



MINDSET MATTERS

APA Solutions - Quarterly Update

*It begins in the brain...
Time to rethink
organizational development*

Joan Graci *Brain Based Talent & Business Coach*

As one of the only brain-based-certified Talent Coaches in the country, Joan has made it her mission to discover the secret of transforming organizational effectiveness. Her years spent entrenched on the front lines for better people practices has provided a few ingredients that once combined, deliver one of the most efficient approaches for growth companies today. The recipe? Hard data and science used to bridge the communication gap between leadership and the people they employ by disrupting human capital norms. Leveraging three decades of analyzing data in the recruiting space, Joan defies traditional beliefs as it relates to the mindset of the workforce. Her passion is people, and she strives to coach leaders to work within the confines of the human brain's natural abilities, rather than against it.



Joan has spent the past five years further pursuing education in the field of neuroscience, including a focus on the validation that everyone has access to developing new ways of thinking. Her expertise includes team formation, organizational development, productivity and people improvement, change management and corporate culture, conflict resolution and team building, empowerment and motivation. She uses her knowledge to unpack how this innovative

methodology helps organizations benefit from self-awareness, promoting growth and transparency.

As a result, companies that are bold enough to use math and science to align their people strategy to their business goals have successfully experienced exponential growth in revenue, retention and engagement rates. **This science puts the BEST to work.**

Achievements & Honors

- Joan received a brain-based certification from the Neuroleadership Institute
- Completed the Women's Leadership Development Program at University of Pennsylvania's Wharton School of Business
- Graduate and former president of the University at Buffalo Center for Entrepreneurial Leadership Alumni Association
- 2015 Woman of Influence award recipient by Buffalo Business First
- Author of the book "No More Bad Advice"