

NEUROSCIENCE AND THEIR USES INSIDE THE COMPANY



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<https://www.isep.es/actualidad-neurociencias/que-aporta-la-neurociencia-al-mundo-del-aprendizaje/>

- The neuroscience studies the behaviour of the human being from the neurological analysis of the people and their activities; in order to find a solution and to develop certain aspects.
- In the business field, neuroscience has focused in finding the way to improve the efficiency, effectiveness and commitment of the employees.
- After years of investigation it has been discovered that the neuroscience applied under various centering techniques, team work and ludic learnings, promote a more positive work environment.
- Within those techniques we have:
 - a) Mindfulness, based on connecting with the full conscious of the present moment, “here and now”, what develops efficiency and quietness.
 - b) Hebbian learning, based on the neurological imitation of the social behaviours, meaning: Positive leader=Positive workers
 - c) Collaborative work, based on studies that talk about that the state of loneliness or disconnection of a team generates locks in creativity and efficiency, because the brain interprets it as a “pain”; by the opposite, the group that work and feel as a part of “something” powers the development of personal abilities and the security.
- As a consequence, we can conclude that the neuroscience can offer a lot to the corporate world; because not only totally improves the laboral environment but also allows the personal development of each one of the employees.