

FRIEDERIKE FABRITIUS

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AUTHOR · KEYNOTE SPEAKER

Keynotes by Friederike Fabritius.

Neuroscience hacks to help you achieve wellbeing, and to work smarter, better, happier.

How does the brain work? And how can you use this knowledge to transform your wellbeing and performance? These keynotes are based on the latest insights from social cognitive neuroscience. With an entertaining mix of humor and practicality, these keynotes provide science-based insights that you can put into practice right away to work and live smarter, better, and happier.

Fun, Fear, and Focus ®

How can you reach peak performance? All you need is a specific cocktail of neurochemicals. Once you have the right mix, you will be multiple times more productive – and happier, too.

The Neuroscience of Trust

Our brains are wired to be social. If you want to increase trust and collaboration, you will benefit from learning about the neurochemical oxytocin. This keynote gives you “10 commandments” to build the best-possible relationships both at work and in life by increasing your levels of the relationship hormone oxytocin.

The Neuroscience of Learning

How can you become fluent in a new language or master in a new field? Most people believe that you can't teach an old dog new tricks. But it doesn't have to be this way. The key is to make your learning process “brain-friendly.” We will explore 10 rules for brain-friendly learning, based on the science of neuroplasticity.

Master Your Emotions

How can you stay cool under pressure? Which techniques are proven to work? Instead of just talking about emotional mastery, I'll give you practical techniques that you can apply right away. These techniques will make you much more resilient – now and in the future.

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Switch Off: How your Smartphone Shrinks your Brain

People check their phone on average once every 12 minutes. If we look at how our brain handles social media, we can see that we are literally addicted to our devices. This constant distraction is a big productivity killer, and it literally shrinks our brains. We can use neuroscience to overcome it. You will learn ten strategies that help to disconnect, thereby improving your productivity, well-being, and ability to innovate.

The Neuroscience of Habit Change

How can you get rid of undesired behaviors and adopt new ones that suit you better? Neuroscience to the rescue! The key is to substitute old neuronal networks with new ones, and I will show you how. It's easy once you have the right techniques.

Don't Change the People, Change the Workplace

Many companies try to increase diversity – and fail. Why? They ask women and minorities to “lean in”, while keeping the workplace the same. Most people, don't enjoy working 80-hour weeks, taking red-eye-flights, and sacrificing their health and the time spent with their families for the sake of their careers. The good news is: It doesn't have to be that way. We can work much less, while getting done just as much or more. We can be multiple times more productive if we work in line with what our brains need. A brain-friendly workplace will automatically attract more diverse talent – across the board. Don't change the people, change the workplace!

The Perfect Day

How can you schedule your day in the most effective way? It's not about spending more hours at work, but about using your brain in the smartest and most efficient fashion. Learn about the impact of sleep, nutrition, and exercise on your brain, and transform your day and effectiveness.

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The Neuroscience of Innovation

Do your best ideas come to you when you are taking a shower? I will show you what happens in your brain when you have an Aha Insight and how you can make it happen more often. Once you understand the underlying principles, you can set up an environment that allows your brain to be much more creative and innovative, based on neuroscience.

The Neuroscience of High-Performing Teams

Why do people behave the way they do? Learn about your neurochemical signature and how it influences the way you feel, the way you think, the way you act. Once you know about what makes you and others tick, you can create truly high-performing teams.

Think for Yourself

We are constantly being influenced - by the media, by companies who want to sell things to us, and sometimes even by politicians who want our vote. Add social media into the mix, and you will see that group think is everywhere.

How can you make sure that you think for yourself rather than being manipulated? We will learn to recognize the most common biases and influencing techniques that distort our perception. We will also learn how to speak up in a smart way. Why is that relevant?

Many of the thought leaders that advanced humanity and which we admire today have been socially excluded and persecuted back when they were still alive. Our world has changed, but our brains have not.

Brain Hacks for Working from Home

How can you be productive when working from home? It all comes down to great habits. We will explore eight habits that will boost both your wellbeing and your performance when working from home. Once you are well, you will automatically be able to better serve both your teams and your clients.

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Why Agile Works

We know that agile works. But why?

I personally do not come from the agile community. Until a few months ago, I didn't even know what Scrum was or what people mean by agile working. But when I was asked to be the keynote speaker for the Global Scrum Gathering in Vienna last year, I decided to take a look at the Agile Manifesto. It took me only two seconds to realize that these principles make a lot of sense from a neuroscience perspective!

In this keynote I'd like to show you what exactly happens in your brain when you work in an agile way. And how you can use these principles to be both more productive and happier at work.

I took the agile manifesto and distilled it down to ten points.

The Reading Brain in the Digital Age

The newspapers are filled with politicians who advocate digital learning and parents all over the world demand more digital learning in schools to better prepare their children for a digital world. From a neuroscience perspective and as a mother of five, this makes me shudder. Why?

Media multitasking can make your brain shrink. It lowers your IQ and increases your stress levels.

Reading on the other hand will make you smarter, more empathetic, and happier.

How can you read more? And how can you help your brain to better navigate the digital world?

This keynote offers you science-based and applicable strategies that you can put into practice right away. Your brain will thank you for it.

The Art of Saying No – Based on Neuroscience

Many people, especially women, ask me: How do you manage to do it all? My secret? I don't. I have 3-5 priorities in life, and I say no to everything else.

“Networking dinners?”

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“Virtual coffee?”

“Ten minutes of your time for a call?”

I’m running for the door!

I have 5 kids under the age of 8, a full speaking schedule, and a deadline for my next book. I wouldn't be succeeding in any of these areas, if I spent my time in meetings.

Saying no is not easy if you are naturally inclined to help others. But it's a skill you can learn. For me it means that I never network. Do I miss out on many things? Do some people get upset? Of course! But I also get enough sleep, time to exercise, and time to focus on what really matters.

What are your 3-5 priorities in life? Make a list and drop the rest.

Brain Boost **Reclaim your energy**

Current events have left people exhausted and tired. There is a noticeable lack of joy and energy – and it’s taking a toll on people’s performance and wellbeing. Neuroscience to the rescue! This keynote offers science-based and practical insights on how to boost energy levels, productivity, and wellbeing – despite everything that is going on. This session is a real brain-booster and will leave you feeling better and with clear steps to take to not only make yourself feel better, but also your teams.

The neuroscience of action

Why is it so hard to behave in a sustainable way? Our brains are wired to prioritize instant reward over long-term gratification. While our brains might not be in favor of sustainable behavior, we can use the neuroscience of habit change to override these ancient instincts.

Here are 5 science-based and actionable techniques that you can put into practice right away:

- Quick wins: You are not going to sacrifice your annual family holiday in order to save the planet unless you can find a pleasant alternative. You cannot win this battle fueled on

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willpower alone. You will need some forms of instant gratification.

- When...then-connections: Habit change is easier when the behavior is linked to a specific situation. Make it specific and create simple rules to free up processing power in your brain.
- Habit stacking: Add a sustainable habit to an existing habit which you are doing already.
- Make it easy: The brain loves the path of least resistance. Make it easy and use the power of nudging to your advantage.
- Social norms: Smoking used to be cool, now it's being frowned upon. How did this happen? The power of peer pressure and the change of social norms can be a powerful tool for habit change.

Choose one of these techniques and try them out today. Let's move out of fear and into positive action using neuroscience!

Make virtual meetings fun again

People are tired of spending their days in boring meetings. Virtual fatigue is real.

In this keynote, we are going to explore the reason why virtual meetings are so exhausting from a neuroscience perspective and what to do about it. Virtual meetings can be fun and productive if you know these 5 science-based neurohacks:

#1: "I feel like living in the Big Brother House". Learn how to position yourself in a brain-friendly way to avoid a subconscious threat reaction.

#2: "Virtual meetings are boring": Learn how to stimulate the brain's dopamine system with the help of surprise and novelty.

#3: "I can't connect and engage with people like in real life": Learn how to trigger the trust hormone oxytocin to synch up your brain with those around you.

#4: "Camera on or off?" Learn how to allow both introverts and extroverts to thrive on zoom. There is no one-size-fits-all.

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#5: “I feel like I live in the office”: Learn how to schedule a meeting that is in line with how long your brain can focus and sustain attention. Strategic rest, micro-breaks and multi-sensory stimulation will make all the difference.

Virtual meetings don't have to be boring and annoying. They can be so much fun. These science-backed neurohacks will bring the joy back and improve everybody's performance!