



# The Fear-free Organization: Vital Insights from Neuroscience to Transform Your Business Culture

*Paul Brown, Joan Kingsley, Sue Paterson*

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## **The Fear-free Organization: Vital Insights from Neuroscience to Transform Your Business Culture**

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Leadership that makes a difference takes guts and confidence, plus belief in oneself and belief in the key players in the organization. It is built on trust, not fear. Scared people spend a lot more time plotting their survival than working productively, so *The Fear-Free Organization* has zero tolerance for bullies, vicious gossip, undermining behaviors, hijacking tactics, political jockeying for position or favoritism. Instead, it works on inspiration. Evidence from neuroscience shows that individuals and organizations are more successful when people are encouraged to take risks, to explore new ideas, and to channel their energies in ways that work for them. *The Fear-Free Organization* reveals how our new understanding of the neurobiology of the self - how the brain constructs the person - can transform for the better the way our businesses and organizations work.

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