



OUR BEHAVIOURAL APPROACH

Almost everything in an organisation has to do with the human behaviour. If a manager wants one of his people to be pro-active, as he is passive, he has to know how he can change this behaviour. If I am too dominant and oppress the people around me, I have to know how I can change my behaviour to become emphatic and compliant.

We are experts in behaviour, being certified practitioners of the NBA (Neurocognitive and Behavioural Approach). The NBA is one of the pillars of our approach.

The NBA is the model developed by French scientists at the [IME](#) Research Centre (Institute of Environmental Medicine directed by Jacques Fradin), which backs up the [Institute of NeuroCognitivism](#).

It rests on a synthesis between the sciences of psychology (behavioural and cognitive therapies) and the sciences of the brain (neurosciences) and enables us to objectivise, understand and interact with renewed efficiency in human relations.

The human impact of the Neurocognitive and Behavioural Approach is threefold:

- **Its first impact is the freeing of individual potential.** The NBA teaches each one of us, whatever our level or skill, to recruit the right cerebral resources thanks to which we will adapt to a more and more complex environment, to the greatest benefit of our inner serenity. To know ourselves better and learn to distinguish our deep motivation from our shallow motivations contributes actively to optimise personal pleasure and performance.
- **The second impact is relational:** communication tools, grounded, perfected thanks to the NBA stimulate collective intelligence in groups. They foster a climate which, in encounters, favours the passage towards greater open mindedness among people and greater creativity.
- **Its third impact is organisational:** the NBA, at the base of “biosystemics”, makes the link between human sciences and management processes. It acts in depth and by light touches on the effectiveness and fluidity of the structure. The NBA renders it biocompatible, i.e. in harmony with the biological functioning of humans who are the living forces. By doing so, it obtains as a result a significant and irreversible lessening of organisational dysfunctioning.

By its global approach, the NBA assures the coherence among these three impact levels: **it stimulates motivation and individual performance, fosters the pleasure of collective action and improves the organisation itself. Last but not least, it helps to stay calm in any circumstances**, by letting know that stress is an ally, because it let me know that in the situation I live now, I am not in the right part of my brain and that I have to switch to the prefrontal neocortex.