



# DR. MELISSA HUGHES

Keynote Speaker | Author | Human Potential Alchemist

CULTURE & ENGAGEMENT KEYNOTE

## From Burn-Out to Buy-In

### Brain-Based Strategies to Reignite Passion and Boost Performance

*Neuroscience for Cultures That Engage, Energize, and Endure*

Burnout isn't a buzzword—it's a brain crisis. When employees feel disconnected, depleted, or dismissed, their nervous systems go into protection mode and engagement plummets. The result? Quiet quitting, costly turnover, and cultures that survive instead of soar. The good news: the same brain wired for burn-out is wired for buy-in.

In this game-changing keynote, Dr. Melissa Hughes reveals what neuroscience and behavioral science teach us about reigniting passion, restoring meaning, and building cultures people actively choose to belong to. The result is a practical playbook for transforming disengagement into discretionary effort.

#### THE SESSION

Melissa unpacks the neuroscience of engagement to show why traditional motivation tactics fall flat and what actually moves the needle. Attendees explore how dopamine, autonomy, and purpose drive performance; why belonging is biological (not just a buzzword); and how leaders shape the chemistry of their teams—for better or for worse.

#### IDEAL AUDIENCES

**HR & People Operations Leaders • Executives & C-Suite Leaders • Team Leads & Mid-Level Managers • Culture & Engagement Teams • L&D Professionals**

#### WHY HR AND PEOPLE LEADERS BOOK THIS KEYNOTE

Engagement surveys are flat. Turnover is climbing. Generic motivation talks don't move the needle. This keynote does—because it diagnoses what's actually happening in the brain and hands leaders science-backed tools that drive measurable shifts in retention, performance, and culture.

#### KEY TAKEAWAYS

- 01** Diagnose the neuroscience behind burnout, disengagement, and quiet quitting
- 02** Apply brain-based strategies to spark intrinsic motivation and effort
- 03** Build psychological safety and belonging that drive retention
- 04** Lead culture by design—not by default—with science-backed tools

#### EVENT DETAILS

FORMAT FLEXIBILITY

**45 / 60 / 90 min**

AUDIENCE SIZE

**50 - 5,000+**

CUSTOMIZATION

**100%**

DELIVERY

**In-Person + Virtual**

READY TO BOOK?

**Let's chat about  
your event**

15-min discovery call with Dr.  
Hughes

[Schedule a Call →](#)

\_\_ \_\_ *Culture isn't a slogan on the wall. It's the science of how people show up.* \_\_ \_\_

[melissahughes.rocks/keynotes/burn-out-to-buy-in](https://melissahughes.rocks/keynotes/burn-out-to-buy-in)