

Wired *for* More

MASTERCLASSES & WORKSHOPS · AMSTERDAM · 2026

FOR THE ROOMS YOU BRING TOGETHER

Your brain built
this reality.
Now learn to rebuild it.

Neuroscience-informed masterclasses and workshops for women's networks, communities, founder circles, retreats, team days, and events. Grounded in peer-reviewed science, felt in the body, taken home.

MORGAINÉ EL-MAHDI

What is inside.

Everything you need to plan a session for your people: what it is, how a session runs hour by hour, what it costs, and what happens after you enquire. Written to be forwarded to a co-organiser or board without explanation.

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You know the difference between a room that *buzzes* and a room that stays cold.

If you bring people together with intent, for a community evening, a founder retreat, a team day, or a conference, you carry the programme on your name. A speaker who does not land costs you more than an evening.

This is built for that responsibility. Unexpected neuroscience, explained plainly. Live practice, so the science is felt rather than heard. And a take-home for every woman in the room, so the session is still working the following week. You gather your people. I build the session that fits the room.

RESEARCH - BACKED

Every claim carries only the weight its evidence supports. The science earns the trust.

FELT, NOT JUST HEARD

Live exercises, small-group exchange, and a few moments where the room realises something together.

PLANNABLE

A clear arc with timings, so you can build your programme around it with confidence.

Morgaine El-Mahdi.

BEHAVIOURAL SCIENTIST &
NEUROSCIENCE-INFORMED TRAINER

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 built this work because she needed it first. What changed her own patterns was not talk alone, but studying the science of the brain seriously and applying the tools on herself. That is what she brings into your room: the science, and the lived understanding of what it takes to use it.

Her standard is simple: science earns trust. No spirituality dressed up as fact, no self-help. The science, made usable.



The Neuroscience of *Reinvention*.

Your audience experiences just 0.0004% of reality. The rest is filtered by a brain showing each woman exactly what fits the version of herself it expects, without ever asking. This session reveals how reality is constructed, through three lessons on belief, the inner critic, and identity as a filter, and ends with the first words of a new mantra.

WHAT YOUR ROOM EXPERIENCES

The opening hook, the reveal of the brain as a prediction machine, and three lessons: the power of belief, the inner critic is not your friend, and identity as a filter. Live interaction throughout: women stand, sit, answer, and write.

WHAT THEY TAKE HOME

The "I am someone who..." mantra they wrote themselves, and the science of why practising it begins a new neural pathway. The masterclass adds active practice on each lesson, a digital handout, and a 7-day take-home practice.

WHY IT LANDS WITH YOUR AUDIENCE

Women who have tried everything and still meet the same patterns do not need another pep talk. The science is the reason they trust this where they stopped trusting self-help.

SCIENTIFIC ANCHORS

SIMONS & CHABRIS (1999)

Inattentional blindness: half of viewers miss a gorilla walking through a basketball game.

CRUM ET AL. (2007 TO 2013)

Belief reshapes biology, shown in studies on stress mindset and expectation.

BANDURA (1977)

Self-efficacy: belief in capability predicts performance and persistence.

MARKUS (1977)

Identity operates as a filter, organising what the brain attends to and believes possible.

Built on peer-reviewed research.

Three hours, designed in four movements.

The Deep-Dive arc, hour by hour, so you can build your programme around it. Every session follows the same shape, adapted to the theme; the talk and masterclass compress the same logic into their own length.

00:00 TO 00:20

Opening & the science

Welcoming the room, setting the container, and the neuroscience foundation that makes the session land.

00:20 TO 01:50

Embodied practice

Live exercises that move participants out of their seats and into their bodies. Where the science is not just heard, it is felt.

01:50 TO 02:30

Personal integration & small group exchange

Where each woman makes meaning of what just happened, in pair-share or small-circle format.

02:30 TO 03:00

Take-home framework & close

Each participant leaves with a digital framework and a 7-day practice to land what she discovered in her own week.

A word your participants will care about: sharing is never forced. Each woman shares her whole story, one line, or simply sits with what she wrote. The room is built to be safe before it is built to be deep.

Choose the theme your room needs.

Each Deep-Dive takes one theme deep, chosen with you in advance so the session fits your group and your moment. Every theme rests on a body of peer-reviewed work.

01 Master Your Reality

14 SOURCES

The neuroscience of filters and conscious perception

An embodied dive into the patterns running quietly behind daily life, and the version of you they have been hiding. For women ready to feel the shift, not just understand it.

SHE LEAVES WITH

A written sketch of who she is becoming, a 7-day take-home practice, and a felt sense of how her own filters operate.

Anchors: Simons & Chabris, Markus, Hölzel

02 Author Your Self

12 SOURCES

The neuroscience of conscious identity

Built on 40 years of longitudinal research on women who rewrote their story. For women navigating career pivots, role transitions, and who they are becoming.

SHE LEAVES WITH

A complete written Identity Design, a Pattern Map across five life domains, and a structured take-home challenge.

Anchors: Pals (Mills longitudinal study), Markus, Oyserman

03 Design Your Defaults

14 SOURCES

The neuroscience of how environment shapes behaviour

How environment quietly shapes roughly 45 percent of daily behaviour, and how to redesign yours. For women who want lasting change beyond willpower and grit.

SHE LEAVES WITH

A blueprint for her own environment across four domains, three habit stacks, and an if-then plan for one challenging relationship.

Anchors: Wood & Neal, Gollwitzer & Sheeran, Christakis & Fowler

04 Move with the Fear

13 SOURCES

The neuroscience of courage and the inner critic

What exposure actually does in the brain. For women confronting imposter feelings, fear of visibility, or the threshold to a bigger chapter.

SHE LEAVES WITH

A personal fear profile, a toolkit for the moments fear shows up, and a self-chosen challenge for the week ahead.

Anchors: LeDoux, Craske, Crum

Booking a series? Many hosts sequence two or three themes so they build on each other. The series pricing on page ten exists for exactly that.

One body of science, sized to your moment.

The same neuroscience, in three depths. Match the format to the room you are building, not the other way around. Pricing follows on the next page.

TIER 01

Signature Talk

45 to 60 minutes plus Q&A

An open audience.

The Neuroscience of Reinvention as a science-first awakening. Live interaction throughout, ending with the first words of a new mantra.

Fits: a conference or festival slot, a large community evening, the opening of a bigger programme.

TIER 02

Masterclass

Two hours, up to 25 women

A working group.

The three lessons of the talk, explored through active practice. A digital handout and a 7-day take-home practice.

Fits: a community evening with depth, a network session, a half-day programme that needs a strong core.

TIER 03

Deep-Dive

Three hours, up to 10 women

An intimate group.

Deep, embodied work on one of the four themes, chosen with you in advance. Pre-event alignment, a take-home framework, and a 7-day practice.

Fits: a founder circle, a retreat, a team day or offsite where you want the session to be the centrepiece.

Clear formats, tailored sessions.

Signature Talk

45 to 60 min + Q&A

By proposal

Masterclass

2 hours, up to 25 women

By proposal

Deep-Dive

3 hours, up to 10 women

By proposal

SERIES

Quoted as a series when you commit to two or three sessions within six months, so the themes can build on each other.

Every session is quoted after a short conversation about your group and your occasion, then confirmed in writing before anything is booked.

PRACTICAL

English or Dutch · at your venue · travel beyond Amsterdam by arrangement · every session tailored in a pre-event alignment.

AFTER YOUR ENQUIRY

- 1 You tell me about the room
Your group, the occasion, roughly when, and what you want them to walk out with.
- 2 A reply within five business days
A real response from me, not an automated one.
- 3 A short call
Fifteen minutes to align on format, theme, and fit.
- 4 A proposal that fits
Shaped to your group and moment. Nothing off the shelf.

Enquiring commits you to nothing. It simply starts a conversation.



A host, a founder, and a participant, shared with permission.

Morgaine was the absolute highlight of our Sip & Connect event on the Neuroscience of Reinvention. Her talk struck the perfect balance: deeply insightful and backed by real science, but delivered in a way that felt completely accessible and engaging. Everyone left feeling inspired and ready to put her advice into action. I received so much positive feedback from the attendees after the event.

LAURA SMYTH • CEO, FOUNDER • THE HOST

Morgaine makes personal change feel simple, practical, and even fun. She shows you how to reshape the patterns your brain runs on in a way that actually sticks. I left with tools I could use immediately.

DAHLIA WONGSODIHARDJO • FOUNDER,
STUDIO NOMADA

Morgaine is such a practical and inspiring professional. Her master talk about the neuroscience of reinvention was enlightening and truly relatable. From checking in with your inner critic to rebuilding paths in your mind, she has the power to easily guide you through this journey with an authentic spirit and down to earth approach.

MERLENE DAGUERRE REZK •
CORPORATE COMMUNICATIONS
STRATEGIST

NEXT STEP

Bring this to *your community.*

Tell me about your group, your theme, and the outcome you want them to walk away with. We will design a session that fits the room.

EMAIL

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ONLINE

wiredformore.nl

For the women in your room who want to go further afterwards: the eight-evening Wired for More programme, one click away at wiredformore.nl.