



Neuromarketing ....

... Behavioral Science









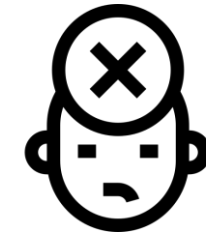


It's **NOT** about the

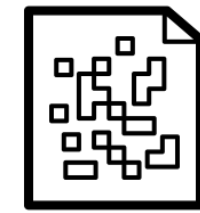
bowl, bed, vacuum



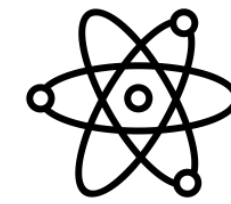
# PITFALLS



Failure to set the stage



Lack of structure



Overemphasis on technology and science



Confusing jargon and terminology



Absence of internal team alignment



Trying to do too much too soon



Neglecting the business case





# GROUNDWORK

# ORGANIZE





NURTURE EXCITEMENT

A group of diverse business professionals are seated around a table in a modern office setting, engaged in a meeting. The scene is captured in a cinematic style with soft lighting and a shallow depth of field. In the foreground, a woman with a large, curly afro hairstyle, wearing a light blue button-down shirt, is smiling and gesturing with her hands as if speaking. To her left, a man with glasses and a beard, wearing a dark blue shirt, is looking towards her. Further left, a woman with blonde hair is also visible, looking towards the center. On the far left, a man in a light blue shirt and dark tie is partially visible. On the far right, the profile of another man in a dark suit is visible. The background shows large windows with a view of a cityscape. The overall atmosphere is professional and collaborative.

# ESTABLISH A COMMON LANGUAGE

The *process* of understanding why people behave the way they do so brands can create effective messages, products, and solutions that captivate and inspire the *hearts and minds* of consumers and *drive growth*.

A group of men in red and white soccer jerseys are gathered around a man in a blue jacket. They are looking at a tablet or map held by the man in blue. The scene is outdoors, possibly on a soccer field. The text "UNIFY THE TEAM" is overlaid on the right side of the image.

UNIFY  
THE TEAM



REFINE  
IMPACTFUL  
SOLUTIONS

# OPERATIONALIZE RESULTS





**G**roundwork

**O**rganize

**N**urture excitement

**E**stablish a common language

**U**nify the team

**R**efine solutions

**O**perationalize



**G**roundwork

**O**rganize

**N**urture excitement

**E**stablish a common language

**U**nify the team

**R**efine solutions

**O**perationalize





**It **IS** about  
less stress, more time, and happiness**