

# The Human Side of Change: *The Neuroscience of Leading Teams Through the Unknown*

**RYAN BOUDA**  
Speaker



Ryan connects with audiences through powerful storytelling, research, and real world case studies that drive immediate impact.

## Description

Change disrupts more than workflows... it disrupts the brain. Uncertainty triggers a biological "threat response" that drives the resistance and disengagement that stall progress. ***The Human Side of Change*** provides a human-centered approach to transition. By exploring the neuroscience of change, leaders learn to move beyond one-size-fits-all messaging to deliver targeted communication that meets people where they are: logically, emotionally, and practically.

## Framework: *Change Alignment Model*

*A structured approach for leading people through uncertainty by combining meaning, trust, focus, and reinforcement to stabilize performance during change.*



## In this session, participants will:

- **IDENTIFY CHANGE TRIGGERS:** Recognize how the brain's "threat response" drives resistance.
- **DIFFERENTIATE NEEDS:** Contrast logical and emotional communication needs during change.
- **APPLY THE 8-PART FRAMEWORK:** Utilize a structured toolkit to create clarity and reduce uncertainty.
- **EXECUTE TARGETED MESSAGING:** Formulate tailored plans that align with individual values and motivations.

## Speaker Demo Reel

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**"This was so worth it. I recommend this as it accurately provides you ways to communicate better not just at the workplace, but life in general."**



**Anonymous, VPPPA Summit**