€TRAINING

Business Brain Train: The Whole Brain Approach To Business Effectiveness



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Introduction:

When did you last stop to think about how you work at work - and whether the way you work could be changed to help you be more successful? The Business Brain Train Seminar provides a thoroughly enjoyable environment for you to explore these questions. It shows how to make yourself more effective using mind mapping; teaches techniques for faster, more effective reading, and shows how to use memory systems to remember information. It examines techniques for idea generation, creativity and problem solving; planning; time management; and inter-personal communication skills including making a speech and how to improve meetings. It focuses on the core skills required for success in any enterprise.

Conference Objectives:

At the end of this conference the participants will be able to:

- Read faster and more efficiently.
- Tackle reading tasks with more confidence
- Combine fast reading, mind-mapping and memory skills with time management techniques to help handle information overload
- Develop effective strategies for managing time, priorities and pressure
- Explore and develop new ideas and approaches
- Be more confident in your ability to work in groups, to contribute ideas and to take initiative and responsibility
- Understand how to create a success culture using business brain skills
- Learn how to use mind mapping for planning, note-making and clearer-thinking
- Learn the secrets of memory systems - and how to use them to remember information
- Generate ideas and use problem-solving techniques
- Develop strategies for managing time, priorities and pressure
- Understand the importance of the whole brain effect on business effectiveness

Targeted Audience:

- Managers, Supervisors, and Team leaders
- Human Resources
- Employees among all departments

Conference Outlines:

Unit 1: Brain Skills, Fast Reading and Mind Mapping:

- Thinking about reading - and challenging your existing assumptions
- Check current reading speed and understanding of the reading process
- How the brain works and its relevance for reading more effectively and remembering more
- The mechanics of how the eye works in tandem with the brain
- Breaking delusions: challenging beliefs and assumptions about reading
- Reading environment
- How to mind map

Unit 2: Reading Strategies and Memory Systems:

- Reading strategies: the theory
- Successful reading: increasing reading speed and effectiveness
- Reading practice
- Thinking about remembering
- Memory systems introduced Memory magic?
- Remembering numbers
- Using mind mapping to help you remember what you have read

Unit 3: Reading at Work, Memory Rhythms, and Thinking in Groups:

- More memory magic
- Different approaches for reading documents, textbooks, emails and the web
- Getting control how to read a book in a hurry
- How we remember - and how we forget and what to do about it!
- Using mind mapping and reading strategies together
- Thinking and working in groups
- Project: mind mapping in teams

Unit 4: Time Management and Outcome Planning For Better Results:

- Team mind mapping presentations
- Outcome planning for better results
- Better time management as a tool for handling information overload
- Reading: understanding an article and extracting key points
- Mind mapping software e.g. Mind Manager, iMindMap, NovaMind
- Mind mapping: when to use the software, when to use paper
- Developing listening skills as part of the note-making process
- Revision in context

Unit 5: Problem Solving, Meetings and Planning for Success:

- Putting it All Together: Your Toolkit for Handling Information Overload
- Reading, remembering
- Communicating in working life
- Preparing for and participating in meetings
- Reflective review what have you learned and how can you apply it in the real world?
- Planning for success and planning to practice

Unit 6: Planning for Success:

- Tools for Handling Information Overload: review
- Using the tools during the week
- The 4 Steps to Successful Time management
- Getting control of your in-tray
- Tackling time stealers
- Planning to succeed
- Reading research project
- Barriers to communication

Unit 7: Creativity Unplugged:

- Creativity: what is it, why is it important and can it be learned?
- Great modern thinkers
- Creativity unplugged: approaches to problem-solving
- Creative thinking tools
- Balancing information and creativity to get results
- The power of perception - a business brain tool
- Silo thinking versus other people's views
- Using Memory Systems for business?

Unit 8: Understanding Groups and Organizations:

- How organizations work understanding the OTHER parts!
- Proper housekeeping: why money matters in your job and your organization
- Getting to grips with numbers
- Being better at business
- Memorize a speech plus tips for speaking in public
- Thinking and working in groups
- Group mind mapping project: "Dilemma"
- Results planning the ORCA strategy

Unit 9: Creating a Success Culture:

- Self-confidence and initiative
- Assertiveness, fluff-busting and attentive listening
- Getting your point across outcome planning
- Body language: speaking without words
- Making a presentation
- The whole brain effect in leadership and management
- Working with multiple stakeholders to get results
- Creating a success culture

Unit 10: Managing Personal Effectiveness to Get Results:

- Manage time and pressure
- Open thinking and learning
- Understanding meetings: hats, humor and how to get out of a hole
- Teamwork: your role and job in the context of any organization
- Perceptual positions
- Managing Personal Effectiveness to Get Results
- Planning for success and planning to practice
- Feedback and final presentations