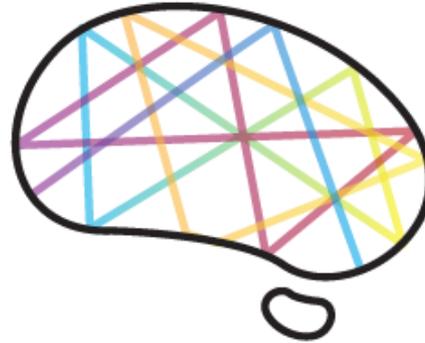


Brain Edge™



T H I N K
G R O U P
NEUROSCIENCES

Give yourself the PERFORMANCE EDGE through better use of your brain

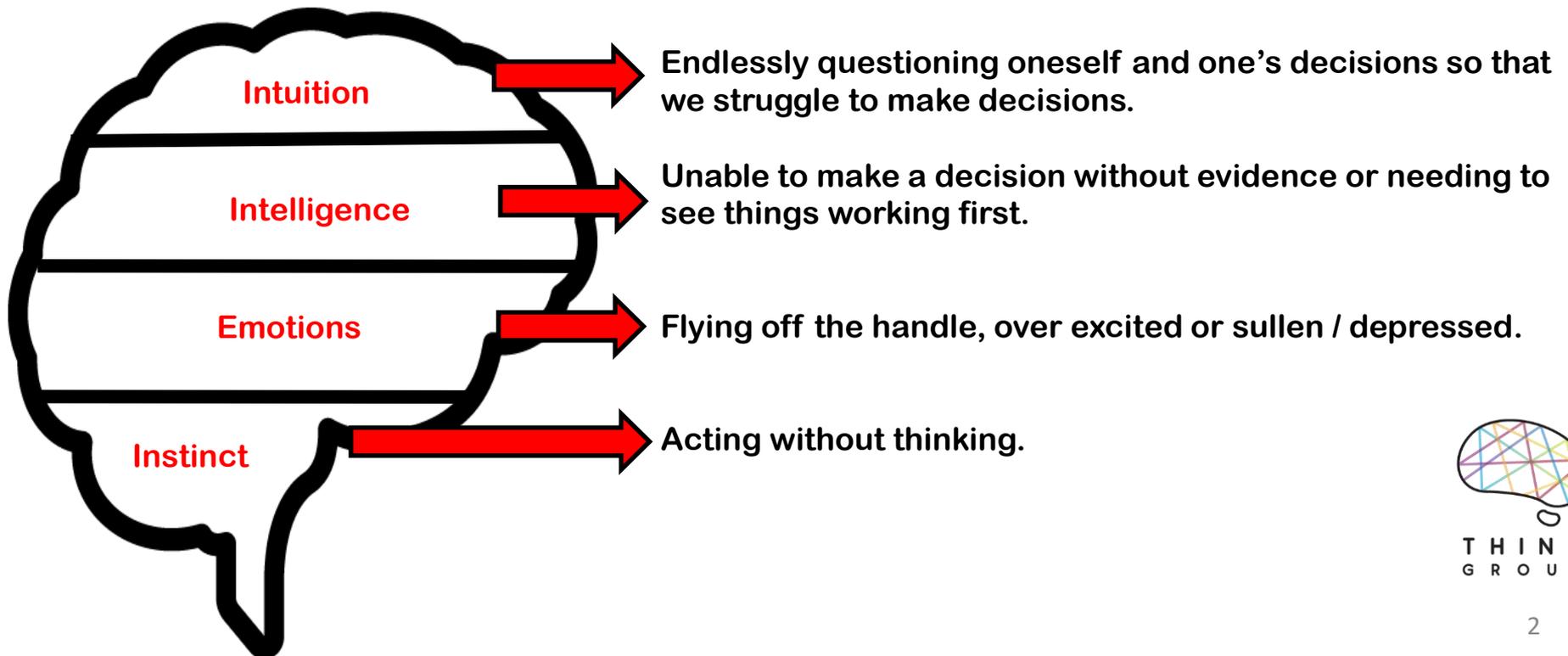
www.thethinkgroup.com.au

TWEET: Stan Rodski@SRodski

OVERVIEW

- Life in the sport, school and corporate world is about having an ‘edge’ over your competitors.
- An ‘edge’ is an advantage brought about by being able to get that something special or unique outcome in the moment that it counts.
- Brain performance, and in particular peak performance as an ‘edge’ is a function of homeostasis (balance) of the 4 key brain regions.
- When the brain is balanced, “in the moment” pressure leads to performance not stress. This peak performance happens in a fraction of a second, subconsciously.

Signs of imbalanced caused by the area that is dominant:



OVERVIEW – Cont..

- To give us the edge we need to balance these 4 regions of the brain.
- The brain has a ‘climate control’ which sets the pace of ‘change’ it is willing to accept.
- This climate control switch is located in the ‘Pre frontal lobe’ of the brain and is often referred to as the ‘executive function’. The executive function (or change switch) is sensitive to 3 pressure factors:
 - work
 - Environment and
 - Emotion

On the following slides you can see a graphical representation of this balancing process.

Using our Brain Edge Analysis tool(see slide 10) the horizontal axis represents the **PRESSURE** an individual, team or organisation is under at this time.

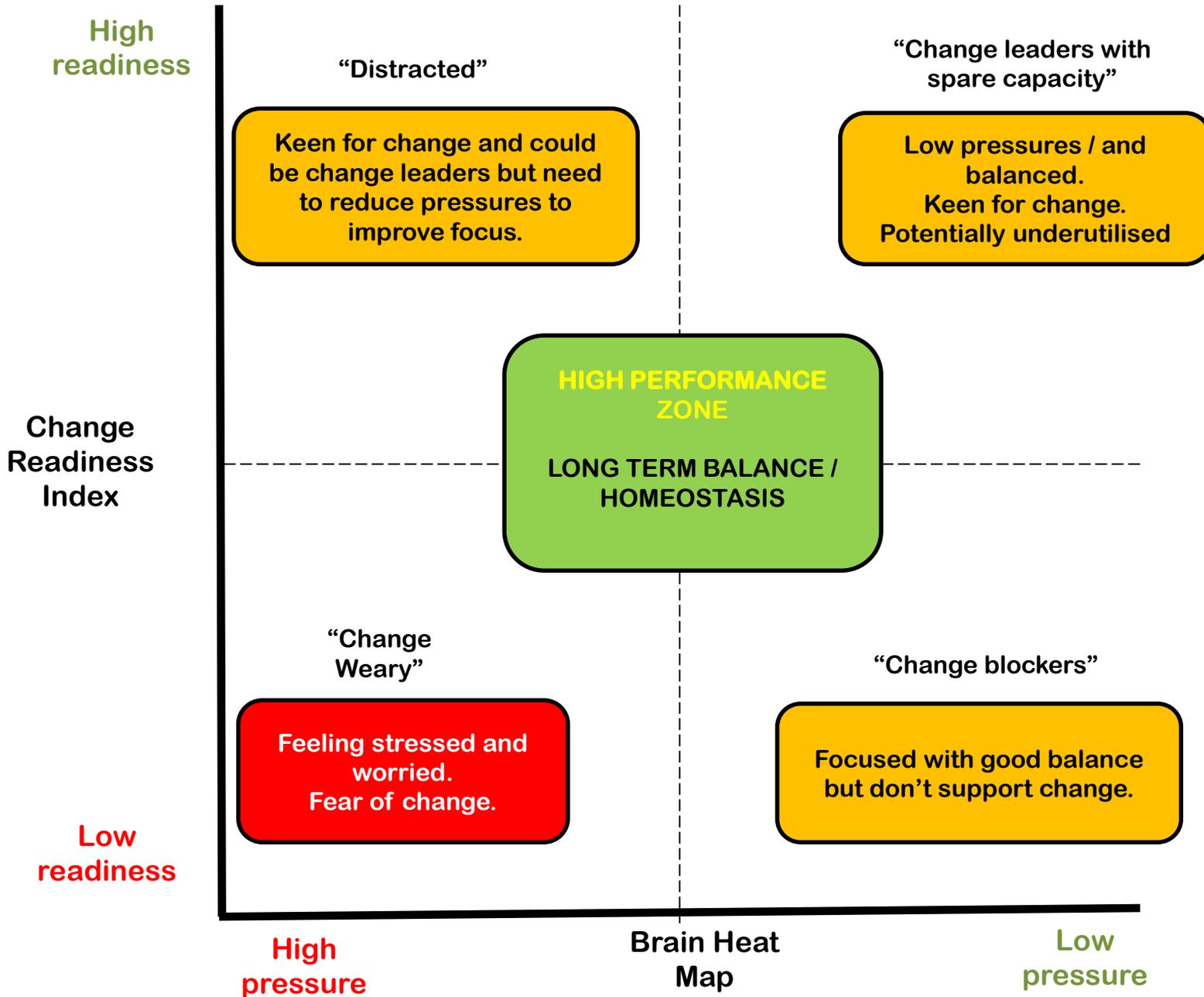
On the **VERTICAL** axis you can see the **CHANGE READINESS** for dealing with the pressure.

For **OPTIMAL** or **PEAK** performance we need our brains energy system to be in balance – **THE GREEN ZONE**. It is only from a position in the green zone that we can create the

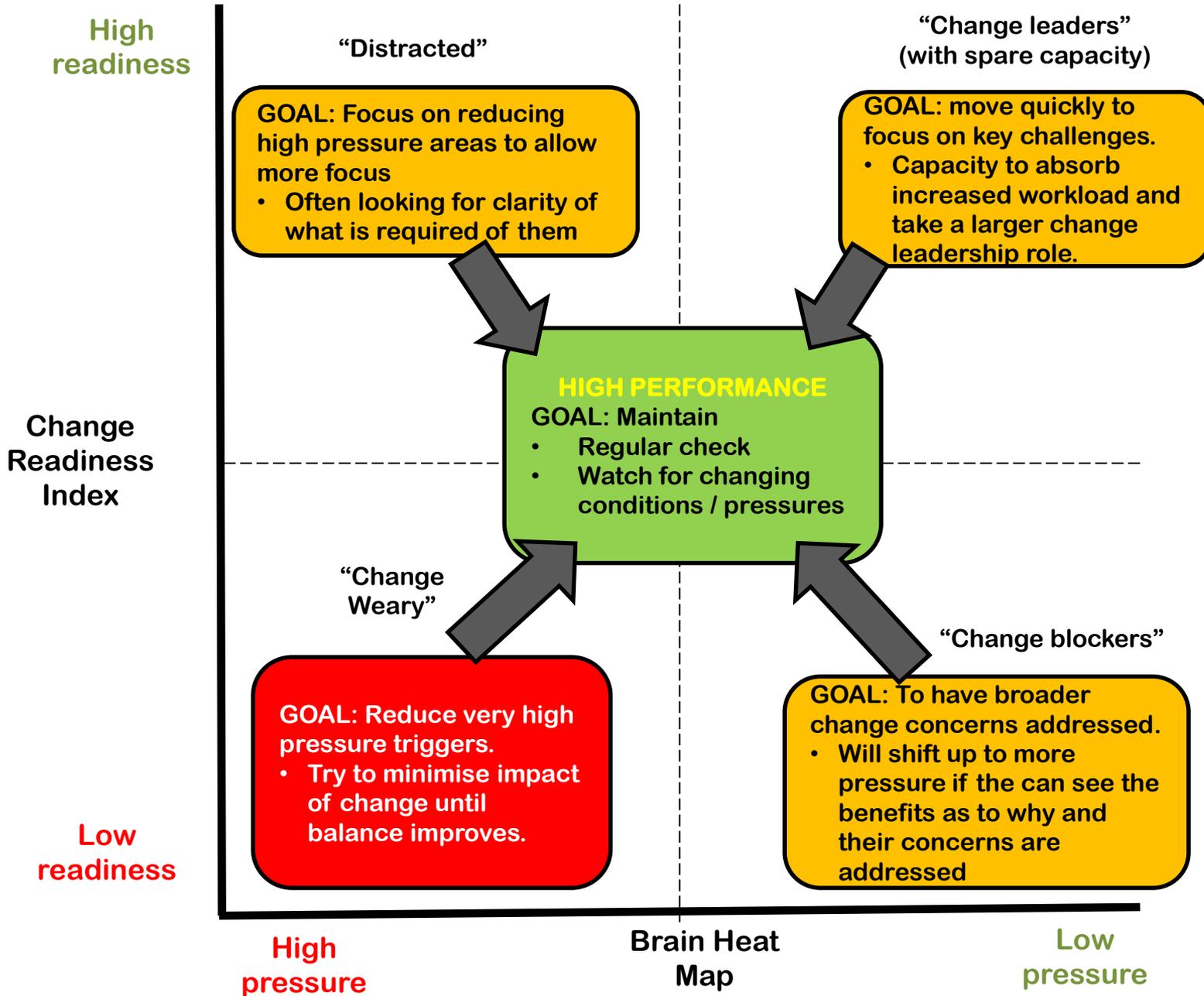
PERFORMANCE BRAIN EDGE



BRAIN EDGE ZONES

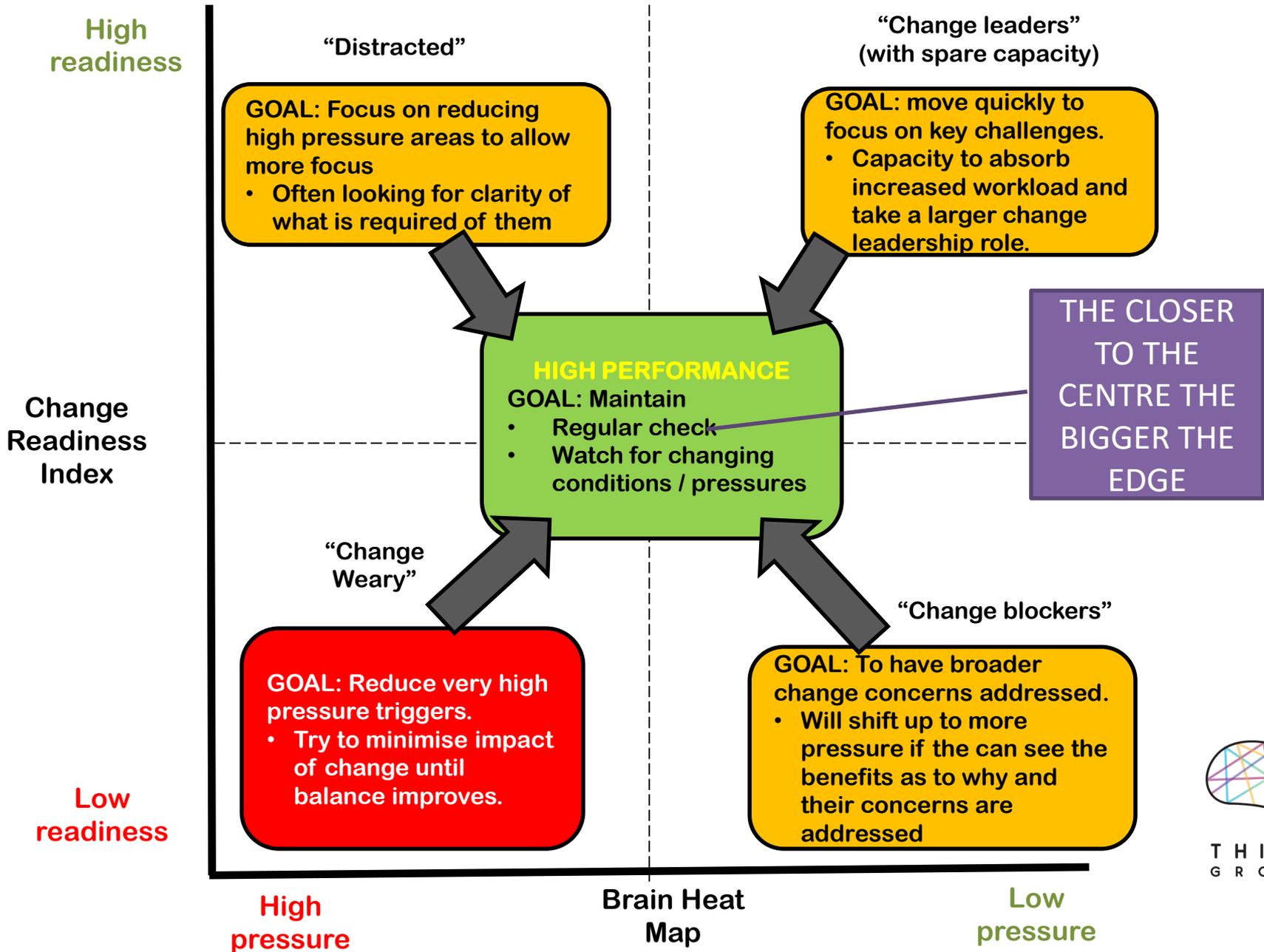


BRAIN EDGE SCORE - SOLUTIONS



THINK
GROUP

BRAIN EDGE SCORE - SOLUTIONS



OPTIMISING THE BRAINS ENERGY MANAGEMENT SYSTEM PRODUCES THE ‘PERFORMANCE EDGE’

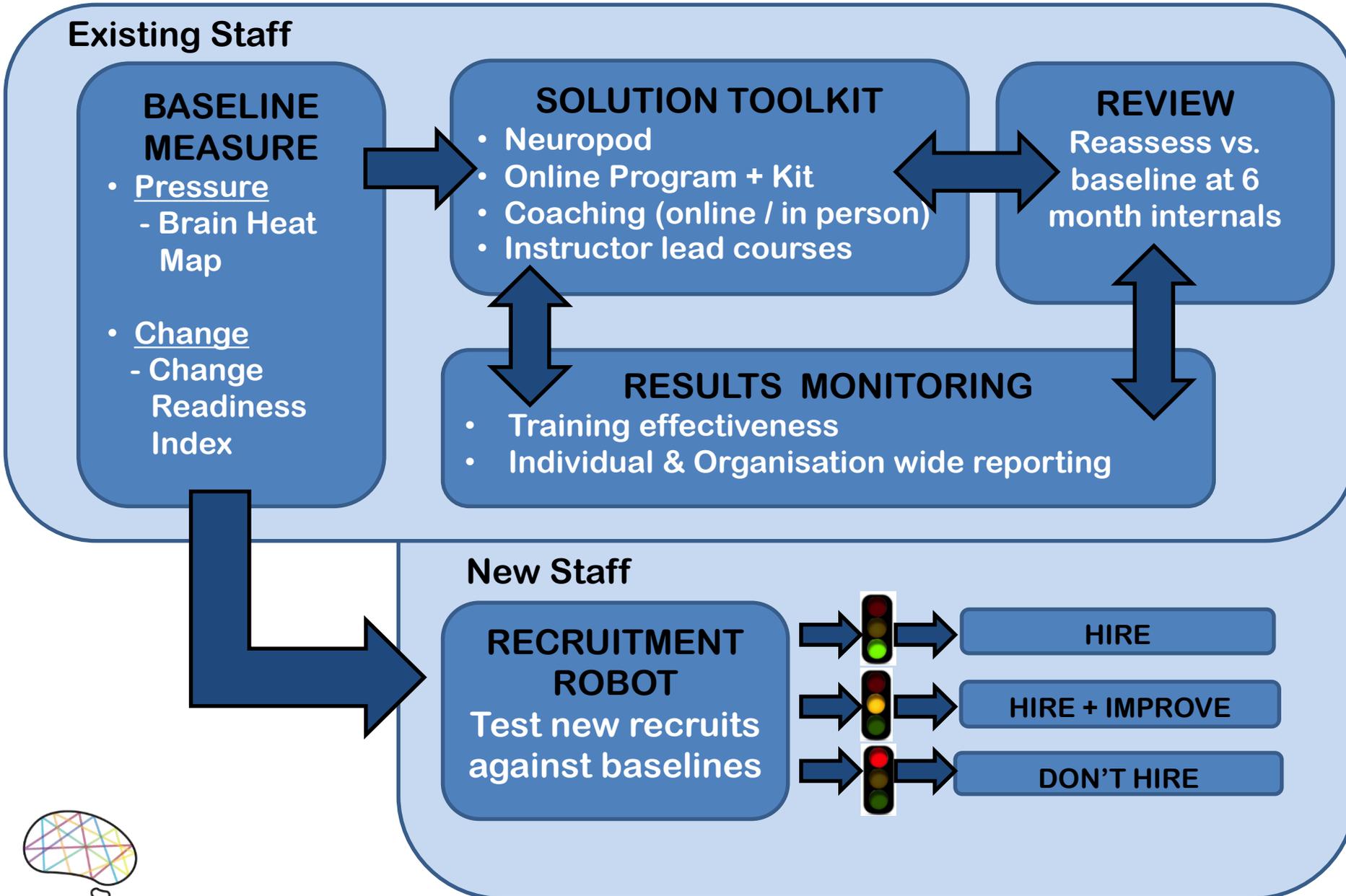
- Managing your energy is at the core of balancing your brain , and therefore core to improving your performance when it matters most.
- To perform “in the moment” the brain needs to move from a balanced / homeostasis state to one of high alert .

Brain Edge zone	Description	Energy status / change impact
High Performance	Long term balance / homeostasis	<ul style="list-style-type: none"> • Right balance of energy • Challenge is to maintain this as role / environment / personal pressures shift
Change leaders	Low pressures / and balanced. Keen for change. Potentially underutilised	<ul style="list-style-type: none"> • Stored energy > energy consumption • Engage quickly to align excess energy to change opportunities or likely to be spent elsewhere
Distracted	Keen for change and could be change leaders but need to reduce pressures to improve focus.	<ul style="list-style-type: none"> • High energy consumption but not on the right things. Focus on high pressures and energy is available for change agenda, as readiness is high.
Change Blockers	Focused with good balance but don't support change.	<ul style="list-style-type: none"> • Excess stored energy but not going to spend it without change concerns addressed.
Change Weary	Feeling stressed and worried. Fear of change.	<ul style="list-style-type: none"> • Energy consumption significantly greater than reserves. Focus on this imbalance before involving heavily in a change agenda.

DEVELOPING OUR BRAIN EDGE – TARGETED SOLUTIONS

Instructor lead course	Test Brain Edge score		Online Neuro program & kit	Neuro Coaching	Neuro Pod
Awareness Training	YES	High Performance	Not Required	Highly recommended including Snr Mgrs	YES
Awareness Training	YES	Change leaders	Yes – to ensure energy shift is to “high perf” and not “distracted”	Not Required	YES
Awareness Training	YES	Distracted	Yes – to improve focus	Yes – 10 weekly, 1 on 1, coaching sessions	NO
Awareness Training	YES	Change Blockers	Not Required	Yes – 10 weekly, 1 on 1 coaching sessions	NO
Individual by individual assessment					
Awareness Training	YES	Change Weary	As offline “homework” for personal sessions	Yes – Face to face neuro coach + maybe employee assistance program	NO

Approach - Corporate Program



ABOUT THE BRAIN EDGE SCORE

- To give individuals and organisations the edge they seek, we provide a current status of an individual's balance and their change readiness - a **Brain Edge Score**.
- A **Brain Edge Score** is developed through completing two online assessments:
 - **Brain Heat Map**: assesses an individual's balance through measuring the pressure levels of work / environment and emotional pressure factors.
 - **Change Readiness Index**: An assessment and score outlining an individual's willingness to change.
- By individual, team and organisation we then use the **Brain Edge Score** to provide a tailored brain-science-based solution to enable both change and improved performance. This is achieved through:
 - Neuro pods (in house dedicated neuro training facility)
 - Mindfulness at your desk (a 10 min a day kit and online program over 4 months)
 - Coaching (online or in person)
 - Instructor lead training sessions

Our programs have measured a 30% increase in productivity and a 25% reduction in stress