

BETTER BRAINS = BETTER BUSINESS



International
Speaker



Thought
Leader



Creative Brain
Capital Strategist

The most valuable resource in your organization is not technology, not strategy, and not even talent alone. It is the brain—the health of it, the power of it, and the culture that supports it.

Brain health is a key economic driver and a critical indicator of a community's prosperity. Cognitive vitality fuels innovation, strengthens resilience, and underpins national and organizational security.

Brain capital combines optimal **brain health** with high-functioning **brain skills** such as cognitive agility, emotional intelligence, and social adaptability. It is rapidly becoming the foundation of sustainable economic growth in a changing world.

We are entering the **brain economy**, a new frontier that challenges us to shift our mindset. Brain health is not a cost to manage. It is the most strategic investment of our lifetime. Every dollar invested in brain capital is estimated to return over eleven dollars in increased GDP. The return is exponential. The impact is generational.

What is the status of your company's brain capital?

Meet Genein

Genein Letford, M.Ed., is an international thought leader on brain capital and the creator of **NeuroSomatic Creativity®** and **Prismatic Leadership**. As the 2019 LA Lakers Business Woman of the Year and the 2015 California Charter Teacher of the Year, she blends neuroscience, education, and innovation to inspire transformative change across sectors.

Her work has helped establish **Brain Capital Awareness Months** in multiple cities, build corporate cultures of creative thinking, and continues to shape future-ready conversations around leadership brain health and learning.

Keynote Topics

- Your Brains are Your Business: Building Brain Capital in Your Organization
- NeuroSomatic Creativity®: Leadership For a New Era
- Maintaining Peak Brain Performance in a Changing World



GENEIN LETFORD, M.ED.

Unleash the Power of Your Organization's Brain Capital

What People Are Saying

"I look for breakthroughs and Genein is on the front lines of this brain capital movement."

— Richard Hatzfeld, Global Health Impact, FINN Partners

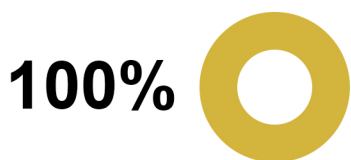
"Genein and her team opened a door to a future where brain health and bold ideas thrive in unison."

— Jackie Mattox, Founder and CEO, Women in Electronics

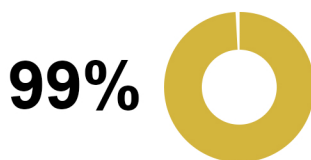
"I have never been so engaged and activated during a presentation. Days later, I was still reflecting on all I had learned."

— Khariah Clark, Associate Mindfulness Coach

Attendees Find Valuable



Would See Again



▲ of 1596 attendees over 27 events ▲



Now Booking International Keynotes, Executive Trainings, and Brain Capital Strategy Workshops

Let Genein help you unlock the full brilliance of your people—because the future belongs to those who know how to nurture the power of the brain.



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