

Toronto Business Analysis Symposium "BA Mindset" Headline Event

American & Brazilian (Laguna & Leopold) Co-Presenting at Toronto, ON Convention Center
May 15, 2023 "The Neuroscience Behind the Business Analysis Mindset"

Toronto, Ontario Mar 21, 2023 ([IssueWire.com](https://www.issuewire.com)) - Trent Leopold and Fabricio Laguna present The Neuroscience Behind the Business Analysis Mindset: The Human Thinking Processes Applied at the Metro Toronto Convention Centre on May 15, 2023. Attendees at the presentation receive practical tips to take with them to immediately begin using in their professional practice. The presentation reveals scientific discoveries concerning strategic human thought processes directly relating to effective business analysis and project management practices for excellence in project outcomes. The fun and educational presentation includes participant interaction, question and answer, and giveaways. The presentation is suited for all business analysis and project management practitioners, including those with extensive experience and beginners.

Laguna, aka The Brazilian BA (from Brazil), is the main reference on Business Analysis in Brazil. He's the author and producer of videos, articles, classes, lectures, and playful content. He explains complex things in a simple and easy-to-understand way. Laguna has served as the IIBA® Brazil chapter president between 2012-2022. He holds an MBA and various certifications including CBAP®, AAC®, CPOA®, and PMP®. Laguna has been a consultant and instructor for more than 25 years working with business analysis, methodology, solution development, systems analysis, project management, business architecture, and systems architecture. His online courses are approved by students from 65 different countries.

Leopold is a Sr. Business Analyst for Dallas, TX, in the United States. He holds a Master's in Managerial Science, a graduate certificate in Project Management and various professional certifications including the PMI-PBA® certification. Leopold is a longitudinal research participant with the Center for Brain Health® at the University of Texas concerning human thinking and human thought processes. He's a long-time active IIBA® member regularly presenting for various academic and professional venues worldwide concerning Business Analysis and related thought processes. His experience includes serving as an advisor to two US Presidents. Leopold is an author, an FAA-licensed airplane pilot, an IEEE® standards officer and the recipient of a Who's Who lifetime achievement award.

The presentation is a part of the *ProjectWorld*BusinessAnalystWorld* event presented by *Macgregor Communications*. <https://www.pmbaconferences.com/toronto/>

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