“The Human Brain Still Thinks in Stone Age Patterns”

Why psychological leadership is becoming a competitive factor in the converting industry



Editor-in-Chief Martin Hirschmann spoke with Wolfgang Drexler, Managing Director of foresmind GmbH. Drexler advises companies on (neuro-) psychologically grounded leadership and argues that in times of labour shortages, generational change, and AI, performance is no longer driven by technology alone – but by understanding how people think and act.

Converting Showcase: Mr Drexler, for readers who are not familiar with your work: what does foresmind focus on?

Wolfgang Drexler: At its core, our work focuses on what happens inside the human brain. We analyse how people think, make decisions, and translate those decisions into action. Despite all technological progress, the human brain still operates on very fundamental principles. Understanding these principles allows companies to significantly improve leadership, communication, and collaboration.

Converting Showcase: You developed the so-called bioLogic Method. What is it about?

W. Drexler: The bioLogic Method is based on the insight that people process information primarily through three cognitive modes: analytical thinking rooted in past experience, future-oriented consequence thinking, and impulsive present-focused thinking. These modes are deeply embedded in personality. Leadership often fails not because of strategy, but because messages are delivered through the wrong cognitive channel.

Converting Showcase: What does this mean in practice for industrial companies?

W. Drexler: In highly technical industries, we often see excellent specialists talking past each other. The solution is not more control or more KPIs, but more precise communication. When leaders understand intrinsic motivation, they gain what I call a “front-row seat” in the employee’s brain. That is when information truly has impact.

Converting Showcase: Employee retention is a major concern. How do you view the generational shift?

W. Drexler: We are facing multiple transformations at once: demographic change, Generation Z entering the workforce, and the rise of AI. Generation Z is not less committed – it simply operates differently. It asks for meaning and context. This is often misinterpreted as a lack of discipline, when in fact it reflects a desire to contribute responsibly.

Converting Showcase: Many people adopt AI outputs without reflection. How can companies address this?

W. Drexler: Personality plays a crucial role. Analytical people may over-question and freeze. Intuitive types tend to believe information too quickly. Impulsive individuals are easily convinced by well-formulated outputs. Modern leadership means understanding these tendencies and training people accordingly – not restricting technology.

Converting Showcase: Does AI change our cognitive abilities in the long term?

W. Drexler: It can, if we outsource thinking entirely. Reading skills, critical analysis, and creativity must be actively trained. The brain follows simple training rules. After 21 days of consistent practice, cognitive patterns change measurably. This applies to positive and negative habits alike.

Converting Showcase: Where does Artificial Intelligence fit into this picture?

W. Drexler: I am very optimistic about AI. It will not primarily eliminate jobs, but rather compensate for workforce shortages. The key is human-centred implementation. Standardised tasks should be automated, while creative, strategic, and interpersonal work remains human. That requires leaders who enable critical thinking instead of blind acceptance.

Converting Showcase: You also advocate for a renewed appreciation of print media. Why?

W. Drexler: Because print creates emotional engagement in a different way. A printed medium demands attention. It enters the reader’s space uninvited, triggers associations, and builds connection. In an age of digital overload, this makes print more relevant again – not as a mass medium, but as a conscious counterpoint.

Converting Showcase: Finally, how can readers get in touch with you?

W. Drexler: Via www.foresmind.de or www.my-biologic.com. Both platforms also offer a free introductory course for those who want to explore our approach in more depth.

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