

Wired *for* More

CORPORATE TRAINING · AMSTERDAM · 2026

A NEUROSCIENCE-INFORMED PROGRAMME FOR SUSTAINED BEHAVIOURAL
CHANGE

The Rewire Method.

Five sessions, built on what the brain actually needs to change
under pressure.

Not built to inspire. Built to last. For leadership teams, L&D leaders,
and organisations where how people respond under pressure
decides whether the next phase works.

MORGAINÉ EL-MAHDI

What is inside.

Written for the people who have to justify this internally as well as run it.
The mechanism, the structure, the evidence, and what working together looks like.

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Most training changes what people know. *Six weeks later, behaviour is back where it started.*

Standard corporate training works cognitively. It fills a room, it lands well, and it leaves the nervous system and the motivation untouched. The Rewire Method works cognitively, physiologically, and motivationally at the same time, because that is what the neuroscience says is needed for change to hold.

This matters commercially, not only humanly. Imposter phenomenon and perfectionism are among the most robustly documented individual predictors of burnout, and both undermine intrinsic motivation, one of its strongest buffers. The programme is built to address those variables structurally rather than incidentally.

Participants do not leave with more insight. They leave with different automatic reactions under pressure.

10 to 20%

of standard corporate training transfers into actual workplace behaviour

BALDWIN & FORD

€3.3 billion

the annual cost of burnout to Dutch employers, around €30,770 per case

TNO

$d = 0.65$

if-then planning roughly doubles the likelihood of behaviour change, across 94 studies

GOLLWITZER & SHEERAN

Morgaine El-Mahdi.

BEHAVIOURAL SCIENTIST & NEUROSCIENCE-INFORMED TRAINER

She holds a BSc Psychology (VU Amsterdam) with additional neuroscience coursework, and an MBA in Leadership and Change Management (VU Amsterdam). She spent six years as a behavioural specialist at the City of Amsterdam, where she built and led a leadership programme.

She learned the science first, then built the method around what actually transfers into behaviour. Every design choice in the five sessions is there for a documented reason, and she can tell you which one.

Her standard is that science earns trust. Every claim carries only the weight its evidence supports, and where the evidence is young or contested, she says so rather than rounding it up.



Three layers, one programme.

Change that holds is not a matter of insight alone. Three systems have to move together, and the programme is sequenced so that each one prepares the next.

Cognitive

How you think

The inner critic, reframing, and mindset. How you speak to yourself, and the meaning you assign to what happens.

SESSIONS 01 +
02

Physiological

How your body reacts

The window of tolerance, stress regulation, breath and body under pressure. What your nervous system does before thought intervenes.

SESSION 03

Motivational

What you are doing it for

Values, purpose, and the needs described by Self-Determination Theory. The compass under everyday behaviour, the part most training never touches.

SESSION 04

In Session 05 the three layers come together through retrieval, if-then planning, and peer accountability. Not an endpoint, a hinge into what comes after.

A five-session arc, each building *on the last*.

01 Rewire Your Brain

FOGG, HEBB

Neuroplasticity, B=MAP, habit architecture. The mechanism beneath all change.

02 Rewire Your Inner Voice

LONGE, NEFF

Critic-to-coach, cognitive defusion, self-compassion. The voice in the head, retrained.

03 Rewire Your Nervous System

SIEGEL, CRASKE

Window of tolerance, breath, cognitive reappraisal. Regulation as a skill, not a personality trait.

04 Rewire Your Direction

DECI, CRESWELL

Self-Determination Theory, values excavation, the purpose statement. The compass under the behaviour.

05 Rewire Your Future

GOLLWITZER,
MATTHEWS

Retrieval, if-then plans, peer accountability. Not an endpoint, a hinge into what comes after.

The same mechanisms return across the sessions, each time deeper. Anchor Breath in sessions 01, 03, 04 and 05. B=MAP in 01, 04 and 05. Stress regulation in 03, 04 and 05. The repetition is the point, not an oversight.

Not built to inspire. Built to last.

Standard corporate training transfers only 10 to 20 percent into actual behaviour. Four design choices exist to close that gap. Each one is there for a documented reason.

Spaced sessions

SPACING EFFECT

Sessions sit weeks apart, not days. Distributed practice outperforms massed practice for retention, so the calendar is part of the method rather than a scheduling compromise.

Retrieval practice

ROEDIGER & KARPICKE

Participants actively recall earlier material rather than rereading it. Active retrieval flattens the forgetting curve; passive review does not.

Implementation intentions

GOLLWITZER & SHEERAN

If-then plans convert intention into behaviour. In a meta-analysis across 94 studies, this planning format roughly doubled the likelihood of follow-through.

Peer accountability

SESSION 05 ARCHITECTURE

The final session builds accountability structures inside the team, so the programme continues to work after the trainer has left the room.

40+

Peer-reviewed sources

70%

Experiential learning

S5+

Architecture after

Every claim carries only the weight *its evidence supports*.

EFFECT SIZES FROM META-ANALYSES

Stress reduction

KIRBY ET AL.

$g = 0.50$ to 0.69

Self-compassion

MATTINGLY & KRAIGER

$d = 0.49$ to 0.70

Emotional intelligence and performance

HODZIC ET AL.

$d = 0.42$ to 0.51

Effect sizes describe the average size of a difference across studies, not a promise about any one team. They are reported here so you can judge the strength of the ground the programme stands on.

BUILT ON PUBLISHED WORK

The Rewire Method draws on replicated meta-analyses across stress reduction, self-compassion, intrinsic motivation, and implementation intentions, alongside the transfer-of-learning research that explains why most corporate training fails to stick.

Including the work of Fogg, Hebb, Longe, Neff, Siegel, Craske, Deci, Creswell, Gollwitzer, and Matthews.

A full reference list is available on request. Where a finding is young or contested, it is presented as such, and never rounded up into a promise.

Teams that take behaviour change seriously.

This is a demanding programme. It asks people to practise between sessions and to hold each other to it afterwards. It works best where that is welcomed rather than tolerated.

01 Leadership teams

Senior teams of 8 to 20 who want lasting capability, not another inspiring afternoon.

02 L&D and people leaders

Buyers who are done seeing training inspire on Friday and fade by Monday, and who want a programme designed for transfer.

03 Growing organisations

Companies in moments of scale, transition, or pressure, where how people respond under stress shapes whether the next phase works.

MAKING THE CASE INTERNALLY? FORWARD THIS PARAGRAPH AS IT STANDS

Behaviour under pressure is the variable that decides whether a strategy survives a hard quarter, and it is trainable. Most training changes what people know; this programme is built, design choice by design choice, to change what people do when it counts. Five sessions, led by a behavioural scientist, and every claim carries only the weight its evidence supports.

Most decisions like this involve more people than the one holding this document. That paragraph, and the design choices on page seven, are written to do the internal work for you.

From first call to delivered programme.

1 Scoping

A 30 minute call, free of charge, to understand your team, your goals, and whether this is the right fit.

WHAT THIS TYPICALLY LOOKS LIKE

DURATION

5 to 10 weeks

across the five sessions

2 Proposal

A tailored proposal within seven business days: scope, timing, customisation, and investment, written to your context. No template.

GROUP SIZE

8 to 15 people

capped to keep it interactive

3 Contract

Agreement and kick-off planning. We schedule the five sessions across your calendar and align on deliverables and success measures.

INVESTMENT

By proposal

scoped to your context

4 Delivery

Five sessions, sequenced. In person where possible, spaced to give the brain the interval it needs to consolidate.

LOCATION

Your venue or ours

in person preferred

5 Anchor

Post-programme architecture. Peer accountability structures and expanding intervals, so the new patterns hold after the final session.

SUCCESS MEASURES

Agreed in scoping

so the programme is judged on more than how it felt on the day

Every programme is scoped to the team in front of it, so the investment follows the proposal rather than a price list. The scoping call commits you to nothing.

What leaders take from the work.

The Rewire Method is a new programme. The voices below are from senior professionals who experienced the talks and sessions the method is built on, shared with permission.

Deep expertise combined with resilience and a genuine commitment to her field.

GIULIA TORRE

Talent Management Director, Sandoz

What stood out most was her ability to connect science with empathy and charisma, making the session both engaging and inspiring.

ISABEL ALARCÓN

Commercial Strategy & Change Management Professional, EMBA

Her master talk about the neuroscience of reinvention was enlightening and truly relatable.

MERLENE DAGUERRE REZK

Corporate Communications Strategist

NEXT STEP

Bring it to *your team.*

Tell me about your organisation and what you want to shift. I will come back with a proposal written to your context, within seven business days.

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ONLINE

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Looking for a single session for the women in your organisation rather than a five-session programme for a team? Wired for More offers a talk, a masterclass, and a deep-dive workshop, one click away at wiredformore.nl.

Wired for More is an educational programme. It is not therapy or medical care.