



June 10, 2019

Divani Apollon Palace and Thalasso  
09:00-16:00 hours

**Paul J. Zak**

Neuroscientist. Prolific Author.  
Public Speaker.

# #Trust Factor

## The Science of Creating High-Performance Companies

Trust is the key ingredient to success for most high-performing organizations.

People at high-trust companies report: 74% less stress, 106% more energy at work, 50% higher productivity, 13% fewer sick days, 76% more engagement, 29% more satisfaction with their lives and 40% less burnout, compared with people at low-trust companies. They also enjoy their jobs 60% more, are 70% more aligned with their companies' purpose and feel 66% closer to their colleagues.

Are leaders today aware of it?

According to PwC's Global CEO survey, 55% of CEOs worldwide recognize a trust deficit that threatens their organization's growth, but they lack a framework that shows them how to build it!



Join SARGIA Partners Leadership Seminar 2019 and find out why this year Trust will become the talk of the town!

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## The Science of Creating High-Performance Companies

For decades, alarms have sounded about employee disengagement. But why is "culture" so difficult to improve? What makes so many high performing employees check out? The famous Neuroscientist Paul Zak shows that innate brain functions hold the answers.

Trust is the secret ingredient of any high performing organization. When someone shows you trust, a feel-good jolt of oxytocin surges through your brain and triggers you to reciprocate. This simple mechanism creates a perpetual trust-building cycle, key to changing dysfunctional workplace patterns.

Drawing on his original research, Paul Zak, the honorary guest and keynote speaker of SARGIA Partners Leadership Seminar 2019

**"Trust Factor: The Science of Creating High Performance Companies"**, will open us a window on how brain chemicals affect our behavior, and show us ways to consciously stimulate it.

He will present his pioneering management tool, called the **O-Factor** and will describe an eight-step trust-boosting program that every organization could use to reach peak performance and maintain happy and healthy employees.



It's neuroscience and it's  
the art of conducting  
smart business.  
Get your brain in the game!

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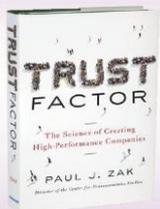
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## Meet our **1 million** YouTubeviews Keynote Speaker **Paul J. Zak**

Paul's two decades of research have taken him from the Pentagon to Fortune 50 boardrooms, in a quest to understand the neuroscience of human connection, human happiness and effective teamwork.



His latest book, **Trust Factor: The Science of Creating High Performance Companies**, uses neuroscience to measure and manage organizational cultures, to inspire teamwork and to accelerate business outcomes.



His 2012 book, **The Moral Molecule: The Source of Love and Prosperity**, recounted his unlikely discovery of the neurochemical oxytocin as the key driver of trust, love, and morality that distinguish our humanity.

Paul is the founding Director of the Center for Neuroeconomics Studies. He uses neuroscience to quantify the impact of movies, advertising, stories, and consumer experiences and has been key instigator in the development of several transdisciplinary fields, including neuroeconomics, neuromanagement, and neuromarketing.

Paul is also Professor of Economics, Psychology and Management at Claremont Graduate University. He has degrees in mathematics and economics from San Diego State University, a Ph.D. in economics from University of Pennsylvania, and post-doctoral training in neuroimaging from Harvard.

Learn more about Paul's:

[Academic lab](#)

[Consumer Neuroscience Company](#)

[Neuromanagement Company Finsbury](#),

a global leader in strategic communications where Paul serves as a senior advisor

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## On SARGIA Partners Leadership Seminars Get your brain in the game!

SARGIA Partners initially launched its Leadership Seminars in 2012 and since then they have been established as a must-attend event in the agenda of all C-Level executives, HR Professionals and Senior Decision Makers. With a leadership specific content, our Seminars come to complement SARGIA Partners' unique value proposition: To inspire and enable leaders to approach the notion of change with a higher level of consciousness, a broader perspective and an agile behavior.

Based on the latest trends and insights of neuroscience of leadership, our Seminars aim to address the core mindsets, skill-sets and behaviors that need to be developed for leaders to respond to the challenges of their role in transformational times. Supported by accredited research and based on the latest scientific approaches for leadership skills development, SARGIA Partners Leadership Seminars aim to inspire leaders to embrace the belief that change can be foreseen, managed and turned into a unique growth opportunity if they just **get their brain in the game!**

### Cost of attendance

1-3 participants	€480+VAT per person
4-7 participants	€450+VAT per person
Table reservation (8 persons)	€3,360+VAT (€420 per person)



In our past LS participants' words:

*"Exceptional, insightful, inspiring, authentic"*

*"Any Leader's must"*

*"Truly inspirational, capable for raising the standards"*

*"Captivating and motivating. Put my mind on thinking what I can do differently"*

You may find out more about our Leadership Seminars



Contact us

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