

Keynotes · For companies, teams and conferences

Help your team understand what holds their performance back – and what they can change.

Talks explain neuroscience in clear language and connect it to situations your team recognises, with practical steps participants can try afterwards.

A clear understanding of the challenge, practical ideas and a summary participants can return to.

Ossama Alasmar

A specialist in neurosurgery, with medical education and specialist training completed in Germany and experience building businesses and leading teams in Dubai. I connect medical and neuroscience knowledge with situations people face at work and in everyday life.

Arabic · German · English

In person or live online, depending on the service and agreement



Neuroscience for work and everyday life

Topics shaped around your needs

Focus amid interruptions

Rethink the working day and protect time for important tasks.

Leadership and decisions under pressure

Reflect on reactions and approach difficult decisions and conversations more deliberately.

Energy and everyday habits

Connect daily routines, recovery and performance, and choose a habit that is realistic to maintain.

Understanding people and communicating clearly

Listen more carefully, ask better questions and separate observations from assumptions.

One area of expertise. Examples that fit your team.

For sales teams, we can explore a customer's hesitation. For marketing, attention, message clarity and trust. For teams, focus, collaboration and communication under pressure. Each talk has one defined focus.

What will you take away?

- A clear understanding of the challenge affecting the team's performance.
- Practical ideas linked to the topic that participants can try after the talk.
- A one-page digital summary with selected references to return to afterwards.

Keynotes

How we work together

Core format: a 45-minute talk followed by 15 minutes of questions. Other lengths can be agreed to fit the event.

Before the event

A briefing of up to 30 minutes defines the team and purpose. We adapt an existing topic and agree on the title and main points.

During the event

Clear explanations, relevant examples, team reflection and a closing question-and-answer session.

After the event

A summary helps participants choose their next practical step. A separate workshop offers more extensive practice.

A proposal for your needs

We start by discussing your needs and the purpose of the engagement. You then receive a written proposal setting out the scope, fee and any additional costs before committing.

Travel, accommodation and applicable taxes are itemised in the proposal. Recording, redistribution and simultaneous interpretation require a separate agreement. The organiser provides the venue and equipment or online platform.

Keynotes and workshops provide education and practical activities. Research findings are distinguished from personal experience. No specific health or commercial outcome is guaranteed.

Enquire about a keynote

Tell us about your organisation, team and group size, challenge, preferred date, location or online format, and language.

ossamaalasmar.com/?lang=en#keynotes

The QR code opens the address shown below.

