



Award Winning Educator & Thought Leader in
Brain Health and Creative Education

Empowering Schools to Build Brain Capital and Foster Whole-Child Success

The most critical capital in any school isn't found in textbooks or technology, it's found within the minds of our students and educators.

- Their creativity.
- Their resilience.
- Their ability to think, connect, and lead.

In this emerging **brain economy**, cognitive strength and emotional agility are the new academic currency. **Brain capital** - a combination of **brain health** and **brain skills** such as self-regulation, collaboration, creativity, and adaptability - is now the foundation for student success and educational transformation.

Brain health is no longer optional. It is a direct contributor to academic performance, teacher and student well-being, and community vitality. Integrating brain capital into the curriculum brings exponential returns in learning outcomes, classroom engagement, and school culture.

The question for today's educators is clear:

Are we cultivating the brain capital our students need to thrive in a complex world?

Meet Genein

Genein Letford, M.Ed., is a pioneering voice in education, creative thinking, and brain health. As the 2019 LA Lakers Business Woman of the Year and the 2015 California Charter Teacher of the Year, Genein bridges neuroscience, the arts and whole student-centered instruction with dynamic interactive strategies that inspire lasting change.

Genein has led the establishment of **Brain Capital Awareness Months** in multiple U.S. cities, published the very first book on brain capital and continues to empower educators nationwide to build classrooms that don't just teach minds - but **helps them flourish**.

Keynote Topics

- Their Brain Health Is Your Benchmark: Building Brain Capital in Your Classroom
- NeuroSomatic Creativity®: Cultivating Leaders For a New Era
- Brain Health for Educators and the Students They Teach



GENEIN LETFORD, M.ED.

Unlock the Brainpower in Your Students and Staff

What Educators Are Saying

"Genein gave us practical tools and profound inspiration. She's what every educator needs right now."

— Mary Gracia, Gifted and Advanced Learning Curriculum CoordinatorPartners

"Her message connected science with the heart. Our teachers left feeling seen, empowered, and equipped."

— Laura Arrington Executive Director

"This wasn't just PD. This was a movement for how we honor our students' brains and our own."

— Jason White, Curriculum Director, Chicago

Attendees Find Valuable

100%



Would See Again

99%



▲ of 1596 attendees over 27 events ▲



Now Booking

- Keynote Addresses for Educator Conferences and School Assemblies
- Professional Development Workshops on Brain Health, Creativity, and Innovation
- School District Leadership Trainings on Building Brain Capital Culture
- Creative Curriculum Development Consultations



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