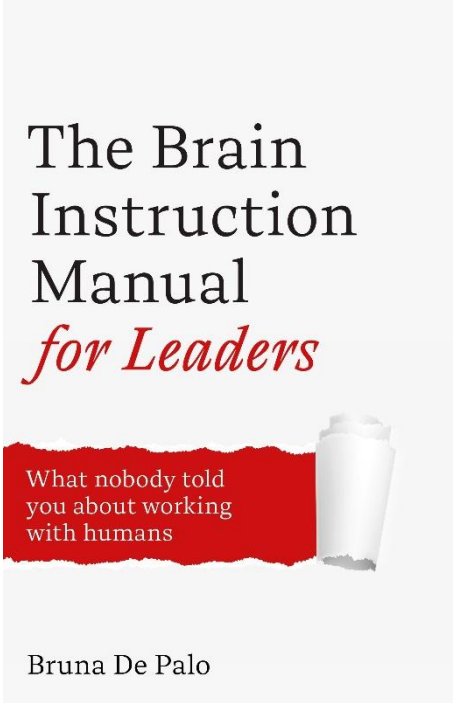
****PRESS RELEASE****

USING BRAIN SCIENCE TO INSPIRE SMARTER LEADERSHIP

John Murray Business Announces *The Brain Instruction Manual for Leaders: What Nobody Told You About Working with Humans* by Bruna De Palo



Why do leaders experience the same problems again and again? Miscommunication, stress, resistance, and conflict are common workplace challenges, and in high-pressure moments, old habits inevitably re-emerge. The problem isn't you; it's your brain.

On **18 June 2026**, John Murray Business (an imprint of John Murray Press) will publish ***The Brain Instruction Manual for Leaders*** by Bruna De Palo, an internationally renowned neuroscience-based executive coach. This ground-breaking new book provides the missing leadership manual, translating complex neuroscience into practical, actionable tools that can be used immediately.

Rather than relying on outdated management theories or sheer willpower, *The Brain Instruction Manual for Leaders* begins by explaining exactly *how* the brain works. By understanding the neurological context, the tools and frameworks provided make logical sense. De Palo then examines real-life, pressing leadership challenges through a brain-based lens, explaining the underlying mechanisms of our behaviour and providing brain-smart solutions to address them.

With relatable stories and simple tools designed to change behaviour even under real-world pressure, readers will learn how to move their leadership to the next level.

Bruna can talk about...

- Spotting the hidden neurological causes behind stress and team resistance
- How to navigate hard conversations without triggering defensive pushback
- Breaking negative behavioural patterns without relying on willpower alone
- Building psychologically safe, calmer, and more productive teams

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- Using brain science to lead with clarity and thrive in high-pressure environments

About the Author: Bruna De Palo is a neuroscience-based executive coach and leadership strategist with over 3,000 hours of experience helping leaders in Fortune 500 companies, including Google and American Express. Italian by birth and global by choice, she blends solid science with humour and a practical style that makes learning stick. Bruna is also a faculty member of the NeuroLeadership Institute, a leading global research organisation pioneering the integration of neuroscience into leadership. She speaks internationally, helping leaders across cultures and generations transform how they collaborate and lead.

The Brain Instruction Manual for Leaders: What nobody told you about working with humans will be available in Hardback, eBook and Audiobook across the UK and internationally on 18 June 2026.

Publication Details:

- **Title:** The Brain Instruction Manual for Leaders
- **Author:** Bruna De Palo
- **Publisher:** John Murray Business
- **Publication Date:** 18 June 2026
- **Price:** £20.00
- **Format:** Hardback (336 pages)
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