

# NeuroPath™



In the **NeuroPath™**, you develop a new brain-friendly approach for marketing and sales applying neuroscience. This is beneficial for your company and customers because you learn to create marketing and sales communication that your customers truly want. Brain-friendly marketing and sales activate the desire network in the human brain. The activation of this network indicates how much consumers appreciate your company's offering, brand, marketing, and sales communication.

**NeuroPath™** helps your company achieve outstanding success by applying neuroscience. With new tools and methods, you will learn to influence the activation of the consumers' desire network at all stages of their purchase decision process.

**NeuroPath™** consists of a half-day orientation workshop with key personnel, 1-4 workshop days, and finally, a half-day summary workshop together with key personnel.

**NeuroPath™** develops your company's productivity as follows:

1. **NeuroTheory:** The fundamentals of neurobusiness practically and easily.
2. **NeuroValue7 (N7):** Assessing the overall value of marketing and sales communications related to your company's services, products, and brand.
3. **NeuroVideo:** Creating new brain-friendly approach to marketing and sales with Lego Serious Play. Assessing the value of them by video analysis and Neurovalue7.
4. **NeuroMeasurement:** The preferences of the Neurofocus group towards creating new concepts through brain research (NeuroPath includes describing the principles of this measurement method. The actual neuro-measurements are agreed upon separately).

**Jyrki Suomala**, Ph.D., docent, has pioneered and redefined areas of research business applications of neuroscience. With his help you learn to solve challenges related to new marketing and sales communications using neuroscience. **NeuroPath™** has been utilized in numerous business, research, and educational cases, both internationally and domestically.

"This neuroproject has been the best RDI project in my career."

"The neuroscientific approach helped me consider customers and users already in the front-end phase."

"In the workshops, many good ideas emerged, and we were able to test our concept from a neuroscience perspective."

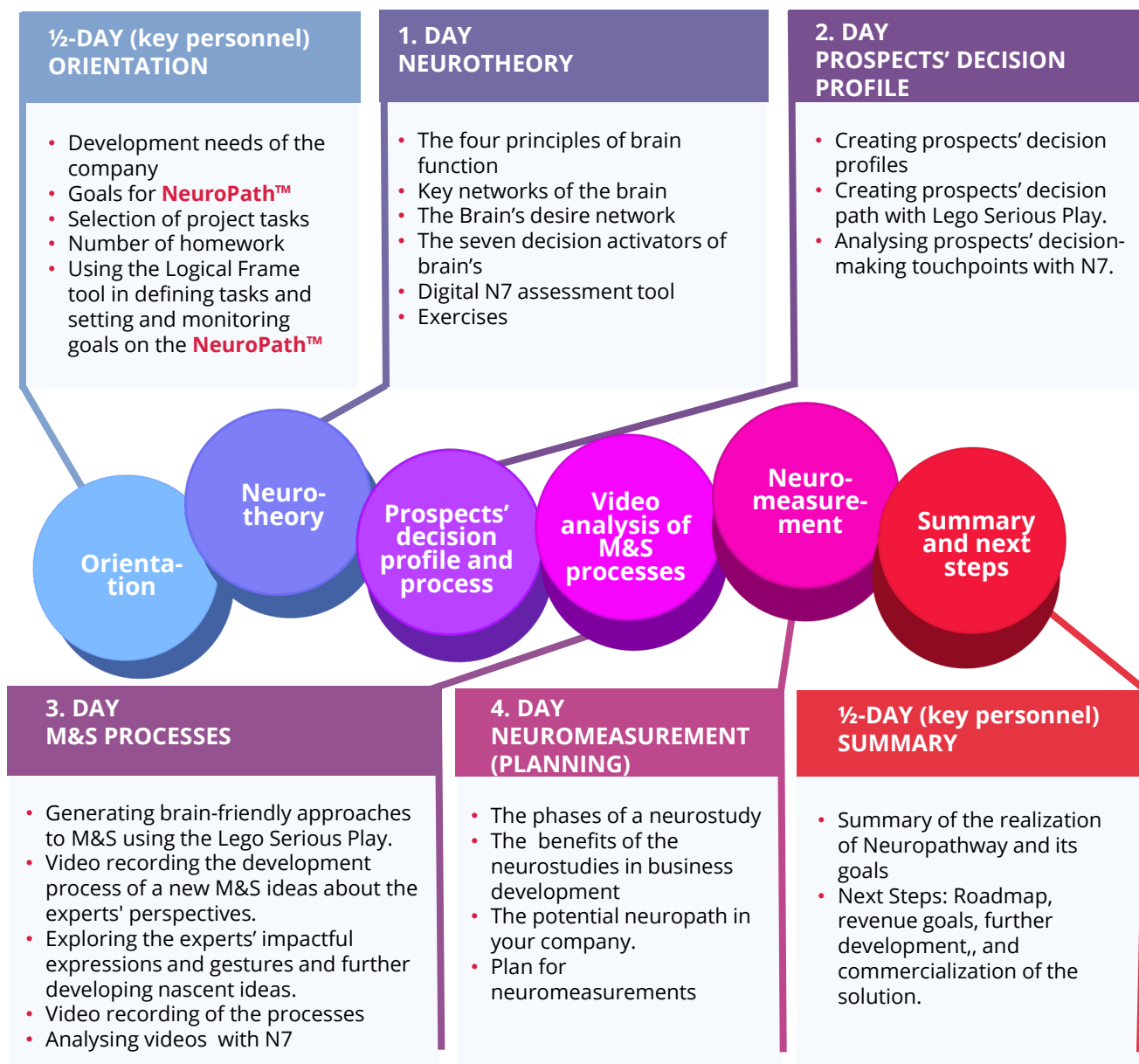


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# Neuro Path™ – Six Workshops



## Forerunner in Neurobusiness at your service

**References:** SRV, MTV, Valio, Neste, Congress Network Finland, Genelec, Seidat, international companies

**Implementation:** Neuro Path includes a half-day planning workshop with key personnel, 1-4 whole day neuro workshops, and a half-day summary with key personnel.

**Investment:** 4000 – 30 000 euros + alv.

The recommended number of participants for the team is 3–6 individuals/team. Multiple teams can participate in the same implementation. The scope of the implementation can vary from Introduction presentation (2h) to a year-long coaching program. Additionally, we charge travel expenses and travel time at 110 €/hour outside the metropolitan area, daily allowance, and any accommodation, catering, and venue costs, such as the rental of the neuro measurement laboratory.

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