



## Friederike Fabritius

Friederike Fabritius, a thought leader and passionate leadership expert, applies behavioural research and neuroscience perspectives to real-world insights. A bestselling author and sought-after speaker, she helps Fortune 500 companies optimise performance by understanding how the brain works, transforming executive thinking and learning for greater efficiency and success.

### KEY TOPICS

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- **Fun, Fear and Focus®**
- **Creating the Brain-Friendly Workplace**
- **Using Neuroscience to Build Trust in the Hybrid World**
- **The Neuroscience of Innovation**

### BIOGRAPHY

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## Discover the Insights of Friederike Fabritius for Your Next Event

Friederike Fabritius is an **influential keynote speaker**, *Wall Street Journal* bestselling author, and esteemed **neuroscientist** who collaborates with Fortune 500 executives worldwide to revolutionise their thinking, foster innovation, and drive meaningful change within a business context. Her impressive and engaging talk captivates **global audiences**, helping them gain valuable insights that challenge traditional corporate mindsets. Her innovative insights and key takeaways on performance culture make her a highly sought-after expert, bringing fresh perspectives to **spontaneous events** and the **annual management conference**, aiming to engage global audiences and inspire transformation.

## Journey from the Lab to Corporate Brilliance

Driven by a deep curiosity about the complexities of the human brain and behaviour, Friederike pursued a path in neuroscience. Her shift from behavioural research to management consulting revealed stark contrasts between scientific insights into optimal brain function and conventional approaches in the business world. Through her experience in management consulting, she identified the need to integrate neuroscience into corporate strategies to enhance decision-making and performance. Inspired by studies from institutions such as the **Max Planck Institute**, she became determined to bridge this gap. She embarked on a mission to integrate brain research into sustainable strategies that enhance learning, foster collaboration, and unlock peak performance in the corporate sphere. Her research focuses on how neuroscience principles can support decision-making and adaptability in corporate environments, helping leaders and teams optimise learning and performance. Her research also highlighted the importance of identifying a unique optimal stress point to maximise learning and cognitive flexibility, helping individuals and teams operate at their best without

experiencing burnout.

## Pioneering Works and Literary Contributions

Friederike's dedication to social cognitive neuroscience and enhancing brain performance is evident in her award-winning book, *The Leading Brain*, which has been translated worldwide and recognised with industry awards. Her latest publication, *The Brain-Friendly Workplace*, became a *Wall Street Journal* bestseller, introducing the groundbreaking concept of **neurosignature diversity**, which distinguishes highly creative people by examining how different personalities approach problem-solving and innovation. From a **neuroscience perspective**, this work highlights sustainable strategies that foster cognitive diversity and long-term workplace success. This innovative approach, backed by science-based insights into brain systems, explores how the basal ganglia interact with other neural mechanisms to support learning and behaviour. By applying neuroscience hacks, she provides brain-friendly strategies that optimise talent retention in modern workplaces, addressing key factors that influence motivation, engagement, and performance. Her research also emphasises the importance of maintaining optimal stress levels to enhance cognitive function and productivity. Additionally, her work has been featured in *Harvard Business Review*, offering creative insights into innovation management, production, and the future of leadership and workplace dynamics, fostering a deeper understanding of how different personalities adapt to change and key factors that drive organisational success.

## Vision for a Brain-Friendly Future

Friederike aims to apply neuroscience principles within the corporate world to enhance teamwork by understanding team dynamics, creating resilience, learning brain-friendly methods, and improving overall performance. She is committed to developing brain-friendly ways to create sustainable strategies that support both professional growth and personal well-being through practically designed, meaningful, **brain-based leadership programmes**. Her approach helps foster psychological safety and drives organisational development by integrating neuroscience-driven strategies that align with how the brain responds to change and learning, ensuring individuals feel confident managing stress in team dynamics and dynamic environments.

## Book Friederike for a Transformative Experience

Take your event and organisational strategy to the next level with the pioneering insights of Friederike Fabritius, an acclaimed neuroscientist and *Wall Street Journal* bestselling author. With her cutting-edge expertise in fostering brain-friendly workplaces, Friederike equips teams with the tools to harness neuroscience, effectively lead teams, enhance team collaboration, navigate change, apply innovative brain hacks, and work smarter in a hybrid world. Her practical strategies provide key takeaways for performance culture, helping leaders become more confident in confidently managing stress and unlocking peak creativity for breakthrough success. By understanding that stress management is not just a skill but a crucial factor in high performance, organisations can build resilience, effectively manage hybrid teams, retain talented people before they quit, and thrive. Seize this chance to empower your organisation—[bring](#) Friederike on board and reach peak performance by unlocking the transformative power of neuroscience today. Expect amazing feedback as your team embraces these powerful insights!

## WHAT PEOPLE SAY

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*""Friederike Fabritius took us on a fascinating journey into the human brain and helped us understand how to use the discoveries of neuroscience in the daily management of ourselves, our teams. and our organizations. Her stage energy, incredible passion and impressive knowledge hypnotized the participants of our conference and led to a completely different view on many issues related to leadership.""*

**— Harvard Business Review, Poland**

*""Friederike led a session for senior partners from over 50 countries that was very powerful - insightful and academically grounded yet very digestible and practical. It was a fascinating subject that was beautifully presented.""*

**— Riaz Shah, Senior partner, EY (Ernst & Young)**

*""Mrs. Fabritius was invited as a keynote speaker to our annual management conference. She focused on creativity, our innovative capacity, and on the power of the organization. For the participants, it was a real eye-opener to examine these corporate subjects from the perspective of behavioral research, neuroscience and psychology. I was impressed by how Mrs. Fabritius was able to take her many years of experience in the field of behavioural research and psychology and apply them so well to a business context.""*

**— Felix Schwabe, Innovation Management Production, Audi**