

# BRAIN-BASED CREATIVITY & PERFORMANCE FOR MODERN EDUCATION



Keynote  
Speaker



Educator  
Trainer



Best-Selling  
Author

## Better Thinking. Deeper Learning. Real Student Success.

Genein Letford, M.Ed is an award winning educator, keynote speaker and PD trainer who empowers schools and districts to improve student engagement, educator effectiveness, and learning outcomes through brain-based creativity strategies.

Her work combines **neuroscience and creative thinking** to help educators and students think more effectively, adapt to change, and perform at higher levels in today's evolving learning environments.

## Creative Thinking Drives Lasting Impact

In today's classrooms, success is not just about what students learn, but how they think. Genein equips educators and leaders with practical tools to strengthen cognitive flexibility, improve engagement, and create learning environments where students and staff can thrive.

100%



100% report immediate value  
and actionable insights

99%



99% of attendees would  
attend again

1921 responses on [talkadot](#)

## Dynamic Keynote Topics

### 1. Developing Adaptive Leaders Through Brain-Based Creativity

Equip students and educators with the thinking skills, adaptability, and confidence needed to lead and perform in today's complex world.

### 2. Strengthening Student Focus, Resilience, and Performance

Provide practical strategies to improve attention, reduce burnout, and help students and educators perform at their best.

### 3. Teaching Students to Think Independently in an AI-Driven World

Help students build critical thinking, confidence, and decision-making skills to thrive in a rapidly changing, AI-influenced world.



GENEIN LETFORD, M.ED.

# Protect *Creativity* in the Age of AI

## What Your School and District Gain:

- ✓ Increased student engagement and participation
- ✓ Stronger critical thinking and problem-solving skills
- ✓ Improved educator effectiveness and adaptability
- ✓ Reduced burnout and mental fatigue
- ✓ A more innovative, future-ready learning culture

## What People Are Saying

"This was more than professional development. It transformed how we think about teaching and learning."

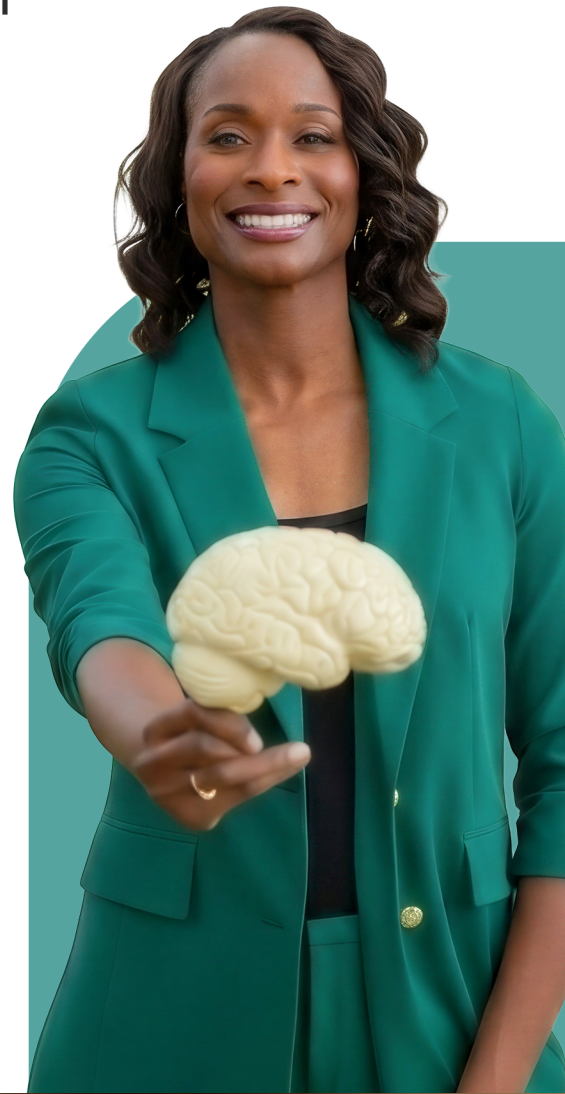
— Jason White, Curriculum Director

"Genein connected science with practical strategies our educators could apply immediately."

— Laura Arrington, Executive Director

"Our teachers left equipped, energized, and ready to improve student performance."

— Mary Gracia, Gifted and Advanced Learning Specialist



## Bring Brain-Based Performance to Your School or District

### Now booking

- Keynote presentations for educator conferences and student assemblies
- Professional development workshops focused on performance, engagement, and innovation
  - Leadership trainings for building high-performing, future-ready schools
  - and Curriculum and strategy consulting to support modern learning environments

### [Book Genein for Your Next Event](#)



602-935-6679

[www.geneinletford.com](http://www.geneinletford.com)

[Genein@CAFFEstategies.com](mailto:Genein@CAFFEstategies.com)