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.

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.

03 / CONTINUING EDUCATION

Specialist development

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

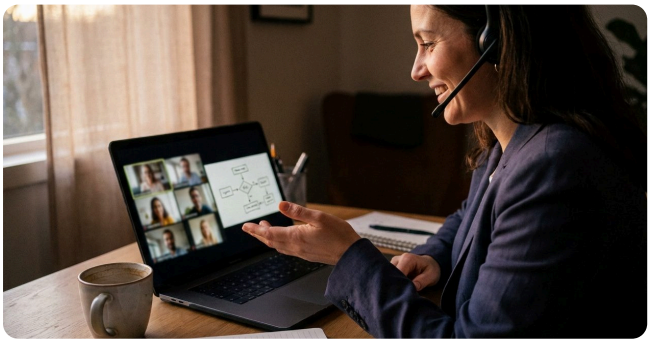
Outcome: Deeper expertise where your work needs it.

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.

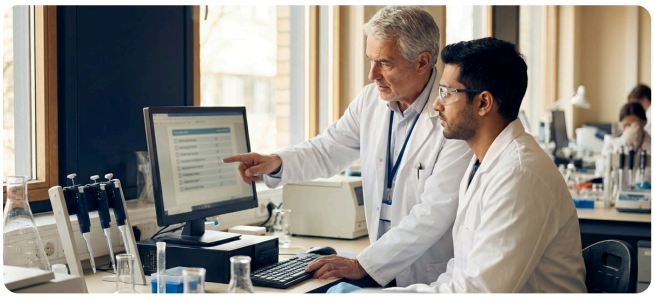


Your proposal defines the complete scope. Continuing-education access is agreed; a full commissioned study is priced separately from the standard Masterclass.

WORK ON A REAL QUESTION

Transfer projects grow out of tasks like these.

Every participant brings a question of their own from inside the company. Four fields of work they tend to come from. For L&D teams, internal trainers, leadership and talent development, and experienced scientific or technical experts who develop others.



Early career and vocational training

Strengthen the trainers who guide apprentices in their role. Design early-career programmes so that knowledge sticks and carries into daily work.

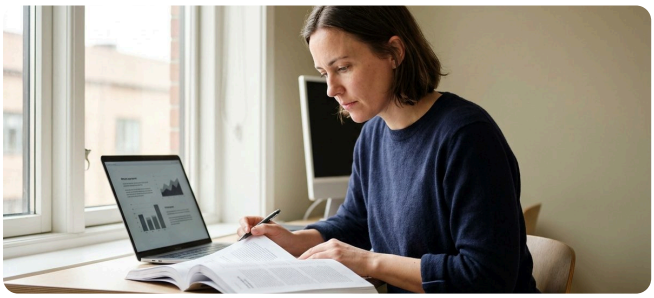
> **Possible evaluation focus:** Trainers' confidence in practice; learning progress in the first year.



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

01 Critical appraisal
Research quality, evidence and science transfer.

02 AI-supported research
Search, structure and verify scientific information.

03 Neuroplasticity
The biology of learning and change; limits of inference.

04 Brain structures and networks
Neuroanatomy relevant to learning and behaviour.

05 Neuropsychology
Attention, memory, emotion and motivation.

06 People in systems
Connect biological, psychological and social levels.

07 TO 12 / APPLICATION

07 Learning design and future skills
Align objectives, activities, assessment and transfer.

08 AI in L&D
Support design and materials; build critical AI literacy.

09 Evaluation and business value
Indicators, study design and suitable analyses.

10 Evidence-based coaching
Examine neuropsychotherapy insights for coaching.

11 Decision-making and leadership
Behavioural economics and neuroscience in context.

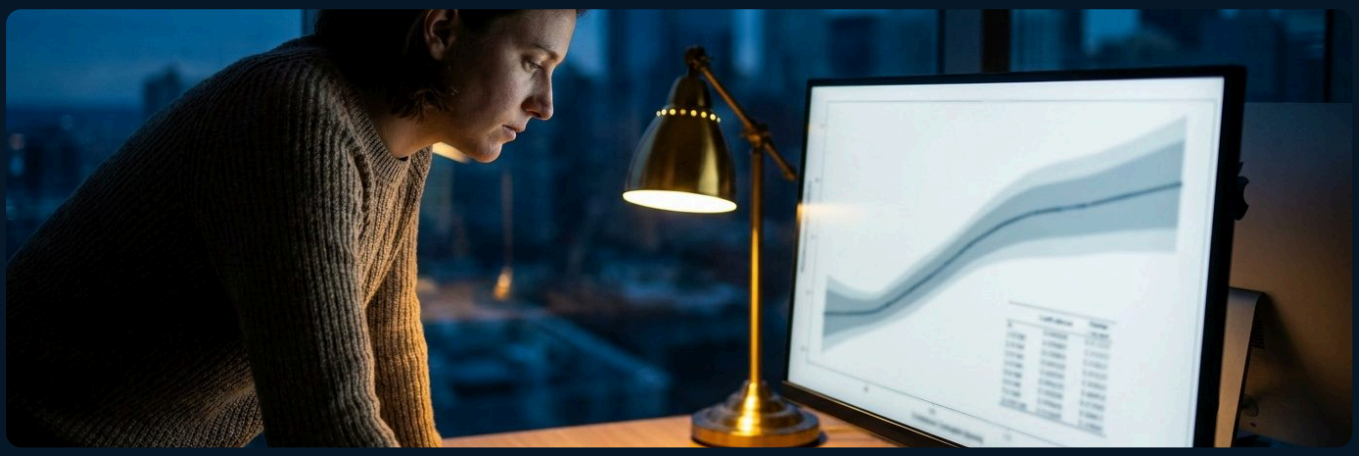
12 Change and transformation
Connect learning with organisational change.

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 · PHARMA

Heinz Scherz

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



FORMER MANAGING DIRECTOR · PHARMA

Stephan-Günther Dolle

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



HEAD OF LEARNING · PHARMA

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, 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.

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.

NET OF BRAINS Thinktank

THE NETWORK BEHIND IT

NET OF BRAINS. The think tank behind BRAIN-HR.

A community of people from science, business and continuing education, and the lab in which the audit software is built. Awarded the German Demography Award 2022 in the category New Work Brought to Life.

New formats, methods and concepts are developed in the think tank before they enter the Scientific Trainer programme and the Masterclass. Membership is part of the Scientific Trainer programme and of the Masterclass. brain-hr.com/en/thinktank

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

- AI research, design and materials
- Business value of L&D
- Medical foundations
- Evaluation and practical statistics
- Psychology and neuroscience
- Immersive learning and VR

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. a five per cent discount on the per-person fee 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

Book a 25-minute conversation

calendly.com/brain-hr/dialog