



**NIPM**  
KERALA CHAPTER  
[www.nipmkerala.org](http://www.nipmkerala.org)

ONE DAY WORKSHOP ON

# Neuroscience Unlocking Human Potential



 25th October 2024 (Friday)

 Hotel Presidency, Kochi



Resource Person

**Mr. Biju Dominic**

Chief Evangelist  
Fractal Analytics &  
Chairman

Final Mile Consulting

## Neuroscience Unlocking Human Potential



# ABOUT THE WORKSHOP

Join us for an insightful session on "Neuroscience: Unlocking Human Potential", where we explore the latest discoveries in neuroscience and behavioral science to better understand human behavior. Learn how integrating these insights into your people strategy can drive enhanced performance and growth for both individuals and organizations. Discover the science behind unlocking human potential and achieving win-win outcomes!

### ABOUT THE RESOURCE PERSON

Biju Dominic's career has been driven by his quest to understand and influence human behavior. He spent 18 years in advertising, where he realized that conventional methods were inadequate for driving significant behavioral changes. This realization led him to delve into cognitive neuroscience, behavioral economics, and design thinking. He then pioneered a new approach called Behavior Architecture.

In 2007, Biju co-founded FinalMile Consulting, where he introduced innovative research and communication techniques like Ethnolab and Non-Conscious Design. These methods have been successfully applied to address critical societal and business issues, such as reducing the spread of HIV, decreasing road accidents, improving loan repayments, and enhancing medication adherence in countries like the US, China, UK, India, and across Africa.

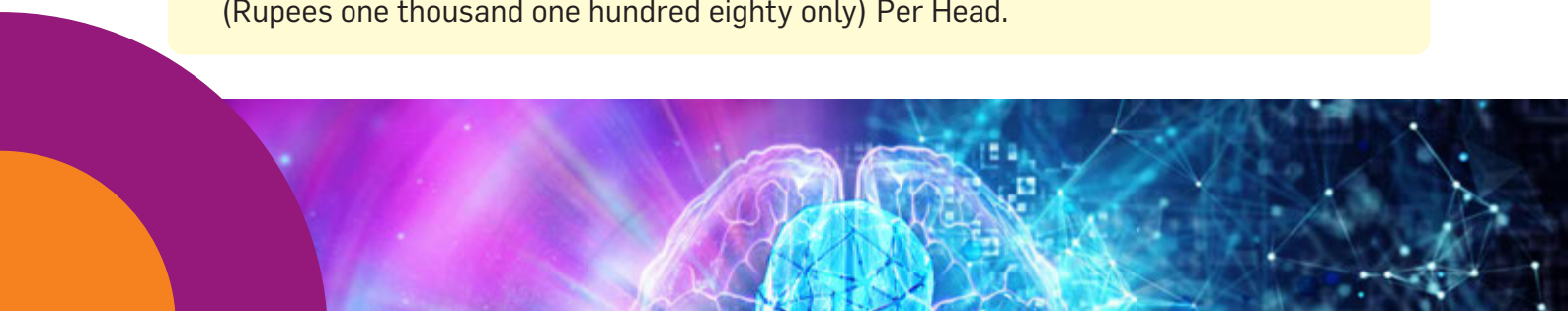
In 2018, FinalMile became a part of Fractal Analytics, a leader in AI. Biju is now exploring the convergence of human and machine intelligence. He is focused on unraveling the "master algorithm" of human cognition, aiming to leverage technology to positively influence human decision-making. His mission continues to be the deep understanding and transformation of human behavior for the better.



## Participation Fee:

NIPM Members: Rs. 800/- + 18% GST i.e. **Total Rs. 944/-**  
(Rupees nine hundred forty four only) Per Head.

Non NIPM Members: Rs.1000/- + 18% GST i.e. **Total Rs.1,180/-**  
(Rupees one thousand one hundred eighty only) Per Head.



# SESSION DETAILS:



**Date:**  
25th October 2024 (Friday)

**Time:**  
9:00 AM - 5:30 PM

**Venue:**  
**Hotel Presidency**  
Paramara Road, Opp. Ernakulam Town Hall, Kochi - 682 018

**FOR REGISTRATION**  
**CLICK**  
**HERE** 

Please nominate maximum number of participants from your organization and make use of this very valuable and informative session.

For NIPM Kerala Chapter

Johnson Mathew  
Chairman

Kshama Sandeep  
Hon. Secretary

Anilkumar G  
Chair-L & D Committee

## The Organizers

The "National Institute of Personnel Management" (NIPM) is the All-India Body of Professional Managers engaged in the profession of Personnel Management, Industrial Relations, Labour Welfare and Human Resources Development in the country. It is a non-profit organization registered under the Societies Registration Act 1960. The Institute through its 55 Chapters all over the country having about 10000 members is devoted to the development of skill and expertise of the professionals engaged in the management of human resources. NIPM (Kerala Chapter) was started as 7th Chapter in the Country in the year 1961. Kerala Chapter of NIPM has more than 800 HR professionals as Individual Members, 39 Government / Private Sector Companies and Management Schools as Institutional Members. It is one of the most vibrant chapters in the country. Kerala Chapter of NIPM has been adjudged as the Best Chapter among the 55 Chapters consecutively for many years.



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### NATIONAL INSTITUTE OF PERSONNEL MANAGEMENT

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