

Brain Training on the rise as AI Dominates the Workplace

As artificial intelligence (AI) continues to advance and reshape the workplace, people are increasingly turning to understanding how their own brain works



Safe Minds, Strong Results

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-- As artificial intelligence (AI) continues to advance and reshape the workplace, people are increasingly turning to Brain-centric Instructional Designer Certification to ensure their abilities to think critically and creatively make them more valuable and relevant to their employers.



You've never been taught to think. Only told to think.
Think about that."

Rich Carr, Learning Scientist

Now that automation and algorithms are becoming more prevalent, individuals and enterprises must distinguish themselves by harnessing their human cognitive abilities. Certification training offers a comprehensive approach to enhance critical thinking, creativity, and problem-solving skills that are essential for the evolving job market.

"You've never been taught to think. Only told to think." said Rich Carr, founder of Brain-centric Design and co-author of the book, Brain-centric Design: [The Surprising Neuroscience Behind Learning With Deep Understanding](#). "Individuals and enterprises are recognizing the need to develop their cognitive abilities to remain relevant in their industries and to stand out in an ever-evolving job market. Globally, that's what we do."

Brain-centric's approach has yielded global success stories, such as the experience of Andrea Reindl owner of Legacy Creative, a branding & instructional design firm that recently completed certification training with their whole staff. "This training has taught us how to communicate clearer, develop better creative solutions for clients, and create training programs & brand strategies that are more effective in less time," said Reindl. "It has been a game-changer for our organization, and we look forward to how it will help us grow."

According to a report by McKinsey Global Institute, demand for cognitive skills such as creativity, critical thinking, and complex information processing is growing. The report estimates that by

2030, demand for higher cognitive skills will increase by 19 percent, while demand for physical and manual skills will decline by 14 percent.

“Forward-thinking organizations need to create environments that embrace and unlock the potential of the whole employee.” said Linda Jingfang Cai, Global Head of Learning and Talent Development, LinkedIn in LinkedIn Learning’s 2023 Workplace Learning Report.

Brain-centric Design's Certification training is designed to equip individuals with the necessary tools to excel in a constantly changing job market. The program provides a comprehensive approach to enhancing cognitive abilities, including critical thinking, problem-solving, creativity, and effective communication.

For more information about [Brain-centric training](#), please visit www.braincentricdesign.com.

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