

Right Brain Aerobics™

& Right Brain Express

Introduction

Right Brain Aerobics: Minds of the Future
Using the Other 90% of Your Brain Software

*Sandra H. Rodman, CEO
Right Brain Aerobics*

Getting Better Right Brain Performance Results

Welcome to Right Brain Aerobics™ & Right Brain Express Streamlined Training

Your Brain



Your Brain on Right Brain Aerobics



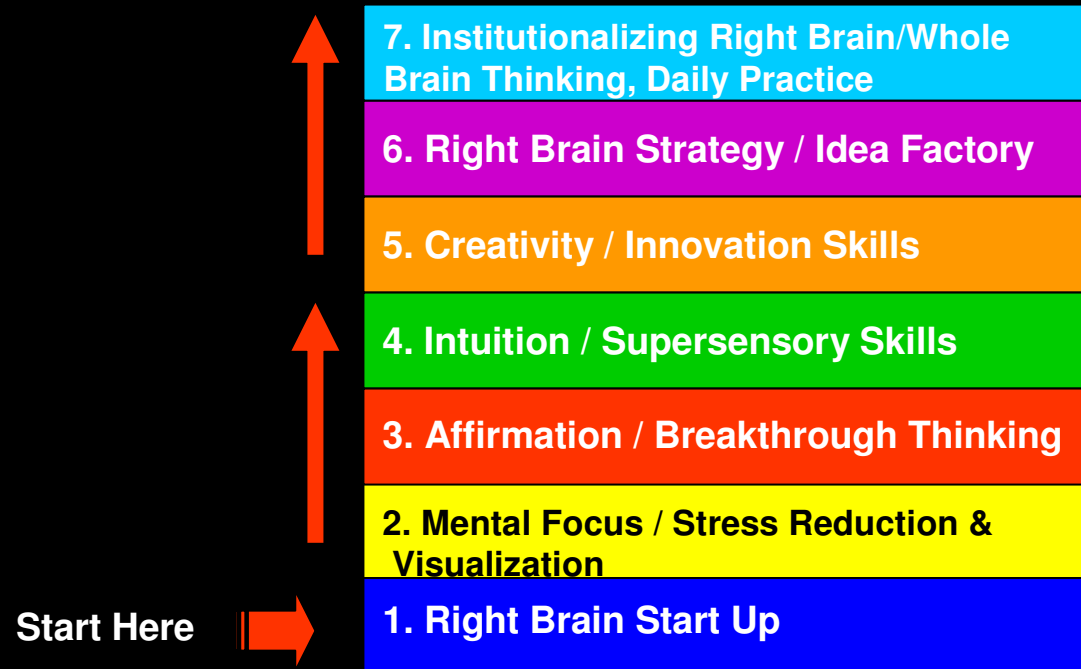
**Right Brain Aerobics Training is “Step 1” --
the “How to” Right Brain Business & Career Training to
synchronize Whole Brain Higher Thinking**

*Powerful skill building and “Tapping Your Creative Inner Genius” for any field or career.
Or augment and heighten performance skills in other programs.*

RBA-at-a-Glance: Right Brain Aerobics 7 Components

Building New Brainpower, Creativity & Innovation Skills from the Ground Up

Sound is also used for deeper mental states and exercises.



“This is the first time anyone has packaged all of this together for institutionalizing right brain thinking.”

-- Senior IBM Executive

- Right Brain skills activation, synchronized with left brain = Whole Brain Higher Intelligence
- Practical creativity and innovation “on the fly” for better, more critical thinking – any career
- Stress reduction and focusing/calming the mind in new ways
- Using “the other 90%” of the brain in practical ways for a new kind of ROMI (Return on Mental Investment)

“Right Brain” and “Left Brain” are popular metaphors for 2 types of business, career, and performance thinking. If we integrate them we can solve problems better. We can hone skills untrained for modern careers.

First we have to “wake up” the right brain -- the creative-intuitive “ah hah” brain – and learn to use it in practical applications in any career, field, business, or learning.



Synchronized Left & Right Brain: Higher Level Ability for Business, Career, Life Skills, Strategic Thinking

LEFT BRAIN QUALITIES

By-the-book / Fixed Focus
Predictable
Reliable
Reserved
Individual / Competitive Focus
Machine-like Efficiency
Objective / Unemotional
Firm / Rigorous
Constant
Logical
Linear
Realistic
Short-Term Profit / Effect Focus
One-Step-at-a-Time Movement
Looking for Efficiency / Routine



More Traditional Thinking

RIGHT BRAIN QUALITIES

Creative/ Visionary
Improvisational
High Risk Taking
Open Mind
Collaborative / Team Focus
Constant Stream of New Ideas
Passionate / Compassionate
Flexible / Adaptable
Thrives on Change
Unorthodox
Non-linear
Intuitive-ESP
Long-term Profit / Effect Focus
Quantum Leap Advances
Looking for Genius / Variations



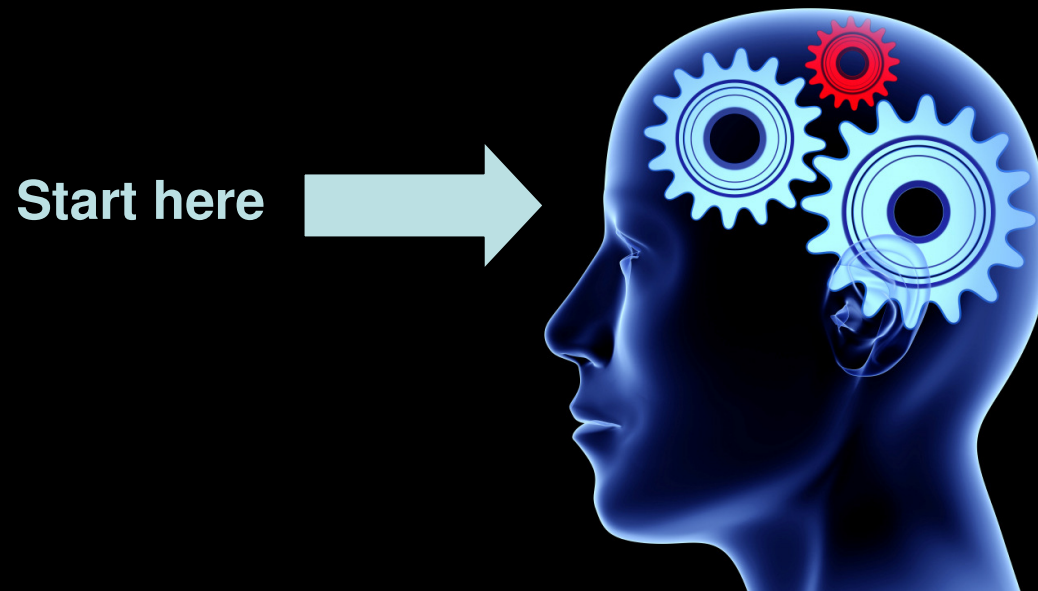
“Out of the Box” Thinking...

**Combined! Sparks
Higher
Intelligence, Greater
Creative Strategic
Thinking: NEW MIND**



New Paradigms, Higher Intelligence, Better Thinking, More Options

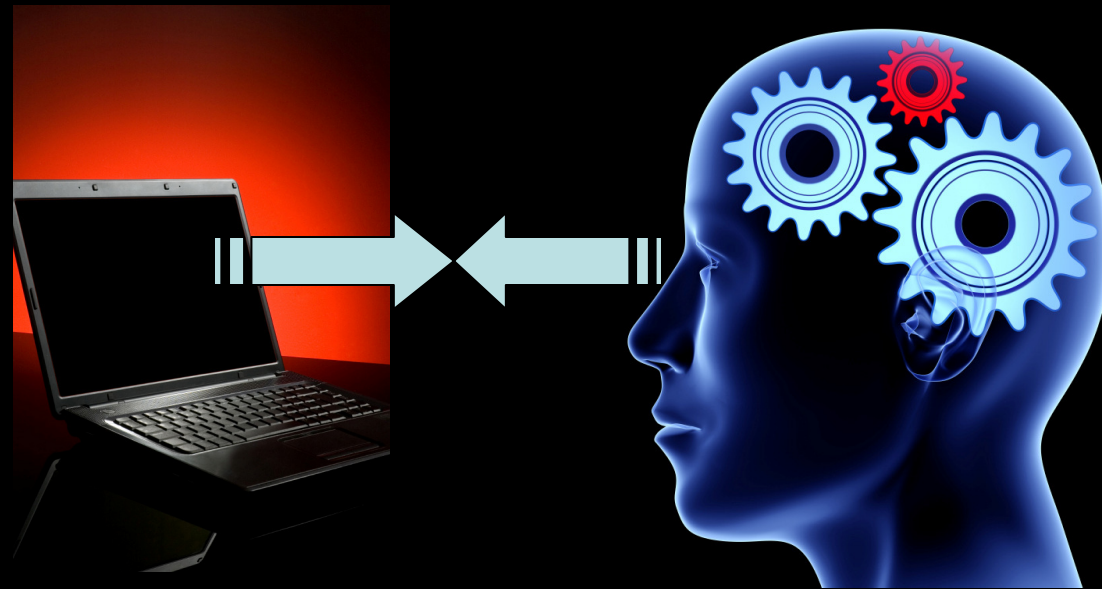
**Right Brain training is like a new software program
– activated right brain can heighten both left &
right brain functioning.**



Left brain: Our primary mental software.

**Value of one NEW ground-breaking creative idea, process, revenue innovation =
Exponential increase in results in left brain business / career where this is rare.**

We're creative with computers/phones, but focus on screens all day – shifting thinking / learning to “small screen/flat screen” visuals or “small screen/flat screen” *minds*. We can transform that!



We are capable of creation of new thinking and new technologies – for “Minds of the Future -- new human minds with left and right brain synchronized for higher intelligence.

New leaders will GO FAR BEYOND TECHNOLOGY NOT BECOME TECHNOLOGY.

- *Use it or lose it...*

(See NY Times, “Your Brain on Computers – Hooked on Gadgets & Paying a Mental Price,” 6/10)

What *don't* computers do?



When we think only left brain, like computers, we lose the \$ and career opportunities that heightened right brain skills PRODUCE!

Right Brain Thinking:

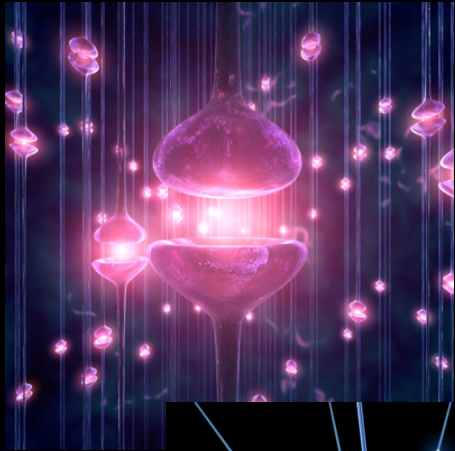


- **Improvise solutions creatively**
- **Do “quantum leaps” in innovation**
- **Take strategic advantage of crazy ideas**
- ***Have crazy ideas***
- **Avoid preventable disasters and losses**
- **Create radical solutions from unrelated data**
- **Create *anything***
- **Feel – or have “gut instincts”**
- ***Think...***



*What's the \$ value of just 1 brilliant improvisational idea?
Multiply X the # of new right brain thinkers in an organization.*

Computers can't. But you can.



**With Right Brain “Aerobics” you can
do it better.**

In more ways.

In more places.

Places you’ve never been in the mind.

Right brain learning sparking left brain.

**Right brain business sparking left brain
markets.**

Quantum leaps.

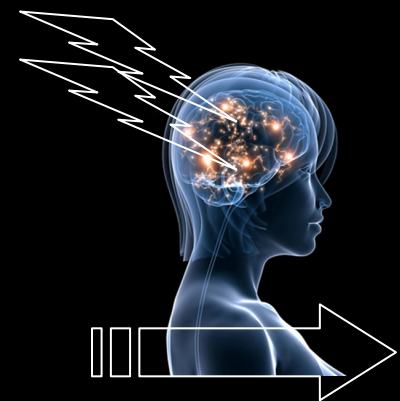
New categories of success!

“We have computers now, so we don’t need to have people imitating machines. The 21st century is beginning time to throw off our chains and **unleash the power of our *imagination and creativity*. We should be as unlike machines as possible.”**

-- *Gregory Chaitin in New Scientist, a UK science journal, July 2007.*
U.S. information theory specialist, IBM Watson Research Center

What’s the \$ value – the human value -- of unleashing new power in human *“imagination and creativity”* in just one organization?

In just one *mind*...





Setting the bar high for history and the human mind.

Isaac Newton, Galileo Galilei, Plato, Leonardo DaVinci, Albert Einstein, Madame Curie, Carl Jung, Clara Barton, Lao Tzu, Cheops, Shakespeare, Henry Ford, Harriet Tubman, Benjamin Franklin – and the people who invented computers...did not use computers...

The evolution of global civilization on Earth and beyond -- always comes from *new kinds of minds.*

What kinds technology might NEW MINDS produce? That might enhance creativity? Right Brain Technologies... Beyond Technology

“We can't solve problems by using the same kind of thinking we used when we created them.”

“Insanity: Doing the same thing over and over again and expecting different results.”

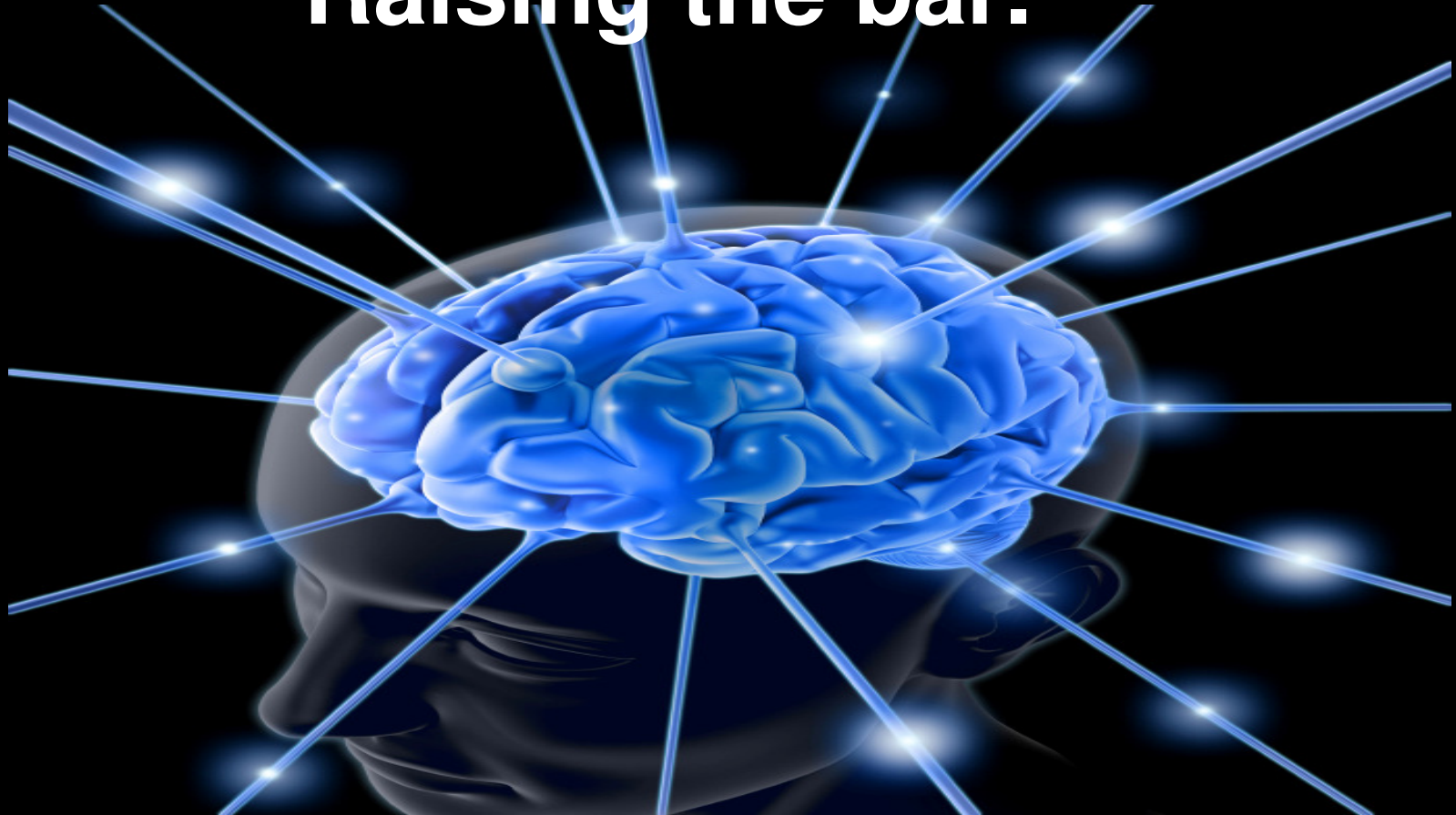
-- Albert Einstein

In simple ideas were left seeds for a new millennium of thinkers and leaders.

They will not think as we do...



Right Brain Aerobics™. **Raising the bar.**



Right on time.

How do you train the intuitive “higher” right brain? The eureka! creative “other-90%-of-the-brain”? -- as everyday career and leadership skills?

Discovered by accident, in early Right Brain Aerobics™ classes, people



- Using easy mental focus-intuition-creativity processes
- Exercising different mental fields, visualization
- Using special sound
- Pulling for intuitive-creative “out of the blue” ideas
- In different altered mentally relaxed states
- In sequence

-- could “**build**” new intuitive/ESP insight, mental agility with practice – ability that could show up at work!

Isolated event? No – Emerging Trend!

Example: 5 out of 10 Top Business Books in 2005 Focused on Creative-Intuitive Mind as a New Leadership Skill

Blink: The Power of Thinking Without Thinking
by Malcolm Gladwell

A Whole New Mind: Why Right Brainers Will Rule the Future
by Daniel Pink

The 10 Faces of Innovation by Tom Kelley and Jonathan Littman (IDEO, Design Thinking)

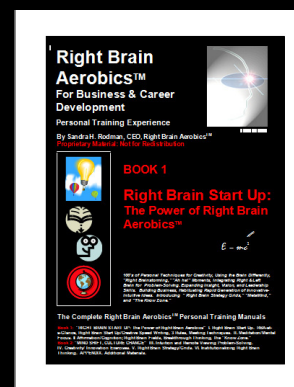
Blue Ocean Strategy by W. Chan Kim & Renee Mauborgne

The Flight of the Creative Class
by Richard Florida

From Fast Company's Top 10 Business Books of 2005



But where was the “How to” for modern Right Brain Career/Business Training?!



- Where could you find mainstream “how to” right brain **BUSINESS MANAGEMENT and CAREER TRAINING** with all the components?
- **Right Brain Aerobics™** was developed for mainstream organizations and managers...for teachers or counselors, scientists or sports performers, writers, technologists, engineers.
- **Combined components** were drawn by the author from decades in innovation, technology, Fortune 500 executive management, theatre/music arts, non-profit milieu rehabilitation program design, advanced meditation/intuition/sound healing, advanced strategic learning training, corporate training management...
- **In modern mainstream language with practical daily business/ career applications** – from **Right Brain Start Up** to Advanced Training for “super” right brain skills.

Right Brain Aerobics focuses on a new kind of investment return – **Higher “Return on Mental Investment” (ROMI)** – for individuals or organizations

Why is right brain development more important than ever – honing creative-intuitive-higher genius perception?



- With all the data and technology in the world: We missed: (!)
 - Y2k – \$billions to correct it
 - Carbon emission consequences – \$billions to correct it
 - Water / chemical pollution, leaks threatening health systems, oceans, fertility -- CAN we fix it?
 - Global economic crashes; epic political scandals – real cost?
 - Lagging behind in science/engineering/math students. What else are we missing??
- Time for new thinking, *mental* development, envisioning beyond “data”?



Business Looks for Renewal in Right Brain Thinking

-- *International Herald Tribune*, Janet Rae-Dupree, 2008

"...after a few generations in the Information Age, many of our high-concept, high-touch muscles have atrophied. The challenge is to work them back into shape. Why bother? Because much of the left-brain-centric work that Information Age workers in Europe and North America once did - computer programming, financial accounting, routing calls - is now done less expensively in Asia or more efficiently by computers."

New *Accenture* Report

Underscores need for more *innovative* products, new customer relationships, collaboration: Right brain skills!*



“Accenture surveyed 400 senior executives responsible for the marketing function at companies with annual revenue exceeding \$1 billion.”

Under: “Most important business issues in respondents’ approach to implementing their marketing strategy” the top 5 involve increased right brain/innovative-collaborative skills (trained in Right Brain Aerobics components):

1. Improving customer retention/loyalty - 79%
2. Acquiring new customers - 78%
3. Increasing sales to current customers - 75%
4. Innovating products and services - 71%
5. Collaborating better with other internal functions - 67%

Identified need for -- “value added strategic insights for high potential, profitable segments”
-- “...ability to “Innovate with unique value propositions to solidify loyalty from existing customers and draw new customers.”

Right Brain Aerobics/Right Brain Express – a new way to effect this change, build new brain / communication / creativity skills not just for marketing, but excellence across the board.

* “Accenture Marketing Transformation: Onward and Up -- How Marketers are Refocusing the Front Office for Growth” -- 2011 Public Advertising Report

Right Brain Aerobics & Right Brain Express (Streamlined) Train 7 Components from the Ground Up while Training also Produces Innovative Ideas

“Right Brain Express” Streamlined Training includes Exercises from each RBA of the 7 Components:

For licensed companies, includes **right brain organizational development** as well as individual daily practice.

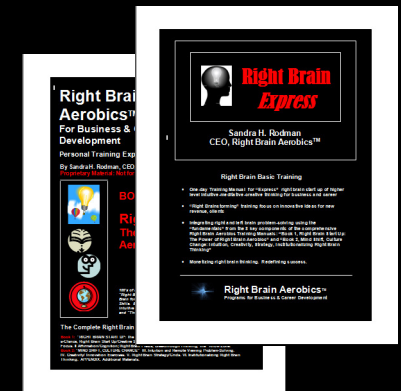


Building New Mental Muscles/Skills: Like going to the gym -- daily exercise of right brain skills from the ground up increases untapped abilities/intelligence –integrating activated right brain + left brain = Whole Brain Transformative Skills

7 Right Brain Aerobics™ Components

The Key Components for High Level Right Brain/Whole Brain Development

The Fundamental 4: 1. Right Brain Start Up, 2. Mental Focus/Visualization, 3. Affirmation/Breakthrough Thinking, 4. Intuition, Tapping Inner Genius and Thinking Like a CEO



1. Right Brain Start Up, Creative Speed Writing/Drawing for Problem-solving. 6 Impossible Things



2. Mental Focus / Visualization, Mind Strengthening / Expansion, Envisioning, Increased Business Insight, Calm Mind, Better Judgment



3. Affirmation*- Cognition, Self-Image Exercises, Identity-based Learning, Breakthrough Thinking, Self-Confidence, Inspiring Teams



4. Intuition Exercises, Expanding Sensory & Extrasensory Awareness, Thinking like a CEO, Tapping Inner Genius



Each Skill or Technique Builds on the Previous

**Strategic Learning Systems Method, created/© by A. Lee Johnson, used with special permission.*

Creative-Strategic Thinking Skills:

5. Creativity, 6. Right Brain Strategy/Idea Factory, 7. Institutionalizing Right Brain / Whole Brain Thinking

5. Creativity and Innovation Exercises, Creative Connection Points, Network Building, Storyboarding, the Art of Business

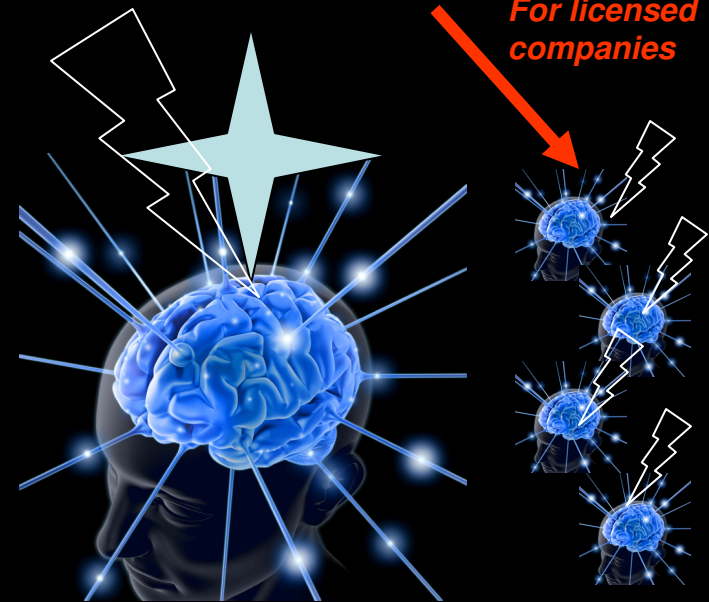


6. Right Brain Strategy, integrating Right and Left Brain using Right Brain Strategy Grids, Idea Factory



7. Institutionalizing Right Brain / Whole Brain Techniques; Daily Practice Routines for Career, Learning.

Right Brain Teams, Innovator Teams



For licensed companies

**Each Skill Builds the Ability to Use the Brain in a New Way
Increases Career Performance and \$Value with Every Daily Practice**

Individual Benefits for Career & Performance



With daily practice of the 7 RBA components and mental focus exercises, you can see increases in:

- # new ideas, creative inspiration, insight
- Better management thinking, vision
- Thinking better, creatively, critically, independently, “out of the box”
- More intuitive “ah hah” moments
- More improvisational thinking skills
- Stress reduction, reduced burn out
- Better adaptability to change
- Better self-confidence, self-esteem
- More inspiring leadership
- More creative relationship building
- More creative, inspiring communication
- Better judgment, fewer angry outbursts
- More openmindedness, listening,
- Better mental focus and concentration
- Better sensory/extrasensory awareness/ESP
- Integrating right & left brain problem-solving
- Better strategic thinking, strategy options
- Better productive participation in meetings
- Better leadership of meetings
- Thinking “bigger,” thinking organizationally
- Using the brain differently to get “unstuck”
- Easier relaxation, sleep, avoiding burnout, becoming healthier
- Strengthened mental ability on all fronts!

Increased awareness of \$value, of more creative, flexible, improvisational ability, ideas = more successful performance at any level

Organizational Benefits

For licensed organizations who roll out Right Brain Express & Right Brain Aerobics, and institutionalize right brain thinking, you can see increases in:



- Innovative teams that can synchronize, producing creative new solutions
- Institutionalizing right brain / whole brain thinking, becoming a “Right Brain Center of Excellence”
- # techniques available to all to generate innovative solutions as a regular business skill
- Better staff/student handling of stress across teams and related better health
- More creative, productive meetings and classes
- Better problem-solving across groups
- More “organization-wide” thinking, thinking bigger
- More creative organizational communication
- Empowering staff with more ways to contribute ideas to other teams
- Improved performance across teams
- Better “strategic thinking” across teams
- More creative client relationships and more ideas to increase # clients/students
- Better recruiting of innovative thinkers, performers, researchers, students
- Enhanced reputation as a “thought leader”
- Potential for new revenue streams through RBA Strategic Partnerships

1 innovative idea could be worth \$ millions.

With organizational roll out of Right Brain Aerobics, mining the value of right brain” thinking is increased in conscious awareness daily – a “Conscious Company”

Value Proposition...

If most people in an organization are using only 10% of potential brainpower – then the organization is using only 10% of potential brainpower...

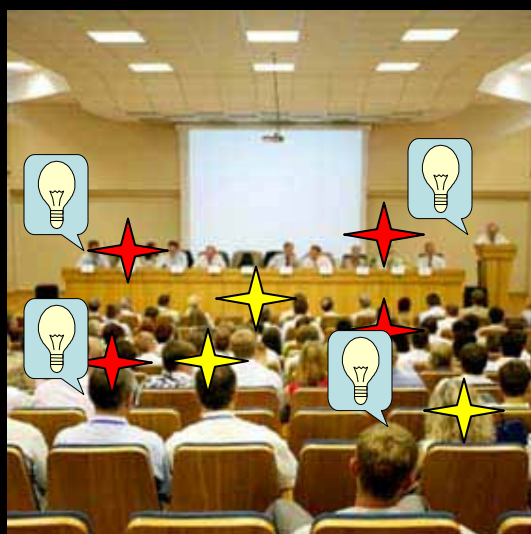
What if you could increase that to 20%? 30%+? Better thinking/focus across the board!
With: Better creativity, inspiration, motivation, productivity, attracting new clients or new students? Reduced stress and burn out.

Could it be contagious? Thinking bigger, better, inspired – in teams, groups?

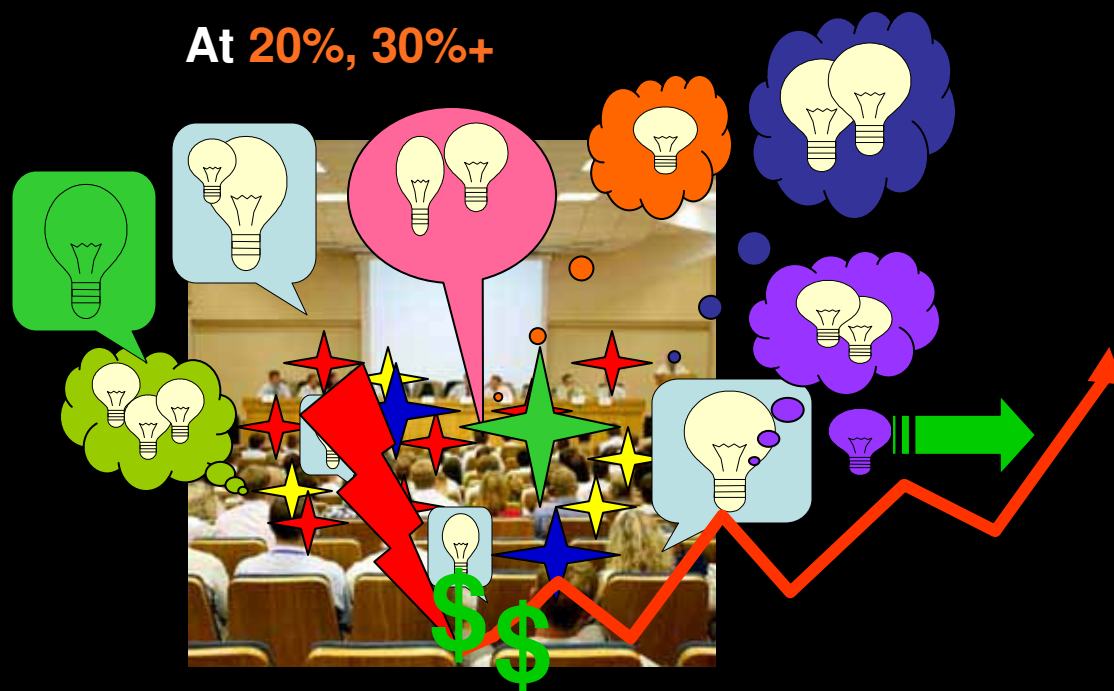
New brainpower, management strengths, teaching/training styles, sales revenue...?

Out of the box, off the page, into new “leadership energy” at every level? What would increased \$ revenue, reputation, recruiting ability look like?

At 10% increase



At 20%, 30%+



What people are saying about Right Brain Aerobics...

“This is the first time anyone has packaged all of this together for institutionalizing right brain thinking.” -- Senior IBM Executive

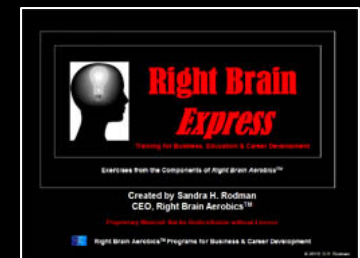
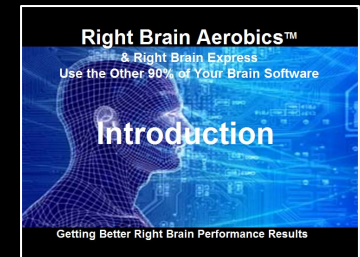
“Right Brain Aerobics training has taught me to access the powerfully creative right brain to generate new, exciting solutions to everyday business issues while providing an approach to make these out-of-the-box ideas executable in today's business world.” -- Marvin Balliet, Former Managing Dir. & COO, Merrill Lynch Banks

“With Right Brain Aerobics my conscious limitations dissolve into an expanded sense of freedom. I have access beyond my ordinary limits. I highly recommend it!” -- Roy Ozanne, M.D., Pres., Whole Health Programs

“Right Brain Aerobics is a great course. I never woke up before with so many ideas as I do now. Thumbs Up!” M.S., Software Developer, Sunnyvale, CA

“Right Brain Aerobics may be a hidden goldmine for creative potential and the development of the process usually reserved for the rarely gifted.” – Thomas J. Rodman, C.A.D.C., M.A., Central DuPage Hospital

See www.rightbrainerobics.com for more. Right Brain Aerobics training/ events have been conducted for executives & managers from organizations such as CNN/Turner, Merrill Lynch, CSX, RWD, GPC, HP, IBM, Association for Internal Management Consultants, Stevenson University, and more...



Right Brain Aerobics™ Training, Enterprise Licenses, Partnerships

Organizational: (All customizable)

Right Brain Express Training

- **Right Brain Express Trainings** with PowerPoint/PDF and business targets set by organization; includes PDFs of manuals and other material. Live standup instruction or TeleClasses.
- **Level I** (one day training): Right Brain Building
- **Level II** (one day training): Right Brain Aerobics Core Skills
- **Level III** (one day training): Right/Left Brain Strategy, Institutionalizing Right Brain Thinking and Daily Practice.
- Right Brain Aerobics “Showcase” Demonstration Training 2-3 hrs.

With Enterprise or Division Licensing:

- Right Brain Right Brain Express techniques **can be rolled out to leaders, teams, or enterprise-wide, institutionalizing right brain/whole brain strategic thinking** -- or to clients, investors, students!
- **Right Brain Express includes train-the-trainer programs** for easy internal roll-out. Basic trainer instructions in each segment.
- **Advanced Right Brain Aerobics Training**, customized training/offsites for leadership training, research & development, think tanks.

Strategic Partnerships (New Creative Revenues)

- **Organizational revenue streams** from Right Brain Aerobics programs.



Individual:

- **Public Right Brain Express Classes**
- **Executive Referral Network Opportunities**
- **Trainer Opportunities**





Right Brain Aerobics™ – Bios / Contact



Right Brain Aerobics™

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Sandra Rodman, CEO, author of Right Brain Aerobics™ training, publications. Combining decades in executive management, technology and communications innovation, Fortune 500 – Merrill Lynch; AT&T Wireless member of CIO executive team; in creative residential rehabilitation / educational organizations and Chair, National Task Force on Program/Planning, Therapeutic Communities of America; in theater and creative arts, University of Texas & NYC, playwright /composer; in advanced strategic learning methodologies, corporate training management, advanced meditation / intuition / ESP practices; Sound Healing certification (Sound Healing Foundation/Acoustic Brain Research). Member, Whole Health Programs Network; Board of Directors, The Mirror Theater.



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Bill Gallagher, President of Gallagher Management Company. “Right Brain Sales” training expert with decades in C-level Strategic Business Development at major Fortune 500 companies. A former IBM Executive of over 15 years with proven entrepreneurial skills in all aspects of business development including Direct Operations, Channels and Strategic Alliances.