Amy Brann

Specialist Consultant - Founder of Synaptic Potential - Author - Speaker

TO BOOK AMY AT YOUR NEXT EVENT:

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WHAT AMY OFFERS:

- **Keynotes**
- **Digital Resources**
- **Workshops**
- **Consultancy**

NOTE FROM AMY - EMPOWERING PEOPLE TO ACCESS THEIR WHOLE BRAIN POTENTIAL™

I was quite young when I started to notice something. Something that caused me to put 2 and 2 together and come out with an insight that has been my personal passion ever since. I noticed that so many of the people around me - brilliant people who were experts in their field - just didn't seem able to consistently contribute what they were truly capable of. And it struck me back then that most of us know so little about how to access our full potential in a healthy, fulfilling way.

At the time I was also at Medical School learning about how the brain works. Seeing how rare it was for these people to feel like they were achieving their full potential, it inspired me to start thinking about what the world of work could look like if people and organisations understood the neuroscience that I was learning about. If they could see what I could see from studying how the brain works best. If people redesigned the way they worked so they were working in a brain-friendly way that brought out their best possible selves, not just in terms of their performance, but ALSO in terms of well-being.

And so I left medical school and founded Synaptic Potential, a People Strategies Consultancy with a mission to help people achieve their full potential at work in a sustainable way. Since then we've worked with organisations all over the world, helping people to redesign the behaviors, mindframes and environments that are important for high performance, and ensuring not only that those changes are sustained over time, but also that it results in a healthy and happy workforce. Making those incredibly productive and fulfilling days go from rare to regular.

SIGNATURE TOPICS

- ✓ Sustainable High Performance
- ✓ Leaders Skills
- ✓ Learning at Work
- ✓ Wellbeing at Work
- ✓ Science of Behaviour

AMY BRANN LONG BIO - 300 WORDS

Amy is the founder of Synaptic Potential, a consultancy that helps people achieve sustainable high performance, enabling them to contribute more to their organisation by working smarter, not harder. She is an author and a global speaker whose 'Fact not Fluff' approach is a welcome authority in a world awash with questionable theories and neuromyths. She passionately believes that a great way to achieve your full potential in life and work is by knowing more about how your brain works so you can work with it rather than against it. Her combination of scientific expertise and practical, real-world business experience gives audiences easy-to-implement frameworks that are proven to uplift brain performance.

Over the past 20 years, Amy has been trusted by hundreds of businesses of all shapes and sizes across the globe, including Tesco, Warner Brother, EY, Twinings, Novartis and BNP Paribas, sharing fresh evidence-based insights that challenge people's status quo, and delivering practical frameworks on how to improve performance and close the potential-performance gap that stops individuals and organisations achieving their Whole Brain Potential TM.

As frequent keynote speaker at international business events, Amy gives audiences invaluable bite-sized, actionable takeaways based on the latest neuroscience research that leaders, managers and teams can implement in their daily work practices to improve key skills from creativity through to decision-making.

Over the years, Synaptic Potential have partnered with The Wales Centre for Behaviour Change to support organisations, the Moller Institute at Cambridge University to deliver programmes and Manchester Metropolitan University to lead the neuroscience component of the Masters of Sports Directorship.

Amy is the author of three compelling books - Make Your Brain Work, Neuroscience for Coaches, and Engaged: The Neuroscience Behind Creating Productive People in Successful Organizations - that show organizations practical ways to approach people development through the lens of neuroscience.

CLIENTS WE'VE WORKED WITH:

TESCO, accenture, SAP, EY, Warner Bros, TWININGS, PayMaya, NOVARTIS, Sainsbury's, LMA, ECB, News UK, FARMERS INSURANCE, BNP PARIBAS, SHRM BETTER WORKPLACES BETTER WORLD, Falck Renewables

TESTIMONIALS

"Our senior team introductory session with Amy provoked a high level of interest and engagement. Since working in this role, I haven't seen the group latch on to something so quickly in such a strong way."

Steven Napier, International HR Director, Twinings Ovaltine

"Your understanding of the situations we described and exploration of solutions you could offer showed a superior grasp of your field that was at once both credible and engaging. During our consultancy session every single sentence was a nugget of gold.

Hodl Whittaker, Learning Manager for Group, Tesco

Amy is able to discuss a range of topics in a manner where she demonstrates deep knowledge and understanding of neuroscience yet translates this into a simple matter of fact way. She is articulate in her delivery and is able to build on ideas in a collaborative way. She is very responsive and provides high quality work in short periods of time. Finally for me, one of Amy's differentiating factors is her ability to link real business problems to solutions."

Caroline Henderson, Director, Global Assurance Talent Team, EY

A BIG thank you to you! You were in great form and you deserve huge credit for your presentation. I loved it! Virtually every delegate rated you either Very Good or Excellent. That's quite rare. Congratulations! Thank you very much for spending time with the delegates throughout the day; that's also rare, and greatly appreciated

Bob Mackenzie, Director, Benchmark for Business

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AMY BRANN SHORT BIO - 100 WORDS

Amy is the founder of Synaptic Potential, a consultancy that supports sustainable high performance enabling people to contribute more to their organisation by working smarter not harder. She is an author and a global speaker who's 'Fact not Fluff' approach is a welcome authority in a world awash with questionable theories. She passionately believes that a great way to achieve your full potential in life and work is by knowing more about how your brain works so you can work with it. Her combination of scientific expertise and practical real-world experience give audiences easy-to-implement frameworks that uplift brain performance.

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