Abstract
Nowadays, education is receiving great contributions that can favor meaningfully its quality as the proposals of the different study fields of Neuroscience and Social Sciences, and also from the info-communicational resources generated by technology through Computation and Informatics. The purpose of this study is to develop strategies based on Neuroscience aiming at the transformation of Public Accountant teacher performance in the light of knowledge society. In order to achieve this objective it was raised a qualitative study using participatory action research. The results indicate that most Public Accountants dedicated to teaching, agree with the idea that the way to teach Accounting is not suitable to the present reality; given the prevalence of change in our society, it is necessary to be prepared to take part productively in new ways to produce, work and compete, which is translated in knowledge that allows to understand the world and the circumstances that surround us. The conclusions show that the practical use of strategies based on the Neuroscience, contribute to the transformation of the teacher performance of these professionals that, for the sake of a better teaching, ultimately redound to their own benefit and to the students.

Keywords
Knowledge Society, teacher performance, Neuroscience.