



PROGRAMME · TÜV PERSON CERTIFICATION OPTIONAL

SCIENTIFIC TRAINER

Science is the blueprint for future learning.

Science that makes your practice visible and effective.

BEING SEEN

Be seen for what you can really do.

The crisis is sorting the market. What is interchangeable falls away; what is in demand is real substance you can show. The Scientific Trainer programme makes your expertise visible and influential, and makes you more sought after than ever. It is a **live online programme with optional TÜV person certification** that puts neuroscience, psychology, systems theory and AI/EdTech to work in your practice: for experienced trainers, consultants, coaches and L&D professionals.

VISIBLE

Substance you can show

You make your real expertise, built up over years, visible and demonstrable instead of letting it disappear in day-to-day business.

EFFECTIVE

Impact people can see

You measure transfer and effect sizes and show what your work actually changes.

IN DEMAND

Indispensable when budgets are cut

Where AI makes the average cheap, real substance becomes scarce. You are on the winning side.



“Science is the blueprint for future learning.”

Dr. Franz Hütter · Founder of BRAIN-HR and academic director · **Person certification to ISO/IEC 17024**

THE MARKET IN 2026

The market is not shrinking. It is sorting.

Budgets are shrinking, AI makes the average cheap, and what is interchangeable goes first. What becomes scarcer and more sought after at the same time: **real substance you can show**. The market is being redistributed, and the winning side belongs to those who make their impact visible.

Where people work in self-organised ways in complex, AI-shaped contexts (Ehlers 2020), value shifts from retrievable knowledge to scientific substance: critical thinking, handling complexity, scientific insight. This programme makes exactly that visible and sharpens it.

The winning side belongs to those who make their impact visible.



VALUE FOR L&D

What a scientifically equipped L&D function changes.

LEARNING NEEDS

Derived from evidence

You align your portfolio with future-skills research instead of the echo chamber of industry trends.

EFFECTIVENESS

Showing impact

You make transfer and impact visible and see what your work contributes to the company's success.

COMPETENCE

Passing on substance

Your trainers pass scientific insight on to employees and managers.

QUALITY

Certified proof

With the optional person certification to ISO/IEC 17024 you document your examined qualification.



AT A GLANCE

Format and framework.

Format	Live online programme with preparation and follow-up material
Duration	12 weeks
Scope	12 evening seminars (36 h) + final day
Guidance	Implementation office hours as needed, bookable at any time via a Calendly link
Group	6 to 18 participants
Requirement	At least 2 years of relevant professional experience
Target group	Trainers, consultants, coaches and those responsible for L&D and people development
Result	A transfer concept ready to present, reviewed for professional soundness
Completion	Certificate of attendance Scientist Practitioner Foundations; TÜV person certification optional

THE CURRICULUM

Twelve learning units and the final day.

Foundations phase Groundwork for a scientifically grounded transfer into practice

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| 01 | Toolkit for translating science into practice |
| 02 | Toolkit for artificial intelligence & research |
| 03 | Neuroplasticity: the physiology of learning & development |
| 04 | Neuroanatomy: experiential learning with potter's clay |
| 05 | Neuropsychology: the biology of perceiving, thinking and acting |
| 06 | Neurosystemics: the big picture of the bio-psycho-social system |

Transfer phase Translating science into applied learning & development

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| 07 | Neuroscience-informed learning design and future skills |
| 08 | Artificial intelligence in L&D |
| 09 | Evaluating impact and ROI |
| 10 | From neuropsychotherapy to evidence-based coaching |
| 11 | Behavioural economics and neuroleadership |
| 12 | Neurosystemic support for change & transformation |

Final day Full day, included in the price

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| 13 | Presentation & pitch of the transfer concepts |
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TÜV certification Optional add-on, 1,000 € if booked together, 1,200 € later

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| TÜV | Science Fitness: exam preparation for the TÜV written exam |
| TÜV | Written subject exam, online |
| TÜV | Oral examination before the examination board |

Professional development seminars Bookable individually, 450 instead of 600 € for participants

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| PLUS | Future Learning: AI & immersive learning in training & coaching |
| PLUS | Validated questionnaire instruments & statistics for educators |
| PLUS | Psychology in brief: finding your way around the building of psychology |

QUALITY & CERTIFICATION

Examined quality, publicly verifiable.

The Scientific Trainer programme ends with the certificate of attendance **Scientist Practitioner Foundations** and can be completed with a **person certification to ISO/IEC 17024** by TÜV Rheinland. Professional qualification is examined in a written exam, transfer quality in an oral examination.

The effectiveness of the programme itself is held to the standard it teaches: it is measured with validated assessment methods and tracked over time.

ISO/IEC 17024

Person certification

Accredited standard for the certification of persons, valid for three years.

EXAMINATION

Written & oral exam

Professional qualification and transfer quality are examined separately.

IMPACT

Tracked with validated methods

Results are measured with validated methods and tracked over time.



Every qualification can be verified publicly in the TÜV Rheinland directory Certipedia, ID 0000081633.



YOUR RESULT

At the end you have a transfer concept ready to present.

At the centre is your own project. You work on exactly the topic you want to move forward anyway: your core business, the strategically important projects of your function. It is the same work you already do, only grounded in science, closely guided and supervised.

Time is reserved for this in every seminar session, plus implementation office hours via a Calendly link as needed. At the end you present your concept in pitch-deck logic using the 4MAT model: **Why, What, How to, What if**. The result is a concept you can present and build on.

Your core business, moved forward on a scientific footing.

VOICES

What graduates say.

Experienced trainers, consultants and science managers on the programme.



"I now design my trainings so that even more knowledge transfer and sustainability are possible. Highly recommended."

Birgit Thedens · Chair of the Board, dvct



"Suitable for everyone who really wants to learn something. Not for those who are only looking for buzzwords."

Prof. Dr. Anke van Kempen · Research, Innovation & Transfer



"Science makes you strong against myths, bullshit and waffle. For work that has substance and makes a difference."

Bianca Grünert · Stark mit Worten



"I was able to put my knowledge into a practical project straight away. Thoroughly enthusiastic and recommended without reservation."

Iris Teicher · Higher Education, former university chancellor

What graduates have put on a scientific footing.

Real projects from practice, across industries. Anonymised. A selection.

**Neuroscience of storytelling:
practical consequences for
effective communication.**

C. B. · Head of Learning ·
Pharmaceutical industry

**Neuroscience-informed design of
a train-the-trainer course for
vocational instructors.**

N. K. · Recruiting · Energy sector

**Guidelines for avoiding ineffective
leadership development.**

P. F. · Consultant · Mid-sized companies

**A neuropsychological foundation
for a prevention seminar for train
drivers.**

M. A. · Trauma prevention · Railways

**Online training on negotiating
with the “Dark Triad”.**

M. D. · Negotiation training · Consulting

**Organisational development
based on Hermann Haken’s
synergetics.**

I. T. · Consultant · former university
chancellor

ACADEMIC DIRECTOR

Dr. Franz Hütter



Dr. rer. medic. and M.A., a scholar in both the humanities and the natural sciences with a background in medical research, who has moved between science and practice for more than twenty years. He teaches Applied Cognitive Neuroscience, is a Teacher Status Member of the American Psychological Association (APA), a Full Member of the Institute of Coaching at McLean Hospital, a Harvard Medical School affiliate, and founder of the NET OF BRAINS think tank. More than sixty specialist publications and three books, among them the standard work “Neurodidaktik für Trainer”. Today, together with the network, he develops evidence-based EdTech software that makes the scientific quality review of professional development scalable.

“Science is the source of value creation in the age of AI. Scientific thinking trains the ability to deal with complexity: the core competence that keeps people employable and companies competitive.”

THE NEXT STEP

Senior Scientific Masterclass.

Where other programmes end with the handover of a certificate, the real journey begins here: from Scientific Trainer to a **scientist-practitioner personality in L&D**. Over three years, following the Boulder model, the Masterclass integrates scientific method directly into your day-to-day business.

EVERY TWO WEEKS

Business & Science

One hour for offer architecture, product design and ongoing client projects; one hour for research, methods and evaluation.

THREE YEARS

From concept to business

Personal 1:1 sessions under a fair-use policy and peer review support the development in your real business.

A first evaluation or study project is set up together up to a pilot data collection. Full execution, analysis and running a study beyond this pilot phase remain contract research, priced separately.

BUSINESS

Right at your offering

Positioning, tenders, client projects and product lines are developed further in your day-to-day business.

SCIENCE

Judgement of your own

Study design, measurement instruments, statistics and your own data are explored in practice.

PILOT

A first project

You start with scientific backing; a complete commissioned study is not part of the promise.

INVESTMENT & BOOKING

Investment.

Scientific Trainer

2,900 €

net, twelve sessions and final day

The programme with the certificate of attendance Scientist Practitioner Foundations.

TÜV person certification

1,000 €

net, if you book it together

Exam preparation day, written exam and oral examination to ISO/IEC 17024, examination fee included, entry in the public TÜV Certipedia. Booked separately later: 1,200 €.

Senior Scientific Masterclass

9,000 €

net, three years

Requirement: Scientific Trainer including TÜV. With business consulting, scientific guidance, 1:1 sessions and a pilot project.

Everything booked together: **12,000 € net** instead of 12,900 €. Professional development seminars cost participants 450 instead of 600 € net per day.

IN-HOUSE

As in-house training

For your team, bookable in German or English. Including a licence for the Evidence Check (scientific audit of trainings) and the constructive alignment software Nudging Bloom.

OPEN

Open dates

Current dates of the open programme, booking and personal advice can be found on the programme page.

Programme & dates

brain-hr.com/en/scientific-trainer

Personal appointment

calendly.com/brain-hr/dialog

Languages

German & English



Let's talk about your learning & development.

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