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The Brain-Friendly Workplace

Why Talented People Quit and How to Get Them to Stay

By Friederike Fabritius

Foreword by Scott Barry Kaufman

WALL STREET JOURNAL BESTSELLER

A smart, science-based approach to retaining your talent and making the world of work a better place

Today's work isn't working. Stress and burnout are driving talented professionals out of the workforce while the corporate standard of extreme hours, sleep deprivation, and nonstop travel proves unsustainable. But innovative leaders are using this once-in-a-century opportunity to create a future of work that's better for everyone.

The workplace of tomorrow is a hybrid ecosystem that thrives on flexibility and diversity of thought, enabling all employees to reach peak performance. Every person's brain is different and by taking an inclusive view towards neurosignature diversity, organizations can get a competitive advantage.

In *The Brain-Friendly Workplace*, Friederike Fabritius offers a science-based and field-tested blueprint for tomorrow's workplace. Leaders capable of enacting change or individuals searching for ways to work smarter will discover that even small and inexpensive changes can lead to advantages like better employee

performance, higher job satisfaction, and stronger talent retention. If you have been longing for a better way of working where you and your people are both happy and productive, *The Brain-Friendly Workplace* can make that vision a reality.

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About the Author

About the Author

Friederike Fabritius, MS, is a neuroscientist and trailblazer in the field of neuroleadership. Her brain-based leadership programs have transformed how Fortune 500 executives think, innovate, and navigate change. Fabritius is a thought leader and keynote speaker, known for engaging global audiences at organizations like Google, Ernst & Young (EY), Boston Consulting Group (BCG), Adecco, Accenture, Deloitte, BMW, Bayer, SAP, Harvard Business Review, trivago, and Audi. An alumna of McKinsey & Company and the Max Planck Institute for Brain Research, she serves on the prestigious German Academy of Science and Engineering. Fabritius is author of the award-winning book *The Leading Brain: Neuroscience Hacks to Work Smarter, Better, Happier*. She is fluent in six languages and lives with her husband and five children in Heidelberg, Germany. Visit her website at <https://friederikefabritius.com>.

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