

## THE SCIENTIST-PRACTITIONER PROGRAMME

# Scientific Trainer

## Corporate Learning & Development

Bring scientific judgement into the way your organisation learns.



## ONE COHERENT DEVELOPMENT PATHWAY

01

**Scientific Trainer**

Build the foundations.

02

**Senior Scientific Masterclass**

Develop your practice.

03

**Study implementation**

Generate evidence.

**Continuing education throughout:** AI, evaluation, psychology, neuroscience and the business value of L&D.

## THE SCIENTIST-PRACTITIONER PROGRAMME

# A qualification. A lasting scientific capability.

Use research to improve practice. Use questions from practice to generate evidence.  
Build a company programme around four connected components.

## 01 / QUALIFICATION

## Scientific Trainer

12 live online workshops of three hours and a final project day. Apply neuroscience, psychology, AI and evaluation to a real learning challenge.

**Outcome: A scientifically grounded learning concept and evaluation plan.**

## 03 / CONTINUING EDUCATION

## Specialist development

Selected seminars in AI, evaluation, business value, psychology, communication neuroscience and medical foundations.

**Outcome: Deeper expertise where your work needs it.**

## 02 / SUSTAINED DEVELOPMENT

## Senior Scientific Masterclass

A three-year framework with fortnightly group consultations, individual support within the agreed scope and peer review.

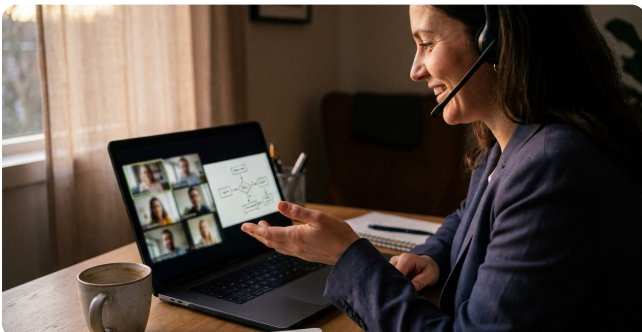
**Outcome: Scientific guidance for the continuing development of your practice.**

## 04 / APPLIED RESEARCH

## Study implementation

A first guided pilot within the Masterclass. Full study delivery can be commissioned as a separately scoped research project.

**Outcome: Findings, uncertainty and limitations to inform programme decisions.**

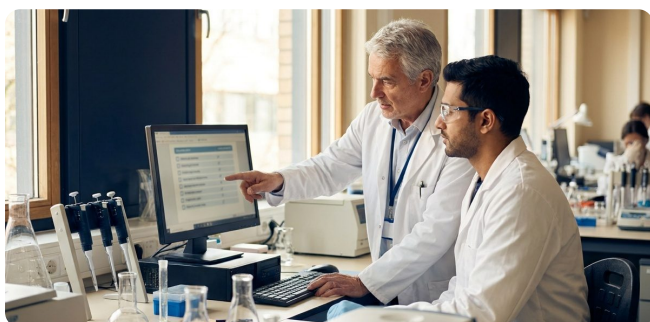


Your proposal defines the complete scope. Continuing-education access is agreed; a full commissioned study is priced separately from the standard Masterclass.

## WORK ON A REAL QUESTION

# Start with the work people need to do.

For L&D teams, internal trainers, leadership and talent development, and experienced scientific or technical experts who develop others.



### Scientific onboarding

Build a role-specific learning path around the knowledge, decisions and tasks people need to master.

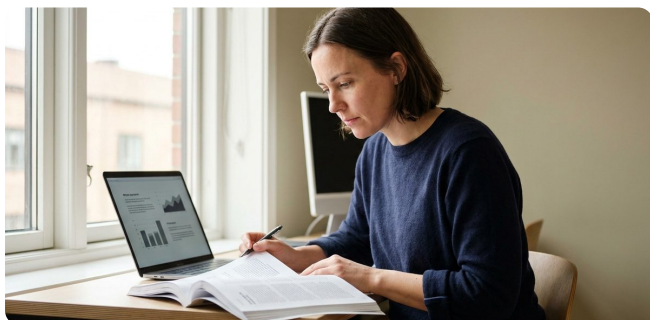
**Possible evaluation focus:** Task performance; time to competence.



### Expert-led learning

Translate dense material into a learning sequence with practice, feedback and later retrieval.

**Possible evaluation focus:** Knowledge retention; scenario performance.



### AI in everyday work

Develop guided practice with approved tools, source verification and human review.

**Possible evaluation focus:** Task quality, critical errors and review effort.



### Leadership and change

Focus development on observable behaviour and the organisational conditions that support it.

**Possible evaluation focus:** Behavioural feedback; workplace application.

#### FROM PREVIOUS PARTICIPANT PROJECTS

The neuroscience of storytelling in pharma L&D, and neuroscience-informed IT project management in the pharmaceutical sector.

## SCIENTIFIC TRAINER

# Scientific foundations. Practical design decisions.

Twelve interactive sessions of three hours, with project check-ins and implementation consultations by appointment. Led by Dr. Franz Hütter.

## 01 TO 06 / FOUNDATIONS

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- 01 Critical appraisal**  
Research quality, evidence and science transfer.
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- 02 AI-supported research**  
Search, structure and verify scientific information.
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- 03 Neuroplasticity**  
The biology of learning and change; limits of inference.
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- 04 Brain structures and networks**  
Neuroanatomy relevant to learning and behaviour.
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- 05 Neuropsychology**  
Attention, memory, emotion and motivation.
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- 06 People in systems**  
Connect biological, psychological and social levels.

## 07 TO 12 / APPLICATION

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- 07 Learning design and future skills**  
Align objectives, activities, assessment and transfer.
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- 08 AI in L&D**  
Support design and materials; build critical AI literacy.
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- 09 Evaluation and business value**  
Indicators, study design and suitable analyses.
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- 10 Evidence-based coaching**  
Examine neuropsychotherapy insights for coaching.
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- 11 Decision-making and leadership**  
Behavioural economics and neuroscience in context.
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- 12 Change and transformation**  
Connect learning with organisational change.

**FINAL PROJECT DAY**

Present your learning concept, explain its scientific rationale and discuss the design and evaluation plan with peers and experts.

## APPLIED RESEARCH AND STUDY IMPLEMENTATION

# A better question. A study that can answer it.

What should change after your programme? Which data would show it? Connect the learning intervention with a feasible investigation and a clear interpretation.



### 01 / Frame

#### Question and design

Define the decision, outcomes and comparison. Choose a design that fits the question and practical constraints.

### 02 / Prepare

#### Measures and pilot

Select suitable measures and test the collection process in a pilot.

### 03 / Conduct

#### Data and analysis

Implement the agreed procedure. Analyse the data with transparent assumptions and appropriate methods.

### 04 / Interpret

#### Findings and decisions

Report findings, uncertainty and limitations. Translate results into the next programme decision.

### Within the Masterclass

Scientific guidance and one supported pilot up to an initial trial data collection. Participants develop their own research capability.

### As a commissioned study

Full study delivery, instruments, data collection, analysis and hosting are agreed and priced as a separate research work package.

The research agreement defines deliverables, milestones, company responsibilities and data handling. The conclusions depend on the design and available data.

## VOICES FROM PHARMA AND ACADEMIA

# Reported from inside the programme.

Graduates from the pharmaceutical industry and professors who know the programme first-hand.



“This is what makes learning fun. The three-level perspective helped me bring my skills together into a business model with a clear thread running through it.”

**Dr. Tobias Pfaller**

Medicinal chemistry, pharma · Resilience trainer

**Project in the Senior Scientific Masterclass:** systemic project management based on the tetrahedron model, with a questionnaire instrument of his own.

## VIDEO STATEMENTS

Three graduates from the pharmaceutical industry in their own words.



**GLOBAL BUSINESS PROJECT LEAD**

**Heinz Scherz**

Scientific Trainer know-how in global deployments, training and change projects.



**CONSULTANT · FORMER MANAGING DIRECTOR, PHARMA**

**Stephan-Günther Dolle**

Deeper neuroscience-based work and a network that holds after the programme.



**TRAINER AND COACH · PHARMACEUTICAL INDUSTRY**

**Christina Binsmaier**

The Scientific Trainer background as a basis for corporate learning in the pharmaceutical industry.

Watch the videos: [brain-hr.com/en/scientific-trainer-corporate](https://brain-hr.com/en/scientific-trainer-corporate), References section.

## ACADEMIC REFERENCES



“Highly suitable for anyone who genuinely wants to learn and is not afraid to engage with the natural sciences.”

**Prof. Dr. Anke van Kempen**

Professor of Research, Innovation and Transfer



“Highly recommended for anyone who wants to work on a scientific footing and to demonstrate the impact of their own work.”

**Prof. Dr. Axel Koch**

The Transfer Strength Method

## THE SCIENTIFIC TRAINER TEAM

# Scientific depth. A team for your practice.

Dr. Franz Hütter, Nicolas Stege and Dr. med. Franz Sperlich bring complementary expertise to the Scientific Trainer qualification.



## PROGRAMME LEAD

**Dr. Franz Hütter**

Dr. rer. medic., M.A. Neuroscience, psychology and science transfer. Doctorate on genetic determinants of empathy at the University of Duisburg-Essen; research and teaching at Essen University Hospital, and teaching in Applied Cognitive Neuroscience.



## EVALUATION AND STATISTICS

**Nicolas Stege, M.Sc.**

Scientific Trainer team member. Statistics, evaluation and instrument development, connecting practical questions with suitable measures and analyses.



## MEDICINE AND NEUROSCIENCE

**Dr. med. Franz Sperlich**

Scientific Trainer team member. Physician and trainer, contributing medical and neuroscience expertise to learning and development.

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**Across the wider programme:** Dr. Franz Hütter continues as programme lead and co-leads the Senior Scientific Masterclass with Prof. Dr. Ulrich Lenz.

**Selected books:** *Neurodidaktik für Trainer*, Hütter & Lang, 5th ed., 2026. *Change happens*, Klinkhammer, Hütter, Stoess & Wüst, 3rd ed., 2024. Published in German.

## THE EXTENDED PROGRAMME TEAM

# Masterclass, AI and continuing development.

Dr. Franz Hütter leads the overall programme and co-leads the Senior Scientific Masterclass with Prof. Dr. Ulrich Lenz. Sandra Mareike Lang contributes the AI expertise.

**MASTERCLASS CO-LEAD**  
**Prof. Dr. Ulrich Lenz**

Co-leads the Senior Scientific Masterclass with Dr. Franz Hütter. Organisational development, leadership, change and the business value of L&D.

**AI EXPERT**  
**Sandra Mareike Lang**

AI across the extended programme: research, learning design, materials and practical workflows, with critical review of the results. Co-author of *Neurodidaktik für Trainer*.

## CONTINUING EDUCATION FOR YOUR TEAM

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AI research, design and materials

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Business value of L&D

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Medical foundations

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Evaluation and practical statistics

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Psychology and neuroscience

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Immersive learning and VR

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Seminar selection, delivery language and access are agreed for your team. Inhouse licences for Evidence-Check and Nudging Bloom support the work under the agreed access terms.

## PLAN YOUR CORPORATE PROGRAMME

# A clear scope. A shared working agenda.

## YOUR COMPANY COHORT

**German or English. From 7 participants.**

Live online. Regional session times, materials and specialist contributions are agreed for your team.

## YOUR PROGRAMME SCOPE

**Qualification. Development. Applied research.**

Your proposal defines participation, continuing education, research deliverables, milestones and fees.

**Price orientation:** The fees of the open programme apply: 2,900 € plus VAT per person for the Scientific Trainer, 3,900 € with the TÜV package, 12,000 € for the complete package including three years of Masterclass. 5 % discount from the second person; from seven participants a dedicated company cohort with an individual proposal.

## QUALIFICATION AND CERTIFICATION

**Advanced Scientific Trainer (BRAIN-HR):** programme award based on participation and assessment of the transfer concept. Entry requires at least two years of relevant professional experience.

Optional personnel certification through **TÜV Rheinland / PersCert TÜV** can be included in the corporate programme. The Masterclass pathway requires the Scientific Trainer and TÜV qualification.



Scheme ID: 0000081633

Begin with one learning challenge, the roles you want to develop and the evidence you need for the next decision. We build the programme scope from there.

**Discuss your corporate programme.**

[fh@brain-hr.com](mailto:fh@brain-hr.com)

**Book a 25-minute conversation**

[calendly.com/brain-hr/dialog](https://calendly.com/brain-hr/dialog)