

# € TRAINING

Business Brain Train To Achieve  
Effectiveness



8 - 19 December 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Business Brain Train To Achieve Effectiveness

REF: Z148 DATE: 8 - 19 December 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 7950 Euro

## Introduction:

This training program is designed to optimize business performance through a comprehensive understanding of cognitive processes. Through experiential learning and practical exercises, the program equips individuals with the tools to enhance productivity, adaptability, and strategic thinking within the business context.

## Program Objectives:

At the end of this program, 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".

## Targeted Audience:

- Managers.
- Supervisors.
- Team leaders.
- Human Resources Employees among all departments.

## Program Outlines:

### Unit 1:

### Brain Skills, Fast Reading and Mind Mapping:

- Thinking about reading and challenging assumptions.

- Assessing current reading speed and comprehension.
- How the brain functions for effective reading and memory.
- Mechanics of eye-brain coordination in reading.
- Breaking delusions about reading.
- Creating a conducive reading environment.

## Unit 2:

### Reading Strategies and Memory Systems:

- Theoretical foundations of reading strategies.
- Increasing reading speed and effectiveness.
- Practicing reading techniques.
- Techniques for improving memory retention.
- Utilizing mind mapping for retention.
- Memory techniques for remembering numbers.

## Unit 3:

### Reading at Work, Memory Rhythms, and Thinking in Groups:

- Varied approaches for reading different materials.
- Techniques for reading in time-constrained situations.
- Understanding memory processes and retention strategies.
- Integrating mind mapping and reading strategies.
- Collaborative thinking and teamwork skills.
- Team project: Mind mapping in group settings.

## Unit 4:

### Time Management and Outcome Planning For Better Results:

- Utilizing team mind mapping for presentations.
- Outcome planning for better productivity.

- Managing time to handle information overload.
- Extracting key points from reading materials.
- Choosing between digital and traditional mind mapping tools.
- Improving listening skills for effective note-taking.

## Unit 5:

### Problem Solving, Meetings and Planning for Success:

- Integration of reading, memory, and communication skills.
- Effective communication in professional settings.
- Preparation and participation in meetings.
- Reflective review for real-world application.
- Planning strategies for success.
- Implementing research projects for deeper understanding.

## Unit 6:

### Planning for Success:

- Review and application of information management tools.
- Utilizing time management techniques in daily routines.
- Implementing the 4 Steps to Successful Time management.
- Managing in-tray tasks efficiently.
- Overcoming time stealers for productivity.
- Planning strategies for long-term success.

## Unit 7:

### Creativity Unplugged:

- Understanding and fostering creativity.
- Studying the approaches of modern thinkers.
- Applying creative problem-solving techniques.

- Balancing information and creativity for results.
- Leveraging perception as a business tool.
- Encouraging diverse perspectives and thinking styles.

## Unit 8:

### Understanding Groups and Organizations:

- Understanding organizational functions beyond one's role.
- Importance of financial literacy in professional settings.
- Grasping numerical data for better decision-making.
- Enhancing business acumen for career growth.
- Techniques for memorizing speeches and public speaking.
- Collaborative problem-solving in group settings.
- Group mind mapping project: "Dilemma"
- Results planning the ORCA strategy

## Unit 9:

### Creating a Success Culture:

- Developing self-confidence and initiative.
- Assertiveness and effective communication skills.
- Outcome planning for clear communication.
- Non-verbal communication through body language.
- Mastering presentations for impactful communication.
- Leadership strategies for fostering success culture.

## Unit 10:

### Managing Personal Effectiveness to Get Results:

- Managing time and pressure for personal effectiveness.
- Embracing open-mindedness and continuous learning.



- Navigating meetings effectively with humor and adaptability.
- Understanding teamwork dynamics within organizations.
- Adopting multiple perspectives for better decision-making.
- Planning for success and implementing feedback for improvement.