

**PRESS RELEASE: UPDATED JULY 26TH, 2018**

# MAKE ME A LEADER

## MOVIE PREMIERE GLOBAL TOUR

The **About my Brain Institute** is proud to present **Make Me A Leader**, a feature-length documentary on how leaders can optimise brain and body performance to thrive in the 21st Century.

### **ABOUT THE FILMMAKER & DOCUMENTARY**

Leadership expert Silvia Damiano and her team traveled the globe to discover how to adapt our brains in a changing world - where 'creativity' replaces 'knowledge' as our most valuable leadership quality. Silvia proposes the idea of everyone embracing their own leadership to successfully navigate the challenges and opportunities that the Imagination Age presents.

***Make Me A Leader*** follows on from Silvia Damiano's 2014 TEDx talk and her book *Leadership is Upside Down*. Visiting Norway, Spain, USA, Canada, UK, Cambodia, Germany, Argentina and Australia, Silvia investigates the new approaches and strategies that are needed to develop the human behind the leader. This movie features interviews with business leaders, academics, leadership specialists and world-renowned scientists, including Drs. Harald Harung, Fred Travis and Emeran Mayer. To read more about our featured experts [click here](#).

### **LEADERSHIP IN THE 21ST CENTURY NEEDS TO EVOLVE**

People often use the word 'leadership', but few understand what it really takes to lead effectively today. The top-down management style of the past no longer works, yet few leaders have been able to adapt their approach to the current times.

Facing a Volatile, Uncertain, Complex and Ambiguous (VUCA) World, leaders need to step up, be fearlessly agile and able to perform in a fast-paced economy. They must also be innovative and masters of true collaboration. This film will equip and inspire you to nurture your leadership abilities and expand your potential, no matter your role in life.

### **LEADING WITH THE BRAIN IN MIND**

Steeped in neuroscience and the latest research in wellbeing, mind-brain development, neurogastroenterology, neurofeedback, sleep, meditation and movement, ***Make Me A Leader*** unravels the secrets of how to refine your minds and brains to become more self-aware, balanced and inspirational.

"IMAGINING THE FUTURE STARTS IN YOUR BRAIN, HAVING THE COURAGE TO IMPLEMENT WHAT YOU IMAGINE RESIDES IN YOUR GUT, MAKING IT HAPPEN IS ONLY POSSIBLE WITH THE PASSION OF YOUR HEART."

**SILVIA DAMIANO**

## INSPIRATIONAL BRAINS

Are leaders born or made? What does the brain of the most accomplished leaders look like? Can leaders overcome their fears and limitations? ***Make Me A Leader*** will answer these questions and more, providing you with a roadmap to create a brain-friendly environment at work and at home.

## TOURING GLOBALLY

***Make Me A Leader*** sheds a new light into how to develop the leaders of the future. It suggests a new mindset based on science that integrates our entire biological system from the brain down. To witness this cutting-edge leadership perspective in person, we invite you to attend one of our premiere events in our global 2018 tour.

- **Sydney**

Grand Opening Premiere took place on July 25th, 2018. View photos on website:  
[www.aboutmybrain.com/makemealeader#photos](http://www.aboutmybrain.com/makemealeader#photos)

- **Mexico City**

Screening will take place on August 22nd, 2018

- **Buenos Aires**

Screening TBC

**Stay tuned via our page for more upcoming cities & dates:**

[www.aboutmybrain.com/makemealeader#stay-tuned](http://www.aboutmybrain.com/makemealeader#stay-tuned)

## WATCH THE TRAILER & ACCESS MOVIE TEASER

<https://r.aboutmybrain.com/teaser-make-me-a-leader>

## ONLINE LAUNCH

The ***Make Me A Leader*** film was released online on July 26th, 2018 together with an online learning course featuring additional content and interviews from the documentary, an e-book and an extended director's interview.

## LINKS

**Learn More**

[www.aboutmybrain.com/makemealeader](http://www.aboutmybrain.com/makemealeader)

**Director's Interview**

[www.aboutmybrain.com/makemealeader#director](http://www.aboutmybrain.com/makemealeader#director)

**Access The Movie**

[www.aboutmybrain.com/makemealeader#buy](http://www.aboutmybrain.com/makemealeader#buy)

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## PRESS ENQUIRIES

**Please contact Media Manager:**

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