



NEURO-REFRAMING SERIES

A CATALYST FOR PERSONAL CHANGE

BROCHURE

Your greatest competitive advantage is cognitive.

The world of work is changing. What it demands of people's minds is changing too. Organisations that thrive invest in how their people think, regulate, and respond, not only what they deliver.

Three ways in:

Designed Essential Series

Enhanced Learning Journey

Bespoke & Co-Designed Programme

A catalyst for personal change

Building intentional mental habits through self-understanding, empathy, and research-backed micro-interventions

Most development programmes teach **what** to do differently. The Neuro-Reframing Series (NRS) teaches **why** our mental patterns form in the first place, and how understanding the psychology and neuroscience behind them enables genuine, sustainable change.

This is a programme that offers a structured and guided space to boost self-awareness. When people understand the root causes of mental habits, they can meet themselves with self-compassion rather than judgement. This self-empathy creates intrinsic motivation for change that lasts, because it's rooted in understanding, not shame.

The result? **Intentional mental habits** that serve us. Building the skills to pause, understand what's happening in the moment, and respond with empathy and awareness rather than react from old patterns.

This programme aims to address mental blockers to personal growth using the tools of neuroscience and cognitive reframing. It recognises we each have a unique way to build awareness and compassion for oneself, and how this affects interpersonal behaviours.

This work strengthens personal foundations for critical work, while enhancing ongoing efforts within the organisation around well-being, talent management, and DEI.

This isn't just another training programme. It's the science of sustainable personal transformation that ripples through your entire organisation.

Designed for minds of all kinds

By recognising the unique wiring of every brain, our inclusive-by-design approach means every participant can access the core principles of understanding their own mental patterns and building self-compassion.

The programme serves every person in your organisation, and our clients understand that:

- Sustainable organisational change starts with individual self-awareness
- Impactful leaders must understand and empathise with their own minds first
- Effective cultures are built on effective interpersonal relationships
- Our research-backed approach allows for individual care and lasting results

“What I found most impactful was learning about how ‘crooked thinking’ patterns can influence our emotions and behaviours without us realising it. Understanding how the brain processes information and how we can consciously shift our thinking has been incredibly eye-opening and empowering.”

NRS Participant

The complete transformation cycle

1. Understanding the 'Why'

Participants learn the psychology and neuroscience behind how mental habits form and why they stick. This isn't abstract theory, it's practical insight into their own thinking patterns.

3. Self-Compassion Through Understanding

When people understand *why* they think and react as they do, they can meet themselves without judgement. This empathy for oneself becomes the catalyst for everything else.

5. Micro-Interventions That Stick

Small, research-backed techniques that can be applied in real moments. They're rooted in deeper understanding, with anchors to encourage their consistent use.



2. Root Cause Awareness

Develop understanding of the deeper reasons behind automatic thoughts, limiting beliefs, and emotional reactions. Knowledge creates the foundation for compassion.

4. Intrinsic Motivation

Self-compassion fuels genuine desire to change, not from shame or external pressure, but from authentic care for oneself. This creates sustainable motivation.

6. Intentional Mental Habits

New patterns that better serve us, including the ability to pause, understand, and respond with awareness rather than react automatically.



Strategic Benefits

Unlock Human Potential, Strengthen Culture

Empowered Individuals

- **Sustainable Self-Awareness:** Deep understanding of personal mental patterns and triggers
- **Emotional Resilience:** Tools to pause and respond rather than react automatically
- **Authentic Empathy:** Genuine empathy for others, built on a foundation of self-compassion
- **Improved Decision-Making:** More measured, intentional responses in complex situations

Culture of Empathy

- **Psychological Safety:** When people are compassionate with themselves, they naturally extend that to others
- **Inclusive Behaviours:** Understanding mental diversity reduces judgement and increases empathy
- **Change Readiness:** Teams equipped with intentional mental habits adapt more effectively
- **Engagement & Retention:** Employees feel valued for their authentic selves and equipped to grow

Strategic ROI

- **Amplifies Existing Investments:** Makes current leadership, wellbeing, and DEI programmes more effective by addressing the fundamental skills that support personal growth.
- **Business Impact:** Delegates leave with practical tools to challenge limiting beliefs, manage stress, and build resilience, leading to more assured leadership and a ripple effect of positive change across the organisation.
- **Future Ready Leadership:** Organisations reinforce their commitment to wellbeing, inclusion, and talent development, ensuring leaders are equipped with the cognitive skills needed to navigate increasing complexity leaders and their teams are faced with.
- **Sustainable Implementation:** Intrinsic motivation means changes stick long after the programme ends.

“It was an eye-opener on the power of cognitive reframing and neuroscience to unlock our potential”

NRS Participant

Research-backed methodology

Neuroplasticity Science

Understanding how the brain forms and changes patterns throughout life, enabling participants to consciously choose which mental habits to strengthen.

Cognitive Psychology

Evidence-based insights into how automatic thoughts form, why limiting beliefs persist, and the mechanisms for sustainable change.

Micro-Intervention Approach

Small, immediately applicable techniques that compound over time - backed by research on habit formation and sustainable behaviour change.

Self-Compassion Research

Proven techniques that reduce stress, increase resilience, and create the emotional foundation needed for lasting personal growth.

“In a fast-paced world we are living, I think the most impactful was the importance to take time to reflect and understand what is limiting and holding us back to take action and improve ourselves.”

NRS Participant

How it works

Begin with a guided onboarding session and comprehensive workbook to guide learning. Choose what's most relevant to your organisation with structured essential and enhanced learning topics tailored to your needs.

3 Part Series - Essential Learning:

- Introduction to Neuro-Reframing
- Brainframes & Patterns
- Applied Neuro-Reframing

Enhanced Learning Journeys:

Add on Defined Workshops:

- Exploring Neurodiversity & Neuroinclusion
- Impostor Syndrome
- Stress & Mental Wellbeing

Choose additional topics for a more bespoke learning experience:

- Neurodiversity & Mental Health
- Personality & How we behave
- Our Perception: Of self and of the world
- Peak Performance & Intentional Thinking

Bespoke Learning Options:

- Custom modules tailored to your organisation's specific challenges
- Integration with existing wellbeing and development programmes
- Extended consultancy and assessment options

“As a result of the course, I've started becoming more mindful of my thinking patterns and how they influence my emotions and actions. I feel more in control during stressful situations, and professionally, I anticipate being able to communicate more calmly and effectively.”

NRS Participant



Delivery that works for you

- **Fully Virtual:**
Compatible with any platform in your existing infrastructure
- **Flexible Timing:**
60-90 minute sessions designed around your schedule
- **Cohort-Based:**
Up to 25 participants per group for optimal engagement and discussion
- **Comprehensive Support:**
Digital workbook, guided onboarding, and ongoing reinforcement communications
- **Scalable Implementation:**
Multiple cohorts can be delivered across your organisation

Why choose NRS?

- Addresses the root psychology behind workplace challenges, not just surface behaviours
- Creates lasting change through intrinsic motivation rather than external compliance
- Develops the self-awareness and empathy that underpin all other leadership capabilities
- Enhances engagement, resilience, and performance
- Amplifies existing programmes by giving people the cognitive skills to apply what they learn to the changing world of work

The science of sustainable change

The Neuro-Reframing Series represents a breakthrough in how we approach personal and professional development. By helping people understand the psychology behind their mental habits, we enable the self-compassion that fuels genuine, lasting transformation.

This is personal change that transforms organisational culture - one mind at a time.

“With self-compassion I’m more open to others & I have less the sensations of not being the appropriate person in my role. This strategy helped me reduce my limiting beliefs and adding ‘yet’ when it comes is a powerful cocktail for me.”

NRS Participant

NRS Author Biography



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“When people understand their own minds, they stop fighting themselves and start meeting themselves with compassion. That is the entry point to change that actually lasts.”

Áine is Lead Consultant across the HQL brands and the author of the Neuro-Reframing Series. Her work sits at the intersection of neuroscience, psychology and sustainable behaviour change, with applications across strategy formation, learning and development, and building human centred cultures where people genuinely thrive.

Áine holds a BSc in Psychology from Dublin City University and an MSc in the Psychology and Neuroscience of Mental Health from King’s College London. Her career began in clinical and peak performance neuropsychology before she moved into the corporate world with the People Operations EMEA team at Meta. It was there that her involvement with employee resource groups sparked a lasting commitment to mental wellbeing, neurodiversity and inclusive culture. Alongside her work with HQL, she runs an independent consultancy in Ireland and contributes to the wider field of neurocognitive leadership and neuroinclusion.

The through line across everything she does is the same. When people understand their own minds, they stop managing their behaviour from the outside in, and start changing it from the inside out. That shift, from compliance to genuine transformation, from doing to being, is the mechanism at the heart of the Neuro-Reframing Series and her wider work.

Let’s Talk

Building the cognitive skills that transform how people think, regulate, and respond at work.

Ready to help your people build the intentional mental habits that drive lasting change?

Contact us to book a [20 minute discovery call](#) explore how the Neuro-Reframing Series can transform your approach to personal and professional development.

Email Áine, our Lead for NRS aine@humaqazi.com

For more information, visit:

www.newinclusion.com/neuro-reframing-series

Book a call





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