

MISSION: MARKET

Spy-Themed Neuroscience Workshops for Successful Market Entry

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Why Neuroscience for Business Strategy?

Microsoft predicts nearly 50% of today's jobs will disappear by 2030, accelerated by AI. To adapt, we don't just need technical skills. We need new ways of seeing and thinking.

Neuroscience is a powerful tool for that.

We don't see reality; we see what the brain interprets. The same goes for data. When trapped in existing mental frameworks, we fail to see the opportunities hidden within our data. In fact, 88% of business data goes unused, costing companies \$4 trillion globally.

Neuroscience x Business Strategy through Experiential Learning

Led by a Nature-published neuroscientist who discovered how the brain suppresses old patterns to form new goal-oriented memories, we created the SEE-THINK-ACT framework:

- Spy-themed, immersive team training
- Reframes perception, strategy, and behavior
- Designed for multinational, multidisciplinary teams entering new markets like the US
- Empowers forward-thinking companies to move beyond instinct and use data effectively

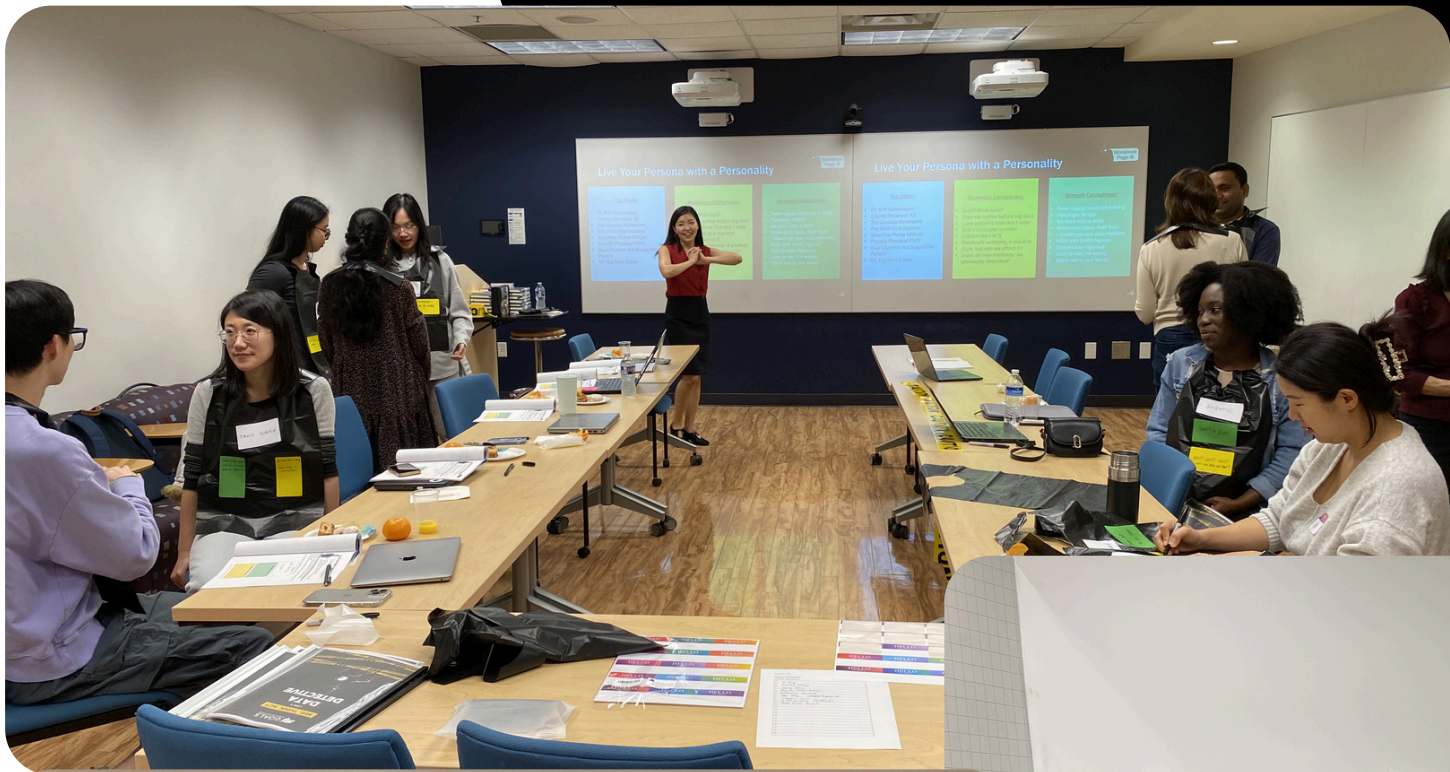


**Dr. Nuri Jeong,
Nature-Published
Emory Neuroscientist
+ Goals Unhindered
CEO**



Neuroscience x Business Strategy

Dr. Nuri Jeong, the founder of Goals Unhindered, has spent over a decade as a scientist observing how fixed mindsets limit creative thinking. This is just as prevalent in the business world as it is in academia. To create different outcomes, we invite you to experience our neuroscience-based workshops, trusted by participants with a >95% satisfaction rate. Rewire how you think, and transform how you lead.



“eye-opening”

“innovative adult learning”

“high-impact”

“felt the buzz”



Nuri’s background as a neuroscientist and corporate trainer gave her a unique lens, and her ability to communicate complex concepts clearly was **truly impressive**. Her workshop was informative and **very practical**. Students left with **tools they could apply right away** to their own projects and ventures.

- Rizky E., Program Coordinator, The Hatchery



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How Does a “Customized” Workshop Work?

Led by a neuroscientist specializing in memory formation, our workshops use innovative experiential learning methods most effective for learning.

Participants take on “undercover personas” like professional spies, carrying out improvisational missions within fictional but relevant business scenarios. This approach stimulates both memory circuits and sensory systems in the brain that lead to deeper learning and sustainable behavioral change.

Each workshop is **custom-designed** to meet your organization’s specific needs. We offer:

- Up to 2 hours of in-depth consultation to understand your team’s goals, challenges, and internal dynamics
- Tailored interactive missions, perspective-shifting exercises, and strategic action simulations aligned with your objectives
- Neuroscientist-designed Goal Planner for each participant to support ongoing personal and professional growth



Why This Matters Now

In April 2025, at the World Korean Business Convention in Atlanta, over \$49.9 million in direct contracts and \$150 million (₩225 billion) in MOUs were signed between Korean companies and U.S. buyers.

We're incredibly proud of these businesses taking bold, high-quality products and true intent into global markets. And we're honored to serve as a strategic bridge in their journey.

But exporting products alone is not enough.

The global market isn't just bigger. It works entirely differently.

For sustainable success, you need to shift how you think to truly see through the eyes of your customer, and understand their culture, expectations, and values.

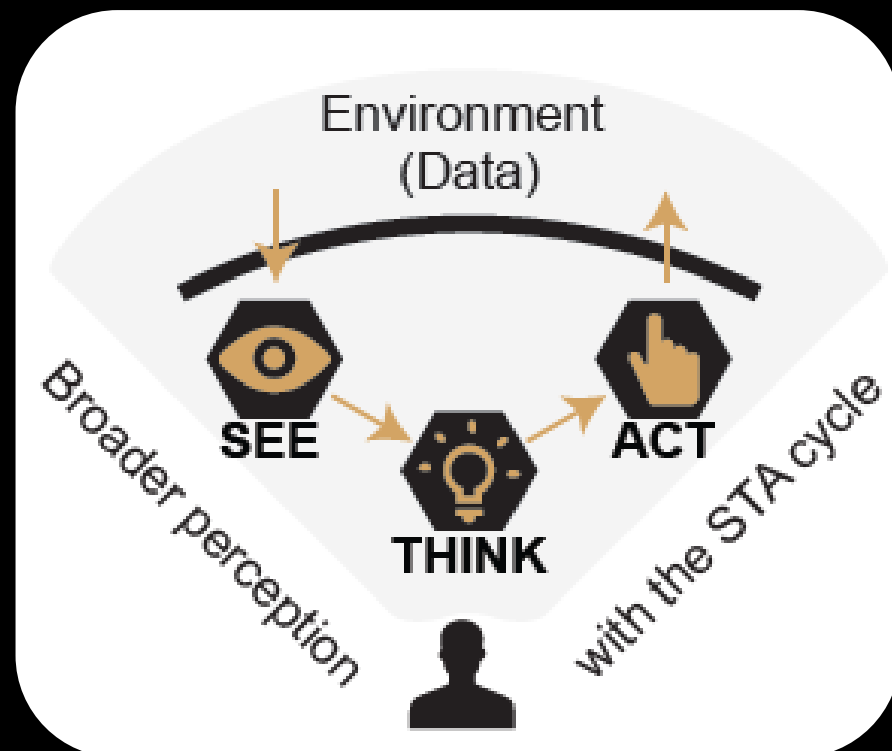
That mindset shift is the heart of what our workshops deliver.



Neuroscience to Reshape the Future



Capture Value from Business Data for Success!



01

SEE | Perspective Shift

Understand how your customers interpret your product.

→ Empathy and cognitive flexibility

02

THINK | Strategy Design

Go beyond the fixed assumptions and reframe questions themselves

→ Insight and opportunity capture

03

ACT | Data Execution

Collaborate with diverse team members to create actionable strategies

→ Execution with team buy-in



Optional 3–6 month coaching after the workshops



Shift your mindset. Shape your strategy. Seize new markets.

THANK YOU!

Want to break into new markets? Let's chat!

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LinkedIn

<https://www.linkedin.com/in/nuriyeong/>



Instagram Threads

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