
Amy Brann



Amy Brann is the founder of Synaptic Potential an organisation that works with companies to strengthen their strategy, culture and performance. The team works globally sharing reliably simple applications of neuroscience that lead to game-changing insights and results.

For leaders, organisations and audiences around the world, Amy Brann is changing lives. Her engaging keynotes are known as immensely entertaining, but they feature real science, never reality-show fluff. Invaluable bite-sized, actionable takeaways from today's latest neuroscience research are embedded in her impassioned message that our full potential is unleashed by getting more from our brains. A lofty statement she backs up with proven results: Equipping leaders to lead more confidently and effectively; transforming organisations to optimize their human collateral; and inspiring audiences to believe it's within their power to build a better brain. Amy's proven, step-by-step approach makes it accessible and real.

The author of three wildly popular game-changing books, *Make Your Brain Work*; *Neuroscience for Coaches*; and *The Neuroscience Behind Creating Productive People in Successful Organizations*, every day is Amy Brann's latest chapter in bringing out the best in leaders, organisations and audiences. Insight and thought leadership delivered with a human touch, but guided by a higher purpose from a woman on a mission: Teaching us to believe that our true potential to become the very best we can be is possibly by simply leveraging the art of how to build a better brain.