



## NBA

# The Neurocognitive and Behavioural Approach

### **Neuroscience at the service of human behaviour: a new approach to human beings and organizations**

The Neurocognitive and Behavioural Approach (NBA) is the model developed by French scientists at the [IME](#) Research Centre (Institute of Environmental Medicine directed by Jacques Fradin), which backs up the [Institute of NeuroCognitivism](#).

It rests on a synthesis between the sciences of psychology (behavioural and cognitive therapies) and the sciences of the brain (neurosciences) and enables us to objectivise, understand and interact with renewed efficiency in human relations.

This innovative and multidisciplinary model explains in depth our brain mechanisms, which induce our decisions and behaviours. The approach proposes efficient techniques to better manage our decision making and to accompany the persons we supervise.

Pragmatic and participative, it is accessible to a broad public through a flexible range of training modules, in immediately applicable ways: practical exercises, participative workshops and easy to handle tools.

### **The human impact of the Neurocognitive and Behavioural Approach is threefold:**

- Its first impact is the freeing of individual potential. The NBA teaches each one of us, whatever our level or skill, to recruit the right cerebral resources thanks to which we will adapt to a more and more complex environment, to the greatest benefit of our inner serenity. To know ourselves better and learn to distinguish our deep motivation from our shallow motivations contributes actively to optimise personal pleasure and performance.
- The second impact is relational: communication tools, grounded, perfected thanks to the NBA stimulate collective intelligence in groups. They foster a climate which, in encounters, favours the passage towards greater open mindedness among people and greater creativity.
- Its third impact is organisational: the NBA, at the base of “[biosystemics](#)”, makes the link between human sciences and management processes. It acts in depth and by light touches on the effectiveness and fluidity of the structure. The NBA renders it biocompatible, i.e. in harmony with the biological functioning of humans who are the living forces. By doing so, it obtains as a result a significant and irreversible lessening of organisational dysfunctioning.

By its global approach, the NBA assures the coherence among these three impact levels: it stimulates motivation and individual performance, fosters the pleasure of collective action and improves the organisation itself.

Every change in an organization starts with an internal individual behavioural change.

And when several people change their habits, and adopt new behaviors, the collective movement starts, and the transformation happens.

How to change ourselves, how to create a collective movement? That's our mission.

We share completely our knowledge; we promote complete transfer of competencies.