



UNDERSTANDING THE BRAIN FOR BUSINESS: ENHANCING COLLABORATION WITH THE SUPPLY CHAIN



AUDIENCE

Board members of EU and non-EU companies, supply chain managers and other professionals who want to learn about the latest insights in human brain science and how to use it for better business collaboration



DURATION

2 hours



FORMAT

Interactive workshop



MATERIALS

Handouts
Further resources

Collaboration is a key word to achieve common business goals. Whether it is to comply with the EU sustainability reporting and due diligence framework, standard setting or achieving other business collaborations.

But how do you get there? Apart from practical issues, it is often our very “humanness” which is proving detrimental to us achieving a greater good together.

This session will provide you with the latest insights from human brain science and how to use it for better business collaboration.

Sample Agenda

This agenda is designed to foster engagement and interaction among participants, ensuring that all leave with a clear understanding of the topic and actionable insights for themselves and their organisations.

It can be adapted to your organisation's individual needs as every training includes a video (call) to optimise the training for you. For an optimal learning effect, we recommend face-to-face trainings, however, trainings can also be held online.

9:00 AM – 9:30 AM | Overview and Session Objectives

- Overview: Understanding neuroscience principles to optimize business interactions and collaboration
- Session Objectives: Learn how insights from brain science can improve communication, trust, and decision-making with supply chain partners

9:30 AM – 10:00 AM | Neuroscience Basics for Business

- Key Brain Concepts: Decision-making, trust, and reward systems
- The Social Brain in Business: How we're wired for social interactions and what this means for collaboration
- Stress and Cognitive Biases: How stress and biases influence our decisions and interactions

10:00 AM – 10:45 AM | Building Trust with Supply Chain Partners

- The Neurobiology of Trust: Why trust is essential and how to build it using consistency and transparency
- Empathy in Business: Practical ways to demonstrate empathy and its effects on partner relationships
- Case Study: Example of a trust-building approach with a key supplier or partner

10:45 AM – 11:00 AM | Coffee Break

11:00 AM – 11:45 AM | Effective Communication Strategies Based on Brain Science

- Active Listening: How to listen in a way that strengthens relationships
- Framing and Feedback: Communicating in ways that engage partners, reduce defensiveness, and encourage positive responses
- Aligning Goals and Expectations: Using clear, neuroscience-based methods to align with supply chain partners



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11:45 AM – 12:15 PM | Creating a Collaborative Mindset for Problem-Solving

- Collaborative Brain States: Shifting from competitive to cooperative mindsets
- Decision-Making in Teams: Techniques to manage group dynamics and reduce cognitive biases
- Interactive Activity: Role-play to practice collaborative problem-solving with a hypothetical supply chain challenge

12:15 PM – 12:45 PM | Workshop and Q&A

- Group Exercise: Develop a collaboration strategy using neuroscience-based principles
- Q&A: Discuss participant questions and any real-life supply chain challenges

12:45 PM – 1:00 PM | Wrap-Up and Next Steps

- Key Takeaways and Action Points
- Resources for Further Learning



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The presenter: Dr Alexandra von Westernhagen

[Dr Alexandra von Westernhagen](#) benefits from over 20 years as an EU regulatory lawyer gained in seven jurisdictions (including Brussels, the UK & Germany), in international private practice, academia (e.g. MIT) & international organizations (European Commission & OECD).

She is currently Partner & Head of EU Sustainability at [Liberius Legal](#) based in Brussels, the heart of the EU, as well as EU/Regulatory Partner at [Keystone Law](#) in London. She is also a Board member (Europe) of the [Global Alliance of Impact Lawyers](#) (GAIL).

Alexandra regularly provides EU law overview & strategic implementation trainings to company boards and members of their organizations, including to Barclays, Sodexo, Royal Mail and many other EU and international companies, law firms, public sector organizations, universities and think tanks.