

Wired *for* More

AMSTERDAM

THE PROGRAMME GUIDE

Eight Evenings

Your brain built this life. Now rebuild it. An eight week neuroplasticity programme for ambitious women ready to rewire the patterns running their life.

FOUNDING GROUP • OCTOBER 2026 • BY APPLICATION

There is a version of you you have not met yet.

You can feel her underneath the noise: steadier, clearer, less run by the voice that says you are not enough. This programme exists to help you become her, on purpose, using the science of how the brain actually changes.

SHE HAS TRIED A GREAT DEAL

The affirmations, the podcasts, the coaching, years of insight that never quite turned into lasting change. She is not short on understanding. She is tired of understanding, and ready for something that finally holds.

SHE IS AT THE VERY START

She has not tried much at all, and she would rather begin properly, with the science, than spend years working her way toward it. She is not behind. She is choosing the shortest honest route.

They start in the same place: a brain full of patterns learned long ago, and the decision to stop running them on autopilot. If either of them is you, so is this.

You know there is more to get out of life, and you can feel a stronger, more confident version of yourself underneath.

You want real science and real neuroplastic change, not just information on how to love yourself more.

You recognise your own patterns, and you are ready to stop performing the woman you were trained to be.

You are ready to let a small group of women walk it with you, in person, for eight weeks.

You are not broken. You are wired. *And wiring can change.*

Insight is the easy part.

A masterclass can wake you up. It cannot rewire you. Most of us already know what we want to change, and we keep ending up in the same place. That is not a willpower problem. That is your brain running the paths it knows best.

THE MECHANISM

Every belief, every habit, every automatic reaction is a physical pathway between neurons. The ones you use most become the strongest, the fastest, the default. This is Hebb's principle: neurons that fire together wire together. The voice that says you are not enough is not a character flaw, it is a well worn path.

And paths can change. Your brain stays plastic your whole life: repetition and attention build new connections, and the old ones weaken through disuse. You do not erase the old wiring. You build a stronger road beside it, and you let the old one go quiet.

REPETITION AND REST

The actual rewiring consolidates when you are not trying. That takes two things the brain cannot rush: repetition, and rest.

Eight weeks is the span in which Harvard researchers documented measurable structural change in the brain after a sustained practice.

Hölzel et al., 2011

Long enough for new pathways to take hold. *Short enough to keep.*

THE ARC · THREE LEVELS, ONE SHIFT

01 See the Game

Weeks 1 and 2. See the invisible rules running your life.

02 Change the Game

Weeks 3 to 5. Choose who you become, and start building her.

03 Play Your Game

Weeks 6 to 8. Build the world she lives in, and keep playing.

By week eight, you do not just see her. *You are her.*



THE EIGHT EVENINGS

One shift, across eight weeks.

Each evening is two hours: the science explained clearly, then guided practice applied to your own life. What follows is what changes in you, evening by evening.

01 The 1% Reality

WEEK 1

What if everything you believe about your life is just a story your brain made up?

By the end of the first evening, that question has stopped being rhetorical. You have seen, in your own examples rather than in theory, that what you call reality is a construction: filters you did not choose, running rules you did not write. You leave with the first sketch of the woman you are becoming, written in your own hand and sealed until Session 08, and with two small daily practices that start the rewiring that same night.

YOU LEAVE WITH *Your Future Her sketch*

02 The Rules of the Game

WEEK 2

Your brain has rules. You did not write them. But you can.

This is the evening you meet the narrator. The voice in your head gets a name, and more importantly a nature: it is a neural pattern, not the truth about you. You leave with your first working tool for catching a thought and redirecting it, and you start gathering your own data on exactly when, and where, the old wiring fires.

03

Choose Your Character

WEEK 3

Identity is not who you are. It is a filter your brain runs. Today you choose a new one.

Tonight the work turns from seeing to choosing. Grounded in your own values, you write your Identity Design: a seven question framework that maps the woman you are becoming, in your own words, precise enough to act from. Your Pattern Map takes shape alongside it, a clear inventory of the patterns running across five domains of your life, and where they came from.

YOU LEAVE WITH *Your Identity Design and Pattern Map*

04

Train Her

WEEK 4

Future Her has a superpower. She knows how to come back to herself.

You chose her; now you train her. By the end of this evening your daily practice is complete: a short morning, a short evening, and ten minutes of deep rest, every element tied to the identity you designed. And you learn the skill the whole system depends on: how to return to yourself on the days it does not go well, because one missed day does not break the chain.

05

Boss Battle

WEEK 5

Feel the fear, and move toward it anyway.

Every rewiring meets its old guard. Tonight you learn what fear actually is in the brain, why avoiding it keeps it strong, and why courage was never the absence of fear but fear plus action. You name the wider patterns that guard the old wiring too, the guilt, the shame, the people pleasing, and you leave with your Boss Battle Toolkit, built and tested in the room.

YOU LEAVE WITH *Your Boss Battle Toolkit*

LEVEL 03 • PLAY YOUR GAME

06

Build Her World

WEEK 6

You cannot become a new person in the same old world.

The work turns outward. You audit the world your brain lives in, because around 45 percent of daily behaviour repeats in the same context, triggered by cues rather than chosen, and design beats discipline. You leave with your Her World Blueprint: concrete changes across the four domains that quietly shape your behaviour, your people, your physical space, your digital space, and your routines.

YOU LEAVE WITH *Your Her World Blueprint*

07

Being Her

WEEK 7

You already know how. Now you play.

Seven weeks of your own notes become the evidence: you look back at what has actually shifted, and it is no longer a promise, it is a record. Then you take one real, unsolved situation in your life, the kind where the old wiring still wins, and you work out how she moves through it, and you go and do it, this week. You also leave with a setback protocol, because the change that lasts is the one that knows how to return.

08

She's Here to Stay

WEEK 8

You did not become someone new. You became who you were always supposed to be.

The final evening closes the arc that opened in Session 01. The sketch you sealed eight weeks ago comes back to you, and you read it as the woman it described. You write the story of your own shift, because the research on narrative identity is clear that the story you tell about your change is part of what makes it hold. You do not leave with a certificate. You leave with an identity that holds, and a small group of women who walked every step of it with you, and saw you become her.

More than insight. *Tools you use.*

01 Your Identity Design

A seven question framework that maps the woman you are becoming, in your own words.

02 Your Future Her sketch

Written in Session 01, sealed, and returned to you in Session 08. The arc that closes around your own shift.

03 Your Pattern Map

A clear inventory of the patterns running across five domains of your life, and where they came from.

04 Your Boss Battle Toolkit

A live toolkit on your phone for the moments fear or the inner critic shows up.

05 Your Her World Blueprint

Concrete changes across the four domains that quietly shape your behaviour.

06 A small group of women

Who saw the same science, did the same work, and know what your shift meant to you.

And underneath all of it: an identity that holds after the eight weeks end, because the patterns are rewired, *not just understood.*



MORGAIN EL-MAHDI

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

A WORD FROM MORGAIN

I built Wired for More because I needed it first.
For years my life looked right on paper, and still
something felt off. I learned the science, and
then I tested every piece of it on myself before I
taught it to anyone else.

The science that helped me is locked away in
papers, or diluted into self help that skips the
mechanism. This programme is what I wished
had existed:

*the science,
made usable.*

From the work behind the programme.

The first group starts October 2026. These voices are from women who experienced the talks and masterclasses that became the foundation of Wired for More.

“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, FoundHer

“I recently attended a talk on neuroplasticity by Morgaine and it was remarkably impactful. She delivered powerful insights into how our brains work, combined with practical tools to help us intentionally build new pathways and unlock our potential. 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

“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

“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

What to know before you apply.

FORMAT

Eight weekly evening sessions, two hours each, in person in Amsterdam, in English.

EACH EVENING

The science, explained clearly, then guided practice applied to your own life. You share at your own pace: your whole story, one line, or you simply sit with what you wrote. Nothing is ever forced.

BETWEEN SESSIONS

A short daily practice, building from around fifteen minutes a day to twenty to twenty five in the later weeks. Roughly ten of those minutes are spent lying down with your eyes closed.

WHEN AND WHERE

The first group starts October 2026. The exact weekday, time, and venue are confirmed to you during the application process, before anything becomes binding.

THE GROUP

A small founding group, limited in size, composed by application.

THE INVESTMENT

€1.950 for Group 1, including 21% VAT. This is the founding price; from Group 2 onward the programme is €2.950.

Pay in full or in three monthly instalments of €650, at the same total price.

HOW TO APPLY

A short form at wiredformore.nl, five to ten minutes. You hear back within five business days. If it fits, a 30 minute online intake follows: a mutual check, not an exam and not a sales call. You are deciding too.

Applying is free and commits you to nothing.

NEXT STEP

If you recognised yourself in these pages.

The next step is small: a short application, a few honest lines about where you are and what you are looking for.

wiredformore.nl

OR WRITE TO ME DIRECTLY

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FOUNDING GROUP · OCTOBER 2026 · A LIMITED NUMBER OF PLACES

You are wired for more.