

MEDIA KIT 2025

# DR LEIGH RICHARDSON



214-329-9017 [DrLeighRichardson.com](http://DrLeighRichardson.com)

# BRAIN CAPITAL®

## ENHANCING YOUR BRAIN DAILY



## DR LEIGH RICHARDSON

Leigh Richardson, PhD is a leader in brain health and human performance, blending psychology, business, coaching, and counseling to deliver a holistic approach to optimizing human potential. In 2009, she founded the Brain Performance Center® to help individuals enhance cognitive function and emotional resilience. She is the author of *Turn Your Brain On, Get Your Game On*, offering actionable insights into achieving peak performance. As owner of the Brain Performance Institute®, Dr. Richardson developed the Brain Capital® Program, a transformative initiative for executives and leaders to enhance decision-making, resilience, and leadership effectiveness.

Her doctoral dissertation, *The Experience of Organizational Leaders with Decision-Making in a Crisis*, explores how leaders navigate high-stakes challenges. With dual master's degrees in Business and Counseling, she uniquely integrates strategic thinking with human-centered approaches, empowering individuals and organizations through a brain-based neuro-leadership methodology. An international speaker, Dr. Richardson has presented globally on leadership, crisis decision-making, and brain health. Known for advancing the Brain Capital® initiative, she continues to inspire excellence in personal and professional domains, blending psychological insight with practical coaching strategies to unlock lasting success.

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## BRAIN PERFORMANCE INSTITUTE®

Founded in 2021, the Brain Performance Institute® is a pioneering institution transforming businesses by building Brain Capital®. We are driven by a mission to revolutionize brain health and human performance, empowering organizations to achieve unmatched success and gain a competitive edge.

## OUR VISION

In a world demanding ever-greater productivity, innovation, and resilience, we believe the key to thriving lies in unlocking the untapped power of the human brain. The Brain Performance Institute® is at the forefront of this transformation, leveraging cutting-edge research, innovative training programs, and tailored performance coaching to build Brain Capital®. Our vision is a future where individuals and organizations unlock their full cognitive potential to excel in an ever-changing landscape.

### ENHANCED COGNITIVE FUNCTIONING:

Master techniques to boost memory, sharpen focus, and enhance decision-making for greater productivity.

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### STRESS AND ANXIETY REDUCTION

Discover proven strategies to effectively manage stress and build resilience in high-pressure environments.

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### IMPROVED EMOTIONAL REGULATION

Strengthen emotional intelligence, communication, and leadership skills with targeted, results-driven training.

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### INCREASED ENERGY AND MENTAL CLARITY

Elevate your mood, energy levels, and efficiency through a holistic approach to brain health.

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## FOR ORGANIZATIONS

We partner with visionary organizations to create high-performance teams and inclusive workplaces.

By investing in Brain Capital®, companies unlock innovation, enhance productivity, and elevate employee well-being. Explore our executive training programs and workshops to revolutionize your organization's approach to success.

## Enhancing Brain Health Daily®



## JOIN OUR COMMUNITY

Become part of a growing network dedicated to peak performance. As a member of the Brain Performance Institute®, you'll gain access to the latest insights in brain health, exclusive events, and a community of forward-thinking individuals and organizations.

Unlock your potential. Empower your team. Transform your future. The Brain Performance Institute®—where human potential meets boundless opportunity.

# RECENT SPEAKING ENGAGEMENTS

## 2024 ANNUAL WORLD CONGRESS OF NEUROTALK (NT)



Budapest, Hungary

June 12-14, 2024

KeyNote Speaker

Topic: In this presentation on crisis decision-making, Dr. Leigh Richardson explores the pivotal elements of agility, critical thinking, and situational awareness. Drawing from her dissertation, she delves into how these competencies enable effective responses in high-pressure scenarios. Agility allows for swift adaptation to changing circumstances, while critical thinking ensures thorough analysis and sound judgments. Situational awareness provides a comprehensive understanding of the environment, enhancing the ability to anticipate and mitigate risks. Through real-world examples and practical strategies, Dr. Richardson emphasizes the importance of these skills in navigating crises, ultimately fostering resilience and robust decision-making processes in dynamic and uncertain situations.

## 2023 WBENC REGIONAL CONFERENCE



Hurst Conference Center

Hurst, TX

November 10, 2023

KeyNote Speaker

Topic: Dr. Leigh Richardson's presentation on "The ROI on Brain Capital@" explores the future of engagement, well-being, and peak performance, emphasizing how investing in brain health yields significant returns in productivity, innovation, and overall organizational success.

# 2022 INAUGURAL SYMPOSIUM ON MENTAL HEALTH, PTSD & SUICIDE PREVENTION

Irving Convention Center  
Las Colinas, TX  
Sept. 30, 2022

Panel 2 Speaker – Healthcare Providers  
Hospital, Public Safety, Education and Business

Topic: Connecting brain health and mental health stakeholders focusing on post traumatic stress and suicide prevention exploring the unique ways physical injury and mental trauma presents across various sectors.



## HEALTH 2.0 CONFERENCE

The Mirage  
Las Vegas, NV  
April 11-13, 2022

Awardee – Outstanding Leadership in Healthcare  
KeyNote Speaker – How Front-line Workers Can Cope with the Stress of Covid-19. Psychological stress leads to emotional distress, burnout, panic attacks, anxiety and depression – as well as physical distress, high blood pressure, stroke and heart attack. Dr. Leigh shares practical solutions to create psychological safety for front line workers.



## INTERNATIONAL CONFERENCE ON NEUROSCIENCE AND PSYCHIATRY

Vienna, Austria  
November, 2021

Invited Speaker at International Conference on Neuroscience and Psychiatry in Vienna, Austria. By focusing on brain health, she helps her clients overcome much of the stigma associated with mental health issues as she reframes treatment plans to treat disorders on both a biological and neurological basis. Without our brain health, all other health, physical, emotional, financial or spiritual is irrelevant and Leigh's combined approach has shown exciting promise within her company The Brain Performance Center®.



## INTERNATIONAL FORUM ON ADVANCEMENTS IN HEALTHCARE

Las Vegas, USA  
June, 2021

In June 2021, Dr. Leigh Richardson was honored as an invited panelist at the prestigious International Forum on Advancements in Healthcare (IFAH) held in Las Vegas. As part of the panel discussions, Dr. Richardson delivered a compelling talk titled Controversy Regarding Antidepressants and Placebo – Who To Treat and When?



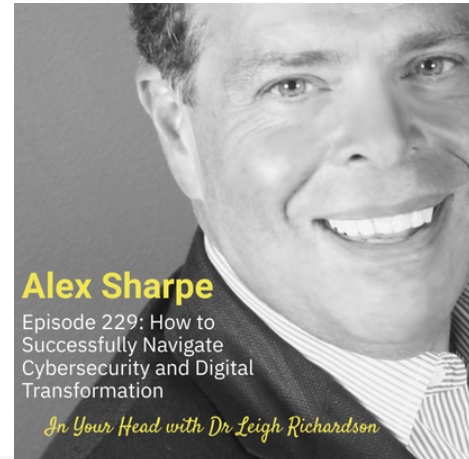
# RECENT RADIO EPISODES

To check out all shows of In Your Head With Dr Leigh Richardson, [click here!](#)  
Subscribe to In Your Head! New episodes launch every Thursday at 2 pm CT.

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Join us as Dr. Leigh Richardson sits down with Dr. Michael Platt, a renowned neuroscientist and director of the Wharton Neuroscience Initiative. Discover how groundbreaking neuroscience research is revolutionizing leadership strategies and enhancing decision-making in the corporate world. Learn about Dr. Platt's innovative company and its mission to apply neuroscience insights to improve leadership performance and organizational success.



In Your Head Radio speaks with Alex Sharpe who provides unique expertise in Cybersecurity, Governance, and Digital Transformation. He manages the delicate balance between the business realities, operational effectiveness, and the threat that cyber security holds in today's business environment. Join us today to learn how Alex's expertise has influenced national policy and led clients through rough situations as he navigated the intersection between Digital Transformation and Cybersecurity.



Join Dr. Leigh Richardson on this enlightening episode of In Your Head, featuring Dr. Katy Dondanville, Chief Scientific Advisor for USAA's Face the Fight Initiative. Dr. Dondanville discusses collaborative efforts to combat veteran suicide, debunks myths, and emphasizes mindful language for safety. She highlights the initiative's focus on firearm safety and aims to significantly reduce veteran suicide rates over the next decade.



Dr. Leigh Richardson speaks with Ludmila N. Praslova, Ph.D., a Thinkers50 Radar member and author of "The Canary Code." Exclusion robs people of opportunities and organizations of talent, creating lose-lose systems. Dr. Praslova discusses building win-win systems that support neurodivergent talent, like ADHD and autism. Currently, 30-40% of neurodivergent people and 85% of autistic graduates face unemployment, highlighting systemic issues.

# CAPABILITIES STATEMENT



## CORE COMPETENCIES

### Brain Health Executive Coaching

- Strategic Decision-Making Criticality
- Building the ROI of Brain Capital®
- Creating Psychological Safety in the Workplace
- Establishing a Neurodivergent-Inclusive Culture
- Adaptability & Agility for Change Management

### Performance Coaching for Results

- Leadership without Formal Authority
- Executive Function Critical Thinking
- Persuasion in Conflict Management
- Emotional and Social Intelligence

### Executive Training Programs

- Communicating with Empathy and Influence
- Inspiring Leadership & Empowering Engagement
- Collaborative Leadership & Diverse Perspectives
- Driving Innovation & Creativity for Success
- Mental, Emotional & Social Resilience
- Building High-Performance Teams
- NeuroLeadership: Science meets Strategy

## BENEFITS

- **Elevated Decision-Making:** Advances critical thinking, situational awareness, and agility.
- **Strengthened Emotional Regulation:** Navigates unexpected stressors effectively.
- **Heightened Creativity and Innovation:** Boosts problem-solving and fosters new ideas.
- **Sharpened Focus and Attention:** Creates a flow state for optimal processing.
- **Enhanced Memory and Learning:** Generates competitive advantage in dynamic environments.
- **Maximized Collaboration:** Enhances team communication and organizational performance.
- **Greater Resilience:** Improves adaptability response to an unpredictable global marketplace.
- **Expanded Strategic Planning:** Fosters risk-mitigation with long-term sustainability and growth.
- **Higher Performance Under Pressure:** Capitalizes on emerging opportunities and navigating crisis.
- **Optimized Mental and Physical Well-Being:** Reduces absenteeism and increases retention.



# SUBJECT MATTER EXPERTISE

## **INCLUSIVE LEADERSHIP**

- MANAGING NEURODIVERSITY: LEVERAGING UNIQUE STRENGTHS FOR TEAM SUCCESS
- CREATING PSYCHOLOGICAL SAFETY: THE FOUNDATION OF INCLUSIVE WORKPLACES
- COLLABORATIVE THINKING: STRENGTHENING STAKEHOLDER RELATIONSHIPS

## **EMOTIONAL AND SOCIAL INTELLIGENCE**

- THE NEUROSCIENCE PERSPECTIVE: STRATEGIES FOR EMOTIONAL RESILIENCE IN LEADERSHIP
- INFLUENCE EMOTIONAL AND SOCIAL INTELLIGENCE: OPTIMIZING PERFORMANCE
- BRAIN CAPITAL IN LEADERSHIP: INVESTING IN STRONGER CONNECTIONS WITH TEAMS

## **STRATEGIC AGILITY AND ADAPTABILITY**

- DECISION-MAKING IN UNCERTAINTY: COGNITIVE TOOLS FOR AGILE LEADERS
- ADAPTABILITY: ANTICIPATING AND ALIGNING LONG-TERM VISION WITH SHORT-TERM STRATEGY
- BRAIN HEALTH AND LEADERSHIP: SUSTAINING HIGH PERFORMANCE IN COMPLEX TIMES

## **EMPOWERED DECISION-MAKING**

- THE NEUROBIOLOGY OF RISK: HOW LEADERS CAN MAKE INFORMED DECISIONS
- BRAIN HEALTH AND STRATEGIC DECISION-MAKING: REDUCING THE CHANGE FEAR FACTOR
- CRITICAL THINKING UNDER PRESSURE: THE LEADER'S EDGE

## **ENGAGING AND INSPIRING LEADERSHIP**

- RESILIENCE AND LEADERSHIP: INSPIRING TEAMS THROUGH ADVERSITY
- BRAIN CAPITAL - THE NEXUS OF CONNECTION: A NEW PARADIGM FOR ENGAGED LEADERSHIP
- LEADERSHIP AND WELL-BEING: MAINTAINING ENERGY AND ENTHUSIASM



# SUBJECT MATTER EXPERTISE

## **PERSUASION AND INFLUENCE**

- THE PSYCHOLOGY OF INFLUENCE: ENHANCING LEADERSHIP IMPACT
- COMMUNICATION AND PERSUASION: BUILDING TRUST THROUGH COGNITIVE SCIENCE
- BUILDING NEUROPLASTICITY FOR LEADERSHIP INFLUENCE

## **EMPATHETIC COMMUNICATION**

- EMOTIONAL INTELLIGENCE IN LEADERSHIP: BRIDGING GAPS THROUGH EMPATHY
- THE ROLE OF NEUROBIOLOGY: HOW LEADERS CAN NAVIGATE DIFFICULT CONVERSATIONS
- STRESS MANAGEMENT FOR LEADERS: ENHANCING CLARITY AND CONNECTION

## **LEADERSHIP WITHOUT FORMAL AUTHORITY**

- ADAPTIVE LEADERSHIP: DRIVING CHANGE FROM ANY POSITION
- NEUROCIRCUITRY AND CRITICAL THINKING: LEADING WITHOUT A TITLE
- BUILDING CULTURAL INTELLIGENCE TO LEAD EFFECTIVELY IN NON-TRADITIONAL ROLES

## **CONFLICT RESOLUTION**

- PSYCHOLOGICAL SAFETY IN CONFLICT: TURNING TENSION INTO TEAM GROWTH
- COLLABORATIVE CONFLICT MANAGEMENT: CREATING MUTUALLY BENEFICIAL SOLUTIONS
- STRESS MANAGEMENT IN LEADERSHIP: DEFUSING HIGH-PRESSURE SITUATIONS

## **DIGITAL ADAPTABILITY**

- ADAPTIVE LEADERSHIP: PREDICT, PERCEIVE, ADJUST IN THE DIGITAL AGE
- BUILDING BRAIN CAPITAL: FOR THE ONGOING DIGITAL ADAPTATION
- RAPIDLY CHANGING WORKPLACE RESILIENCE: CULTURAL & ORGANIZATION TRANSFORMATION

These topics cover a wide range of issues relevant to modern organizational and personal development, all grounded in Dr. Richardson's extensive knowledge and research in brain health, neuroscience, and psychology. These sessions are available in person or virtually.

# TELEVISION APPEARANCES



# CONTACT INFORMATION

## **FOR INDIVIDUAL TREATMENT**

THE BRAIN PERFORMANCE CENTER

8215 WESTCHESTER DRIVE, SUITE 243  
DALLAS, TX, 75225

214-329-9017

LEIGH@THEBRAINPERFORMANCECENTER.COM

## **FOR GROUPS AND ORGANIZATIONS**

THE BRAIN PERFORMANCE INSTITUTE

8215 WESTCHESTER DRIVE, SUITE 243  
DALLAS, TX, 75225

214-329-9017

LEIGH@THEBRAINPERFORMANCEINSTITUTE.CO

## **FOR SPEAKING AND MEDIA APPEARANCES**

DR LEIGH RICHARDSON

8215 WESTCHESTER DRIVE, SUITE 243  
DALLAS, TX, 75225

214-329-9017

LEIGH@DRLEIGHRICHARDSON.COM