



WILLIAM SPENCER | CFR

William breathes life into learning and learning into life. He is a practitioner and perennial student of innovative approaches to participative learning and culture change. His approach applies findings from cognitive neuroscience about the role of emotion in attention, retention and learning application.

"Engaging head, heart and hands" is his impulse and tagline:

- Head = the intellect (neo-cortex)
- Heart = emotional apparatus of brain (limbic system)
- Hands = action learning and major muscle movement in learning (proprioception)

He engages emotions in technology enabled behavior change to drive retention, application and sustained results.

He has delivered innovative learning systems for: Bank of America/Merrill Lynch; Clifford Chance; Coca Cola; Colgate-Palmolive; Deloitte; EY; Gartner; GE; Goldman Sachs; Johnson & Johnson; Merck; Pfizer; and Unilever.