potential and maximizing training ROI. This course is designed to equip learning professionals with an evidence-based toolkit to build more impactful, memorable, and effective learning experiences that resonate with the modern corporate learner and produce measurable results.

Target Audience / This training course is suitable for:

- Learning and Development (L&D) Managers.
- Corporate Trainers and Facilitators.
- Instructional Designers and Curriculum Developers.
- Human Resources (HR) Professionals.
- Talent Management Specialists.
- Organizational Development Consultants.
- Team Leaders and Department Heads responsible for employee training.
- E-learning Developers.

Target Sectors and Industries:

- Technology and Software Development.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance.
- Professional Services and Consulting.
- Telecommunications.
- Manufacturing and Engineering.
- Retail and Customer Service.
- Governmental Agencies and Public Sector Organizations.

Target Organizations Departments:

- Human Resources.
- Learning and Development.
- Training and Education.
- Talent Management and Acquisition.
- Organizational Development.
- Sales and Customer Support.
- Operations and Production.
- Compliance and Quality Assurance.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply core principles of cognitive neuroscience to corporate training design.
- Develop learning content that significantly enhances memory retention and recall.
- Structure training sessions to capture and maintain learner attention and focus.
- Integrate strategies that leverage emotion and social connection to boost learning.
- Design brain-friendly e-learning modules and blended learning programs.
- Reduce cognitive load in learners to improve comprehension and application.
- Evaluate the effectiveness of training programs using brain-based principles.
- Create learning experiences that foster lasting behavior change and skill development.
- Debunk common neuromyths and advocate for evidence-based training practices.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and directly applicable to the participant's professional context. This course moves beyond passive lectures, emphasizing a hands-on, "learn-by-doing" approach grounded in the very neuroscience principles it teaches. Participants will engage in a variety of activities, including interactive workshops where they will redesign existing training materials to be more brain-friendly. Collaborative group discussions and peer-review sessions will encourage the sharing of diverse perspectives and solutions to common training challenges. We will analyze real-world corporate case studies to deconstruct what makes a learning intervention successful from a cognitive standpoint. Practical exercises, such as mapping learning journeys and applying principles of spaced repetition and active recall, will solidify understanding. The facilitator will act as a guide, providing expert feedback and fostering a dynamic learning environment where participants can experiment, ask questions, and build a portfolio of evidence-based techniques to implement immediately in their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Neuroscience in Corporate Learning

- Introduction to the learning brain.
- Core concepts: Neuroplasticity, synapses, and neural networks.
- Debunking common neuromyths in education and training.
- The science of attention: How to capture and sustain focus.
- The role of the prefrontal cortex in executive functions and learning.
- Understanding the brain's chemical messengers (neurotransmitters) in motivation.
- Setting the stage for brain-friendly learning environments.

Unit Two: Memory, Retention, and Cognitive Load

- Exploring the different memory systems: Working, short-term, and long-term.
- Strategies for encoding information for durable learning.
- The power of retrieval practice and active recall.
- Applying the principle of spaced repetition in a corporate context.
- Managing cognitive load to prevent learner burnout.
- The critical role of sleep-in memory consolidation.
- Designing assessments that measure true understanding, not just memorization.

Unit Three: The Engaged and Motivated Brain

- The neuroscience of emotion and its impact on learning.
- Leveraging dopamine and the brain's reward system for motivation.
- The power of storytelling in creating memorable learning.
- Social learning theory and the role of mirror neurons in training.
- Designing for intrinsic vs. extrinsic motivation.
- Using novelty and curiosity to stimulate engagement.
- Strategies for building psychological safety in the training room.

Unit Four: Designing Brain-Friendly Learning Experiences

- Applying neuroscience to instructional design models.
- Principles of brain-centric visual and multimedia design.
- Designing effective microlearning for the modern brain.
- Creating multi-sensory learning experiences.
- Adapting brain-based principles for virtual and hybrid training.
- The role of physical movement and breaks in learning.
- Practical workshop: Redesigning a corporate training module.

Unit Five: Fostering Behavior Change and Measuring Impact

- The neuroscience of habit formation and breaking old patterns.
- Carol Dweck's "Mindset" theory and its impact on learning agility.
- Moving beyond satisfaction surveys: Measuring real learning and application.
- Using brain-based principles to design effective coaching and feedback.
- The future of learning: Neuro-technology and adaptive learning.
- Developing a personal action plan for implementing neurolearning strategies.
- Final project presentations and peer feedback.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might understanding the brain's response to stress and cognitive load fundamentally change the way we schedule and deliver mandatory corporate compliance training?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond theoretical knowledge of neuroscience and focusing relentlessly on practical, evidence-based application within a corporate context. While many programs discuss the "what" of brain-based learning, we concentrate on the "how," providing participants with concrete frameworks, design templates, and actionable strategies they can implement immediately. We bridge the critical gap between academic research and the real-world constraints of corporate training, such as limited time, diverse audiences, and the need for measurable business impact. The curriculum is uniquely structured to model the very principles it teaches, creating an immersive meta-learning experience where participants feel the effects of brain-friendly instruction firsthand. Rather than simply presenting a collection of tips and tricks, this course cultivates a deeper, more strategic mindset, empowering learning professionals to diagnose existing training weaknesses and innovate solutions grounded in the science of how adults truly learn, change, and grow. The emphasis is on fostering lasting behavior change, not just temporary knowledge acquisition.