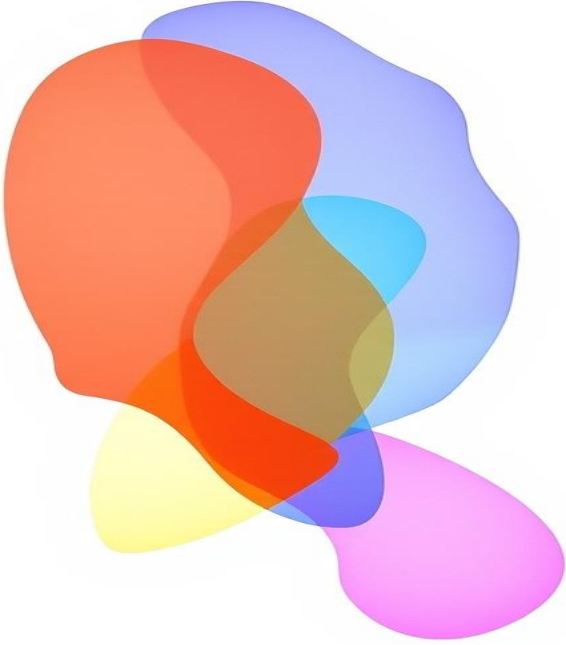


Neuroscience: Enabling Performance Through People

Transforming Organisational Culture
& Leadership best practice with
Brain Science





Why BTFA?

Unlocking Leadership with Neuroscience

Despite significant investment, many leadership and change initiatives fail because they ignore a crucial factor: the neuroscience of leadership, performance, learning, and change.

Leaders navigate complexity and transformation, yet change efforts often fall short by overlooking how humans process information, form beliefs, and adapt.

BTFA (Believe-Think-Feel-Act) bridges this gap.

This scientifically backed framework helps leaders drive lasting change, inspire alignment, and build high-performance cultures.

Applicable across all levels, from executives to frontline teams, BTFA embeds neuroscience into leadership, ensuring transformation is sustained.

This is not just another leadership model; it's the neurological foundation of effective leadership.

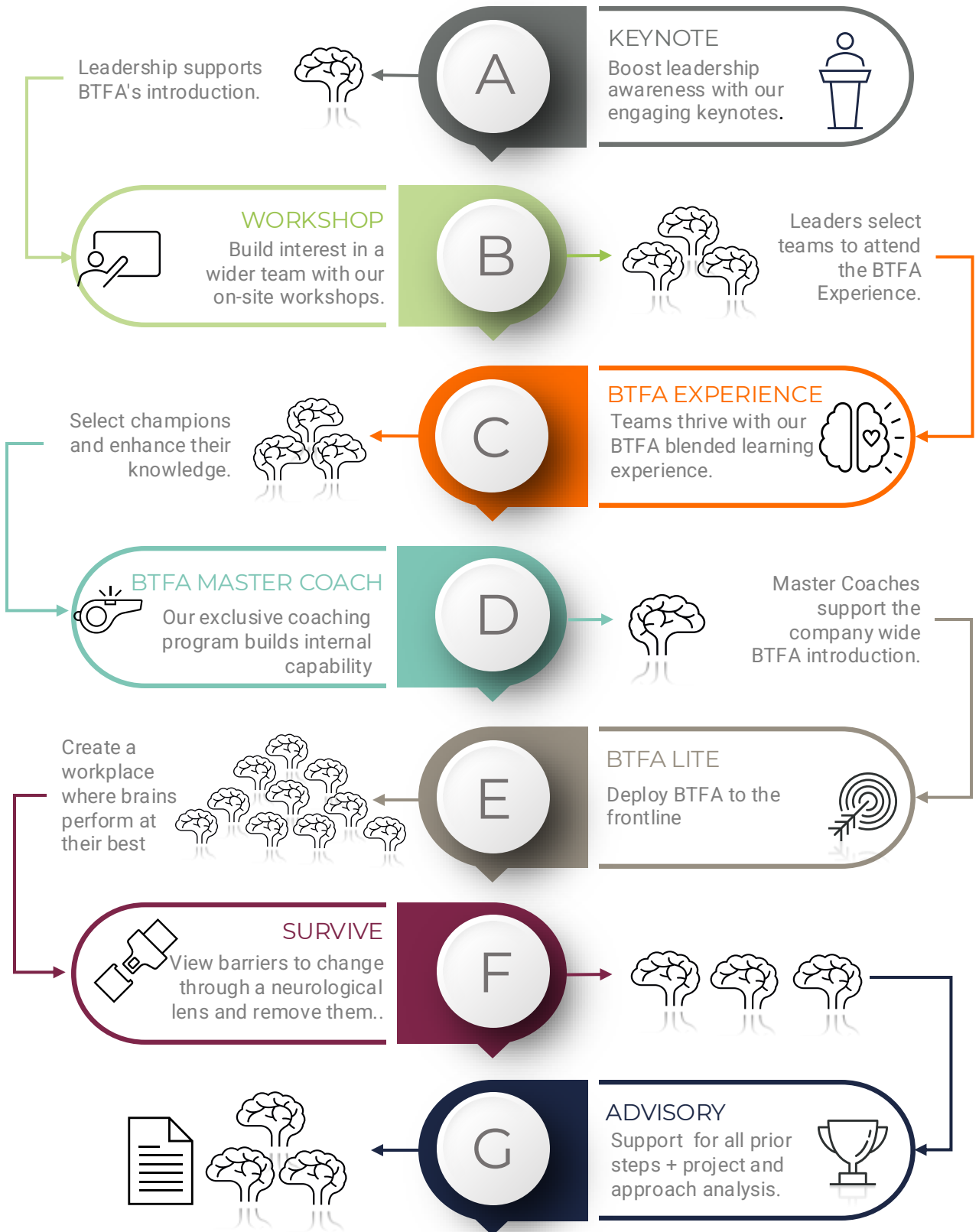
Comprehensive Services for Lasting Impact

Our BTFA services guide organisations from awareness to full neuroscience integration, accelerating all HR, OpEx, Lean, project management, and change initiatives.

**MAKE LIFE
BETTER**

BTFA - your route to “Better”

... through brains.



G+ - Project guidance and red-flag / risk reports help take your leadership performance forward, creating a culture of commitment over compliance.

A / B. Keynotes & Workshops

(Inspire & Introduce Neuroscience into Leadership Thinking)

A. Keynote Presentations *(On-Site or Off-Site, Global or Local)*

- Delivered by David Bovis, Founder of Duxinaroe and creator of the BTFA framework.
- Captivating, evidence-based talks that introduce the neuroscience behind leadership and organisational change.
- Designed for Senior Leadership Teams (SLT), Board Members, HR, L&D, Operational Excellence leaders and their teams.
- The first step for organisations looking to align leadership strategy with neuroscience.
- Investment: Standard keynote rate + expenses.

B. Half-Day Leadership Workshops *(Dive into Neuroscience & Leadership)*

- Interactive workshops provide a deeper introduction than a keynote.
- Leaders and teams explore how belief formation, decision-making, and emotional triggers shape culture and performance.
- Typically delivered to teams in multinational mid-market and corporate manufacturing organisations, this is your chance to engage your leadership teams early.
- Investment: Day rate + expenses.



C. The Full BTFA Experience

(The Foundation of Neuroscience-Driven Leadership & Change)

A 5-week immersive leadership transformation program designed to rewire the way leaders think, feel, and act at all levels of your organisation.

Delivered through:

- Weekly video-based modules, interactive simulations, and live Office Hours.
- Self-paced yet structured to ensure deep learning and reflection.
- 15-20 hours total commitment (just 3-4 hours a week), creating a profound shift in leadership mindset.

Outcome: Leaders from top-floor to shop-floor, emerge with a practical understanding of how the brain functions, equipping them to drive lasting cultural change, by improving the relationships, collaboration and teamwork that underpin organisational performance.

Ideal For:

- C-Suite Executives
- HR, L&D, OpEx, Lean and Strategy Leaders
- Anyone responsible for organisational transformation & leadership development
- Managers and Supervisory staff / line / cell leaders.

Investment: £2,400 per participant.

D. BTFA Master Coach (BMC) Certification (*Scaling BTFA Across the Organisation*)

For leaders who have completed the Full BTFA Experience and want to support BTFA developments in-house.

A 6-session, high-impact coaching program, directly with David Bovis & Levent Türk, the creators of the BTFA experience.

Provides deep expertise in neuroscience, behaviour, and leadership change.

BMCs receive licensing access to the BTFA Learning Management System (LMS) to:

- Support the training of their teams internally.

- Run weekly office hours within their organisation.

- Integrate BTFA into leadership development and operational strategies.

The Outcome?

- BMCs become the go-to experts for leadership neuroscience within their company.

- They ensure sustainable cultural change by embedding neuroscience-driven leadership practices at all levels.

- They provide ongoing coaching to maintain momentum, long after external training ends.

Investment: £5,400 per participant.



E. BTFA LITE – Awareness Module

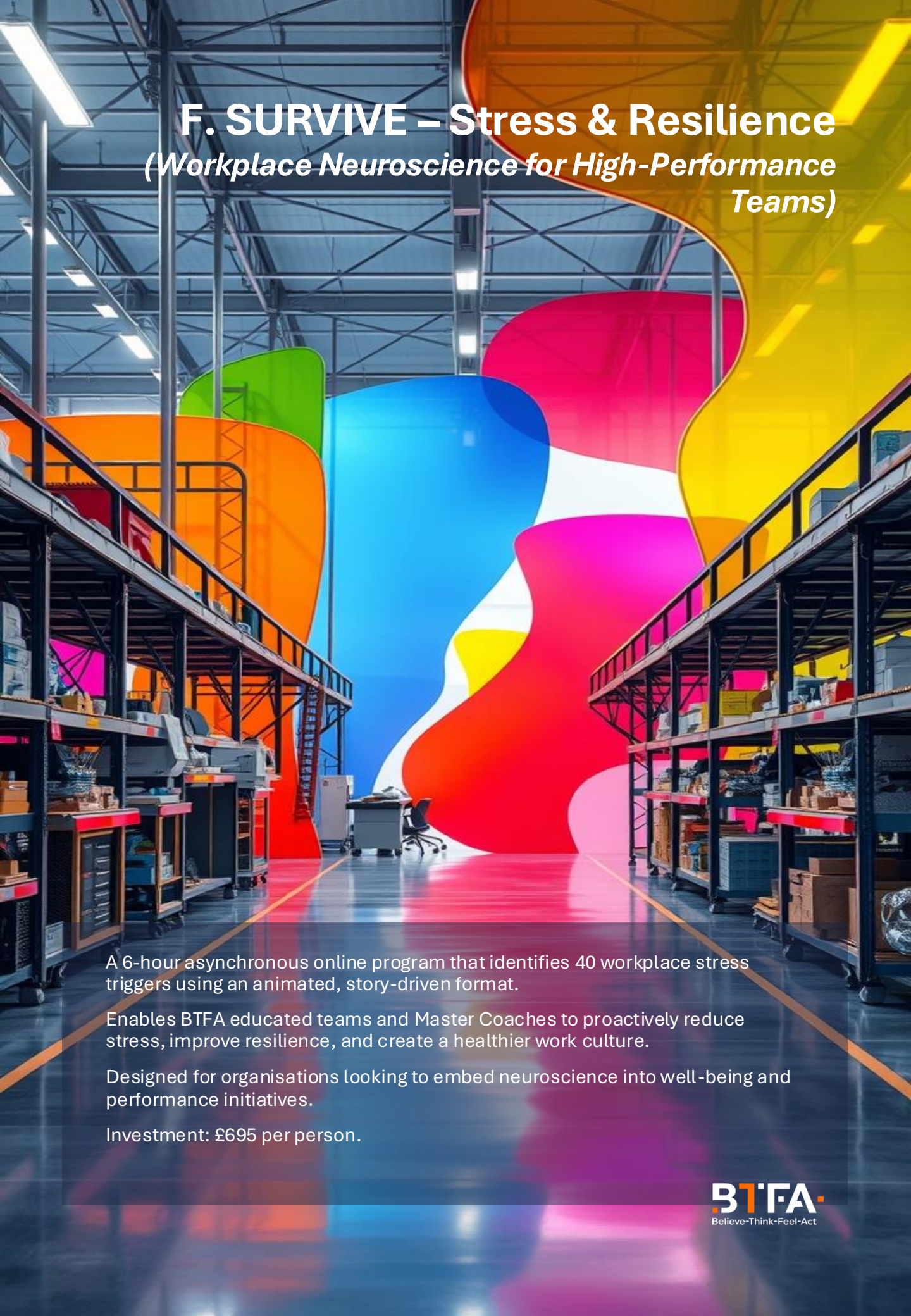
(Scaling Awareness Across the Organisation)

A 4-hour asynchronous learning experience introducing all employees to BTFA.

Designed to help teams understand that leaders are incorporating neuroscientific considerations into their approach toward strategy, leadership, and change.

Essential for organisations looking to raise awareness while concurrently rolling out deeper training.

Investment: £600 per person (scalable pricing available for larger cohorts).



F. SURVIVE – Stress & Resilience

(Workplace Neuroscience for High-Performance Teams)

A 6-hour asynchronous online program that identifies 40 workplace stress triggers using an animated, story-driven format.

Enables BTFA educated teams and Master Coaches to proactively reduce stress, improve resilience, and create a healthier work culture.

Designed for organisations looking to embed neuroscience into well-being and performance initiatives.

Investment: £695 per person.

G. Leadership Advisory Sessions

(Embedding BTFA in Real-World Leadership Challenges)

For teams that have completed the Full BTFA Experience and want advisory support to guide application.

Delivered at the Senior Leadership Team (SLT) level and below, to provide neuroscience-backed responses to real-world leadership challenges.

Ideal for:

- Manufacturing, Construction, Consulting, Aerospace, and any industry with high-performance demands.
- Leaders who need ongoing access to expert advisory support as they integrate BTFA into daily operations.

Investment: £1,600 per day (+ expenses).

G+. Consulting Services – Neuroscience-Based Change & Project Management *(Diagnose & Fix Cultural Misalignment)*

Red Flag Reports evaluating leadership effectiveness, change management strategies, and cultural alignment.

Neuroscience-based assessments of change initiatives, identifying risk factors and improvement opportunities.

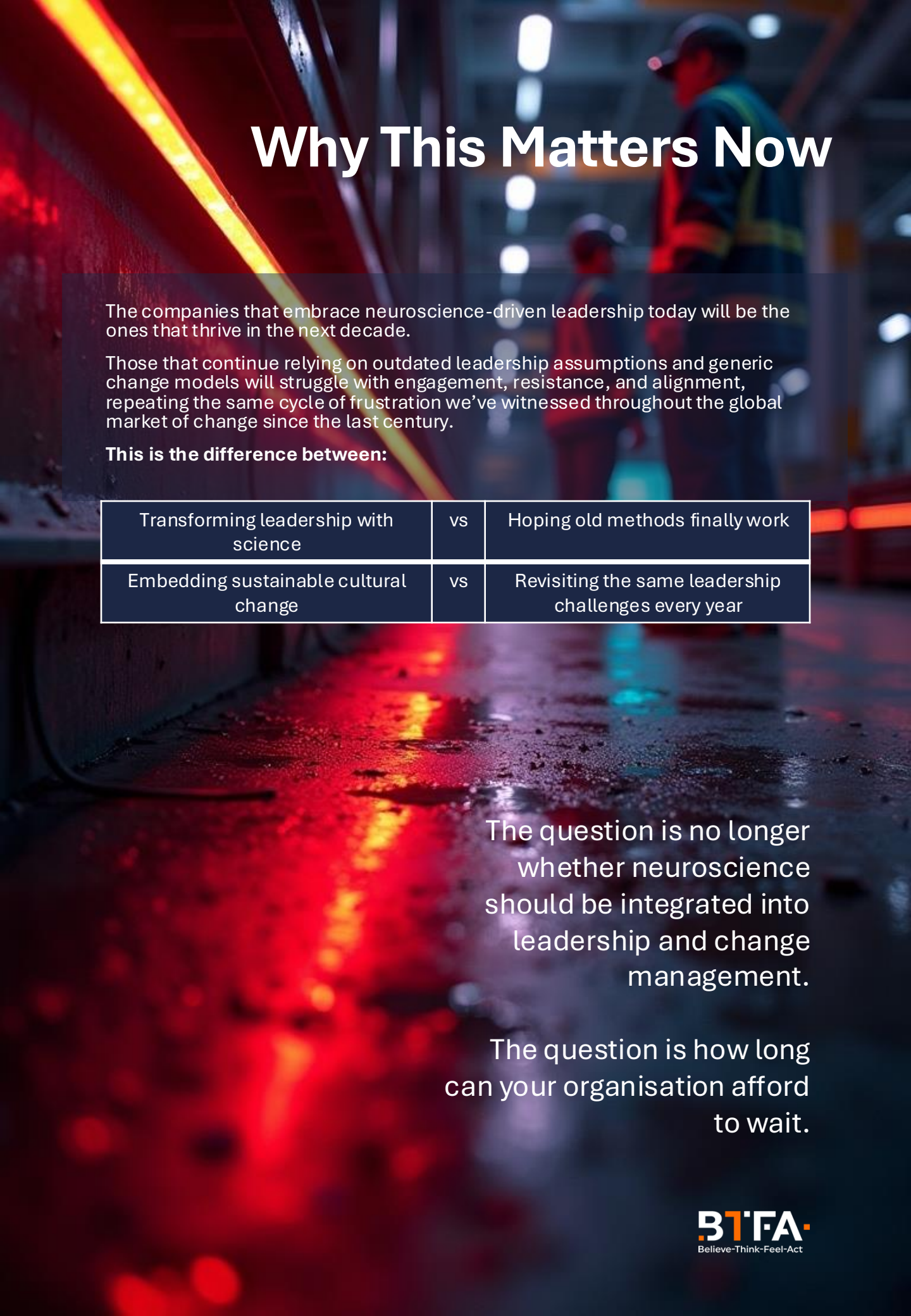
Delivered as standalone consulting projects or linked to ongoing advisory engagements.

Investment: £1,600 per day (+ expenses).



Duxinaroe: Service Offerings (Overview)

Dux Service	Purpose	Ideal Audience	Delivery	Investment
A. Keynote Presentation	Introduce BTFA & neuroscience-driven leadership to SLT & HRD teams	SLT, HR, L&D, OpEx, Lean leaders	On-site or virtual keynote by David Bovis	Standard keynote rate + expenses
B. Half-Day Leadership Workshop	Deep-dive into neuroscience & leadership beyond a keynote	Leadership teams, decision-makers, senior managers	In-person workshop, interactive exercises	£1,600 per day + expenses
C. Full BTFA Experience	Foundation training in neuroscience-based leadership	Leaders, managers, teams responsible for change	5-week online program + Office Hours	£2,400 per person
D. BTFA Master Coach (BMC) Certification	Train internal leaders to deliver BTFA	HR, L&D, OpEx, Lean, SLT members	6x 90-min coaching sessions + LMS licensing	£5,400 per person
E. BTFA Lite – Awareness Module	Introduce BTFA principles across the organization	All employees	4-hour online course	£600 per person (bulk pricing available)
F. SURVIVE – Stress & Resilience Training	Identify 40 workplace stress triggers & build resilience	Leaders, HR, well-being teams	6-hour online program	£695 per person
G. Advisory	Real-time problem-solving for leadership teams using BTFA	Senior Leaders, OpEx, HR, Lean teams	Ongoing consulting & advisory sessions	£1,600 per day + expenses
G+. Neuro-Consulting Services	Diagnose change management issues & cultural misalignment	HR, OpEx, SLT, transformation leads	Red Flag Reports & bespoke consulting	£1,600 per day + expenses



Why This Matters Now

The companies that embrace neuroscience-driven leadership today will be the ones that thrive in the next decade.

Those that continue relying on outdated leadership assumptions and generic change models will struggle with engagement, resistance, and alignment, repeating the same cycle of frustration we've witnessed throughout the global market of change since the last century.

This is the difference between:

Transforming leadership with science	vs	Hoping old methods finally work
Embedding sustainable cultural change	vs	Revisiting the same leadership challenges every year

The question is no longer whether neuroscience should be integrated into leadership and change management.

The question is how long can your organisation afford to wait.



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