

# LEADERSHIP & INFLUENCE THROUGH NEUROMARKETING

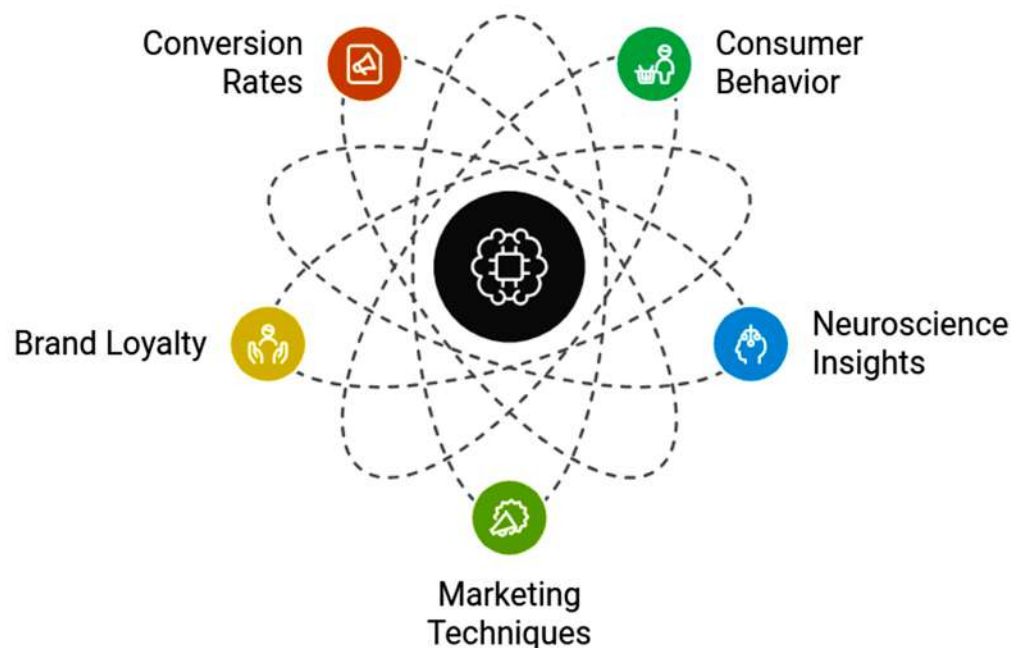
Immersive program designed to help leaders understand how influence, trust, and persuasion are processed in the human brain.

## DATE

April 24<sup>th</sup>, 2026

## VENUE

AshreiTech Academy, NASTP  
Main Sharah e Faisal, Karachi



## Let's Meet With Our Trainer

# MALIHA FAROOQ

She brings over 18 years of senior-level marketing experience, with a strong focus on Digital Marketing, Corporate Communications, and Strategic Brand Leadership. She is Pakistan's first NMSBA-certified neuromarketer, recognized for using neuroscience based insights to decode consumer behaviour and improve marketing effectiveness.

A graduate of Warwick Business School and Cornell University, Maliha blends global best practices with deep regional understanding. She has held leadership roles at leading organizations including HBL, ABN AMRO, Reuters (BMC Group), Dolmen Group, American Business Council, and MCB Bank.

## EXPERTISE & ACHIEVEMENTS:

- Neuromarketing & Consumer Behavior Analysis
- Digital Marketing Strategy & Performance Marketing
- Strategic Brand Leadership & Corporate Communications
- Data-Driven, ROI-Focused Marketing Frameworks
- Human Experience (HX) & Customer-Centric Design
- Thought Leadership, Board Advisory & Executive Communication



# PROGRAM OVERVIEW

The program blends neuroscience principles with practical leadership applications, enabling participants to communicate more effectively, lead with authenticity, and influence decisions without manipulation. This immersive program is designed for executives, entrepreneurs, and managers who want to lead with greater impact using neuroscience-based influence techniques.

## TRAINING OBJECTIVES

- The Neuroscience of Influence.
- Understanding how trust and authority are built in the brain and how ethical influence differs from manipulation.
- Storytelling for Leadership.
- Learning how stories activate mirror neurons and practicing the creation of compelling leadership narratives.
- Nonverbal & Subconscious Communication.
- Mastering tone, posture, and micro-expressions through role-play focused on persuasive conversations.



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# LEARNING OUTCOMES

By the end of this program, participants will be able to:

- Understand the neuroscience behind trust, authority, and influence.
- Differentiate between ethical influence and manipulation.
- Use storytelling as a leadership and persuasion tool.
- Improve nonverbal and subconscious communication skills.
- Apply neuromarketing principles to negotiations and decision-making.
- Influence teams and stakeholders with greater confidence and clarity.

# KEY TAKEAWAY

Leaders leave with practical neuromarketing-based persuasion frameworks that can be applied immediately in leadership communication, team influence, and high-stakes negotiations.



# REGISTRATION DETAILS

Program Fee: **PKR 30,000+ 15% SST** per participant.

Payment can be made via a Payorder in the name of AshreiTech or IBFT to:

Title of Account: ASHREI TECH PRIVATE LIMITED

IBAN: PK61MEZN0099740107642699

Bank Name: Meezan Bank Limited

**Nominate a group of 4 and get a 15% discount.**

The program fee covers the program manual, certificate of participation, Lunch, Entry Pass, and networking opportunities.

Cancellations can be sent 7 days before the program, after which NO cancellations will be accepted.

For more information, Contact

**0333-2775771**