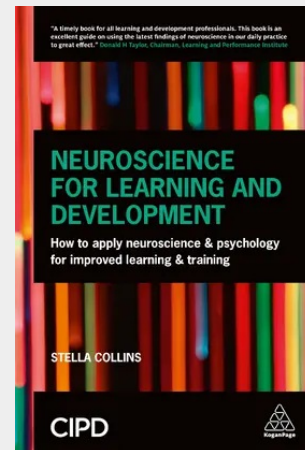


Neuroscience for Learning and Development

How to Apply Neuroscience and Psychology for Improved Learning and Training

Neuroscience for Learning and Development is about the psychology and neuroscience that underpins effective and successful training and learning. It introduces the latest research and concepts and suggests practical tools, techniques and ideas to improve how trainers train and how people learn. Readers will find new and more effective ways of working and will discover a sound basis for good practice. They will also discover the research that backs up what they are already doing well and evidence to support future projects and plans in order to make a convincing case to budget holders. **Neuroscience for Learning and Development** covers the design and delivery of face-to-face, online and virtual learning as well as how to create environments which make learning easier. It provides evidence to stop training and learning being seen as 'soft and fluffy' and will help trainers and L&D teams persuade the rest of their organization of their value. This book explains the science behind creative training delivery so that learners will be motivated, enjoy training, pay attention, remember what they learn and be able to apply it back at work. It explains the neuroscience of attention, memory and habits and how to make sure people learn what they need to learn. Readers will be able to distinguish the neuromyths from the neuroscience and will find out which elements of brain science offer evidence for current practice and as well as discovering new ideas to continue to develop their skills and practice.



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