

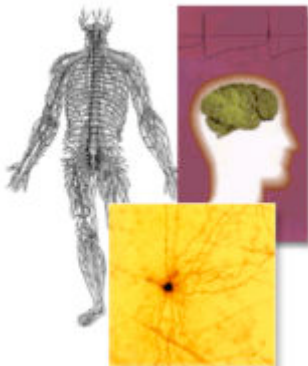
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BrainMatrix, Inc. presents a program on

# The Brains Behind Business

## The Missing Element of Success—How to Unlock the Full Potential of Your Company

The greatest asset of any company is its human resource. Success demands the development of the full potential of not only the company's leaders and top administration, but also its employees. In this age of science, we look to proven technologies to create sustainable growth and profitability.



The missing element in business today and the source of future success in this age of global change and uncertainty is human awareness. To harness the vast potential of human consciousness, the springboard of human creative potential, we will have to enliven total brain functioning, the basis of full wakefulness, creativity, and intelligence, as well as mental and physical health.

We can continue 'thinking about thinking' micro-adjusting our management style, or we can effectively rewire the human nervous system from a fundamental level of global brain integration and coherence

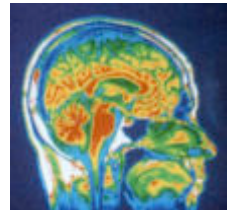
to attain remarkable personal and institutional performance and growth. 'Working smarter' can easily be accomplished now through scientifically-validated technologies of consciousness that greatly enhance brain functioning, develop the full potential of the human work force, and insure the vitality and growth of business and industry in this millennium.

## Learning Objectives

- ❖ To provide a easy to understand and enjoyable appreciation of brain and cognitive function that underlie all the different processes necessary for business success
- ❖ To improve decision-making at all levels of the company
- ❖ To develop employee investment in company values, culture, and goals
- ❖ To create mind/body health and reduce healthcare costs, absenteeism, and injuries
- ❖ To enhance efficiency and productivity
- ❖ To increase creative problem-solving and a competitive edge in the global market

## Target Audience

- ❖ All segments of a company can benefit from learning about and utilizing the latest, research-based technology that leads to significant enhancement of human potential and productivity. All members are invited including, business leaders and executives, managers, and employees.
- ❖ Since Consciousness-based enhancement of human potential can lead to remarkable personal growth for both the individual and the organization, we especially encourage Human Resource directors to attend.



## Course Outline

Interactive PowerPoint presentations with group activities, and active learning using workbooks

- ❖ How to handle businesses and brains in the age of change and uncertainty
- ❖ Evolution of Scientific Management Theory to Consciousness-Based Management
- ❖ Successful Transformation: Parallels in human and organizational dynamics
- ❖ Coherent brain dynamics underlying prediction, control and decision-making
- ❖ Understanding the neuroeconomics of personal and professional development
- ❖ Consciousness-based approach to enhance brain synchrony and successful thinking and performance
- ❖ Research-based technologies that systematically and holistically develop maximum creativity and adaptability of the employee and the company

- ❖ Investing in Total Brain Functioning to structure real change and substantial transformation
- ❖ Research-based technologies that markedly reduce stress and healthcare costs
- ❖ Thriving on growing marketplace ambiguity, complexity and change
- ❖ Adapting to and profiting from the evolving global economy



## Facilitator

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