

Right Brain Aerobics™

The Coming Age of the Right Brain & Institutionalizing Right Brain Thinking

- Using the Brain Differently with a Business-Career Focus
- Using "the other 90% of the Brain," increasing ROMI (Return on Mental Investment)

Overview for Business/Career & Education September 2009

*Sandra H. Rodman, CEO/Owner, Right Brain Aerobics™
Bill Gallagher, President, Gallagher Management Company*

Right Brain Aerobics™

for Business/Career, Education

Introductions...

- Sandra Rodman, CEO, Creator of Right Brain Aerobics™



- Bill Gallagher, President, Gallagher Management



- Right Brain Aerobics™ →

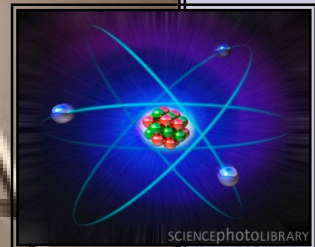
Using the brain in a new way, tapping into innate, natural but underdeveloped genius by exercising the right brain in new ways, thinking for yourself...



Non-linear problem-solving, discovery of new creative solutions—going beyond new technology, institutionalizing “right brain-storming,” collaboration at new mental levels, “quantum leaps” in thought...



***A New Kind of Brainpower for Business & Career ...
Exercising “the other 90% of the brain” to
synthesize strategy, “tap” into right brain symbolic
“cues,” integrate right and left brain thinking with
“Right Brain Strategy Grids”***



This Right Brain Aerobics™ Presentation for business and career development is adapted for Educational & Training Institutions.

RBA programs are being designed to foster additional non-profit funding streams with strategic Educational and Media Partners



**Colleges, Universities,
Media, Non-Profit Programs**

- ❑ **Who will enable the next generations to succeed in careers in unprecedented, changing worlds of business and career?** Few institutions are “thinking different,” acting quickly to offer new creative-intuitive / right brain problem-solving approaches to learning, thinking for yourself—integrated with left brain strategies, educating for fast-changing careers, global synergies, opportunities in redefined industries. These will be leaders in “The Coming Age of the Right Brain...”

- ❑ **Right Brain Aerobics™ training / practices can be strategically useful for educational institutions that must prepare the next generations of students not just to succeed in careers, but to create new *kinds* of careers and organizations.** RBA means learning to use the brain differently with a focus on business / career applications in any discipline, practices of creative-intuitive excellence in organizations/groups not just individual development, drawing on hundreds of specially developed RBA techniques: RBA mental focus-meditation processes; RBA creativity and intuition exercises including “remote viewing” applied to problem-solving; affirmation processes enhancing self-esteem, confidence, cognition; learning Right Brain Strategy Grids to integrate left and right brain solutions, preparing the learning mind to “see” solutions that others may miss.

- ❑ **Institutionalizing right brain thinking, consistently “pulling for” creativity, improvisation, inspiring ideas, across the board among students, faculty, administrators --** may be a key differentiator for thought leaders in innovative education. Pioneer institutions offering real right brain business/career-focused education with more improvisational teacher-trainer models may see increases in students, funding, new partnerships, revenue streams, with the best students and top businesses seeking something new, even Right Brain Executive Education.

- ❑ **Return on Mental Investment—ROMI not just ROI...** Right brain education, institutionalized models for “a new kind of thinking,” working begin the process of using more than “10% of brain power” across organizations—an advantage for graduating students and working researchers, while attracting the highest level of creative/collaborative thinkers in “The Coming Age of the Right Brain.”



Sustainable Innovation = Sustainable Leadership...

- ❑ “An organization that is consciously evolving creative environments and innovation can mean a new kind of sustainable leadership—leadership that inspires the best in the company, the clients, AND the competitors, not simply a company focused from quarter-to-quarter.” ...
- ❑ “Innovative environments tend to have more of a ‘long view’; they identify cutting edge solutions long before others because they are looking at long-term effects...managing to spawn creativity in spite of enormous pressure to focus only on one outcome, a short term financial result. **The risk is that one day the short-term financial result may become impossible—because the long-view effects eventually catch up with the short-view environment...**”.

--- Right Brain Aerobics™ Manual, 2007...

This comment, written before and predictive of the changes in the past 2 years, applies to educational institutions as well, affected by every market and economy fluctuation. They must now “create” new funding sources, innovation in the education of future leaders who can think for themselves, who know their own minds – a new kind of career preparation to respond to a new landscape of value in business and education.



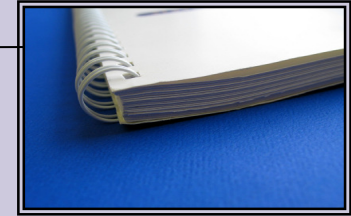
What is Right Brain Aerobics™?

- ❑ **Instructor-led, experiential, “right brain” creativity-mental focus career / learning / leadership training for new personal and organizational success** – thinking differently, using the brain differently – using Manuals and Right Brain Buddies Groups to institutionalize practices without requiring technology or software. (Video/DVD/television models to come)
- ❑ **Learning / practice of techniques for interactive creative-intuitive-affirmative communication skills to increase effectiveness in any meeting or classroom, confidence in interaction skills**; practice becoming more creative “on the fly” in communication, rapidly shifting environments--skills underdeveloped with transitions to online communication/learning; these skills can be strengthened and integrated with left brain work.
- ❑ **Daily exercises and establishing “Right Brain Buddies” groups for ongoing personal skills development**, increased creativity / mental acumen in any discipline, any career, to institutionalize right brain thinking
- ❑ **Customizable training from 2 Days to Week for “Basics”—or a Full Semester Course taught at any level covering all of the comprehensive manuals.** For faculty or students, for staff, administration, board, funders, or partners.
- ❑ **Work-and-Learn: Each Training is a real right brain “work session” or “right brainstorming” with a work product—techniques can be applied from the first moment of training. Focus is on real projects (for work, study, research) in any discipline, from business schools and science to liberal and creative arts, sports.**
Trainees and Trainer produce a “Right Brain Aerobics Report” of their creative ideas/ recommendations for any institutional activity, school project, career project--“sparked” by training – submitted to institutional management along with ideas for implementation.



What is Right Brain Aerobics™?

- ❑ **Comprehensive Multi-level Trainer-Trainee Manuals--400+ pages in addition to exercise materials--a life-long personal development/study course.** Detailed step-by-step instructions for learning, practicing, training all components, with applications / examples for leadership, career, advanced personal mental development.
- ❑ **Training-to-Train Approach: One Manual for trainee and trainer. Trainees learn from trainer guidelines to teach as well as apply techniques, for maximum organizational effect and institutionalization, whether managers, students, or team leaders.** Thus, Increased creative contribution by all organization members. No technology needed, no pre-requisites.
- ❑ **Enhanced staff/faculty meeting productivity and mental focus techniques, student classroom participation to increase productivity, results, attention, concentration.**
- ❑ **Built-in techniques for institutionalizing right brain / creative thinking across disciplines as well as in personal development.** Trains hundreds of techniques to increase confidence in the ability to generate more creative/intuitive/innovative ideas “on the fly,” new approaches to thinking for yourself, for best practices, more inspired performance--as a regular part of management, teaching, learning.
- ❑ **Designed to be rolled out by managers/faculty/staff rather than special “trainers”--even student leaders can learn to train RBA.** Reduces costs, furthers institutionalization of right brain thinking as integral to leading / learning / teaching / managing / performing.
- ❑ **Potential to develop in-house right brain practice and expertise as a community service or new resource stream.**



What is Right Brain Aerobics™?

□ Right Brain Aerobics™: is characterized by

1. Using and focusing the brain and consciousness differently.

Learning to “think differently.” For greater insight, ability to synthesize ideas from seemingly unrelated “cues.” greater sensory / extrasensory awareness, perception, non-linear problem-solving acumen in any discipline. Sound techniques increase ability to focus more deeply than normal states. Trains altered right brain focus/conscious awareness to increase ability to “read” non-linear “thought prompts,” extrapolate pragmatic strategies from symbols and unconscious language “cues” in different mental states, to begin using the Other 90% of the Brain...

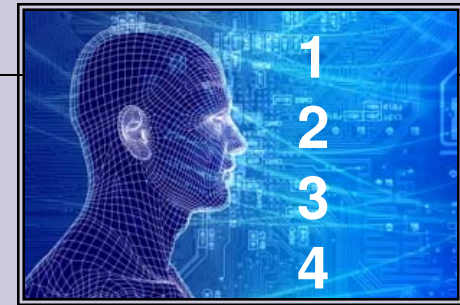
This subtle difference is called by some students “tapping into the grid,” “turning on the lights” or accessing “mind fields...”—with a different time-space sense and greater imagination.

2. Calming the mind naturally for greater insight, inspiration, self-control during crisis, handling stress—to improve performance, learning, judgment, decision-making.

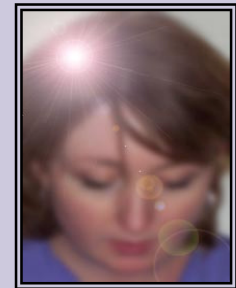
Daily personal / organizational practices, RBA meditation and mental focus to invoke calmer, more thoughtful conscious awareness for more creative response in crisis, under pressure; similar to the deeper consciousness states associated with high levels of creativity.

3. Foundational skills: Using the brain more creatively when using other techniques for creativity, brainstorming or learning...

Excellent preparation for initiating any other kind of learning-creativity training--trains a fundamentally different, non-linear, alternative method of mental focus--in addition to providing hundreds of pages of concepts, techniques for creative brainstorming, launching personal and group projects.



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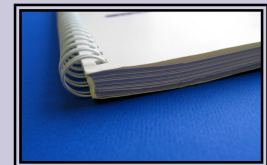
What is Right Brain Aerobics™?



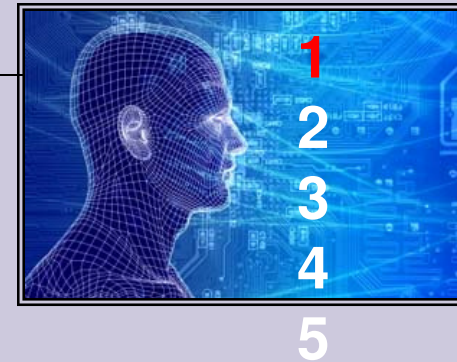
- ❑ **Right Brain Aerobics™ is 5 Sequential Exercise / Theory Components for Right Brain Business, Right Brain Leadership Development, Career Preparation**—to activate, energize, institutionalize *right brain action*, strategy, vision, insight, solution-building and collaboration across disciplines, paradigms, industries.

- ❑ **Right Brain Aerobics™ Training and Training Manuals are like an accordion. How it works:**

- ❑ **According to length of training days allotted (from 2 days to a Semester) the 5 sequential segments training can include some or all of the extensive techniques / theoretical text material in the 400+ pages of the manuals, combined with learning the “key exercise processes” and main components.**
- ❑ **Sample schedules, room set up, pre-training reading/assignments are included in the Training Guidelines manual.** Sample Right Brain Training Schedules are provided; the “schedule” is part of right brain “activation,” increasing training effect, e.g., “Right Brain Aerobics™ Morning Assignment.”
- ❑ **A detailed Contents Outline for the Instruction Manual acts as a Training Outline Template** enabling easy selection/review of each item / exercise in each of 5 Segments to be covered, stretching or limiting inclusions based on time allotted.
- ❑ **Every trainee receives the detailed 400+ pages of instruction manuals/materials to continue independent study regardless of length of training.** “Right Brain Buddies” groups are established in the first segment, providing structure to continue personal development, practice of skills, assist each other, act as a forum for creative idea sharing for implementation and institutionalization of techniques.



What is Right Brain Aerobics™?



5 sequential exercise / theory components:

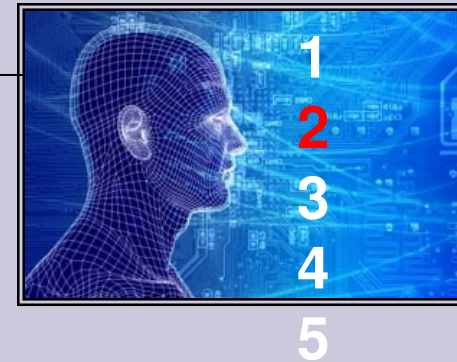
1. **RBA Meditations and Mental Focus Exercises** with “Creative Speed Writing” (writing from the right brain), “Right Brain Start Up,” and creative use of sound for right brain stimulation—toward achieving the “right” mental state to increase / capture coherent innovative impulses from right brain “fields”; a practice to lower stress, foster calmer, more focused response to crisis. **Training creativity as a state of mind, as advanced consciousness / strategy studies.**

Includes special attention-focusing meeting/classroom techniques to increase attention, concentration, productivity.

Note: Exercises/meditations are business/career-focused, specially created for Right Brain Aerobics™ with business language—no esoteric language. No experience required, appropriate for levels from high school to executive education. Exercises include business/career applications, purposes, and benefits for institutional bottom line—strong career preparation for students, career advancement techniques for staff/executives.



What is Right Brain Aerobics™?

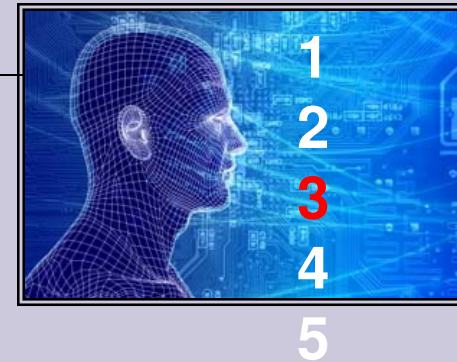


5 sequential exercise / theory components

2. **Affirmation, Self-Esteem/Confidence Building and Cognition Exercises**—key factors to habituate creative mental states, open new ability to learn/process new, complex information, handle change, resolve conflict; exercises also assist in increasing environmental / physical awareness, ability to “read” situations more accurately in cross-cultural / cross-paradigmatic communication for increased right brain strategic collaboration; increasing ability to affirm and inspire others (staff, students, clients, strategic partners) creatively regardless of background or culture, across mindsets; improving relationships at all levels; exploring multidimensional mental “fields” differently to recognize and extrapolate new ideas from previously “hidden” vision and mental synthesis “cues.”



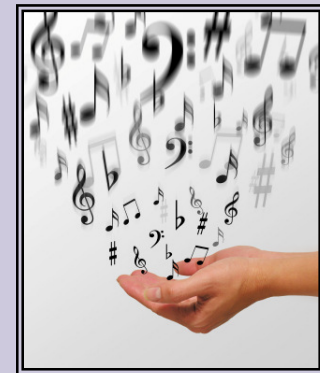
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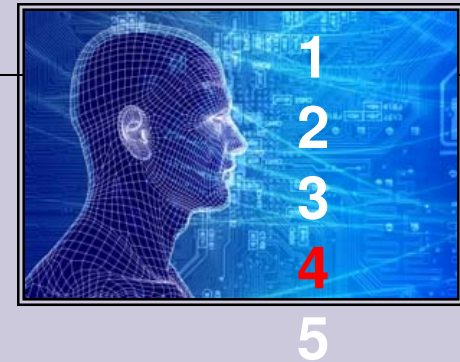
5 sequential exercise / theory components

3. Intuition and Sensory/Extrasensory Awareness Exercises focus attention differently, on using the brain differently, practicing intuitive-non-linear perception; increasing unaware right brain mental *synthesis* skills, envisioning ability, recognition of unexpected synergy, “quantum leaps” in thought; learning to draw on non-normal abstract environmental and “creative connection” awareness; right brain “sensing” of ideas WAY outside the box and normal time-space sensory constructs; *right brain remote viewing* exercises uniquely applied to innovative individual/group solution sessions.

Note: Components 1+2+3 in sequence provide a different kind of mental practice for “seeing” beyond a given situation a larger “unseen” context—concepts, ideas, solutions commonly processed mentally (or taken in environmentally) without awareness; focus is exercising, integrating strengthening abilities recognize these non-linear “cues” and extrapolate new ideas, synthesize alternative strategies. Prepares trainees to integrate both “left brain” and “right brain” thinking, develop and integrate previously unaware mental skills.

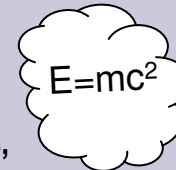
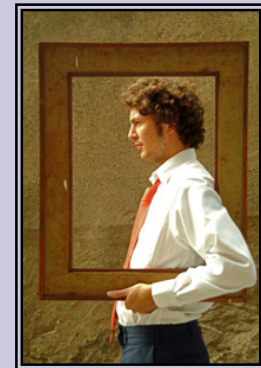


What is Right Brain Aerobics™?



5 sequential exercise / theory components

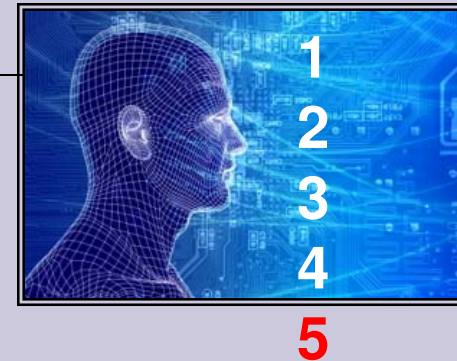
4. Creativity and Innovation Processes to increase creative techniques, “right brainstorming,” imagination—to jump start new creative projects, planning, work, design, research, career; to break log jams in thinking or construct new mental-visual “perspectives” of problems; to increase environmental creativity “connection points” and stimulate better thinking, more alternatives; to expand personal / career networks; becoming your own “creative director” for life; developing an institutional “creative consciousness”:



“Pulling for” and habituating innovative, productive recommendations, new solutions, improvisational thinking from integrated left and right brain prompts, from any department or discipline (“Right Brain Buddies,” “creative connection points”). Training to reach far outside of regular contexts and networks, in or outside of work/classroom; encouraging *regular* creative contributions to organizational strategy, cultivating creative input from all students and staff; increasing break-through concepts, “ah hah” moments that may originate during unlikely activities from the most unlikely sources—and expanding those moments across the organization.



What is Right Brain Aerobics™?



5 sequential exercise / theory components:

5. **Right Brain Strategy**—Uniquely combining and integrating all elements of Right Brain Aerobics™ in actual practice, using real work/career/study agendas. Developing “Right Brain Strategy Grids” for career development, performance, instruction models, organizational management; establishing “Right Brain Buddies” and “right brainstorming” meeting and classroom practices; developing Right Brain Aerobics™ work product reports—new pragmatic ideas from every training to be submitted to institutional management; teaching any subject directly through the RBA process, fostering highly creative, independent, innovative thinking, reflection, deeper understanding and exploration beyond data, finding new inspiration and metaphors from algebra to architecture to quantum mechanics...

Training a New Strategic Mindset: Train a habit of viewing new obstacles and tough subjects as *high-energy, enjoyable opportunities* to kick creativity into “high gear,” to use new skills to innovate “on the fly,” learning and discovering something new each time; *habitually increasing insight and new mental acumen* as a **regular** part of managerial, leadership, and personal strategy skills. **Preparing students for innovative leadership with different, more integrated mental skills and knowledge of vaster mental terrain.**



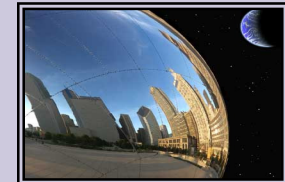
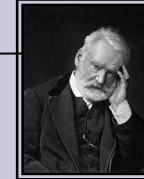
Who is Right Brain Aerobics™ for?

☐ All Staff, Faculty, Students, All Disciplines

- Executives, managers, strategists, faculty, innovators, inventors -- “think tanks,” research groups, administrators, coaches--staff and students at all levels across disciplines--from board members to institutional services to HR.
 - “Pulling for” innovative new ideas as a *regular part* of the total institutional environment from all members of the institution .Innovative ideas about one department or discipline may come from those in other studies or divisions, from new students or employees. Creative ideas are “pulled for” universally.
- Strategic partners, community organizations, funders, competitors, national associations / agencies as collaborators...right brain territory.
 - Practice erasing organizational boundaries as well as mental boundaries. Train other institutions, associations, non-profits, partners as a new revenue stream or community service, build reputation as a leader in right brain education. The more brain-storming input about your organization from different sources, the more new-paradigm ideas arise, increased right brain options, new student / funding resources emerge in unexpected places.

☐ Application? Across the Board, Global, Institutionalized.

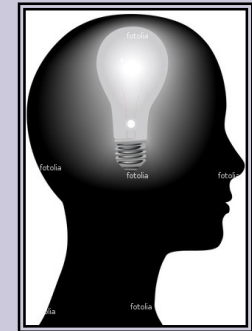
- RBA trains *foundational skills* for creative thought and process to be applied in any department, situation, discipline, project, meeting/class, for solutions or problem-solving in any kind of work/study; to unstick process-or-people log jams, generate new alternatives in crisis, understand *context and culture* with broader awareness; to create new kinds of teaching / learning / organizing and enhance the effectiveness of other learning, teaching, management techniques.



Why Right Brain Aerobics™?

Creativity Decline since 1944: Can we change it?

- “Creative performance: does the computer retard artistic development?,” IEEE (Institute of Electronics and Electrical Engineers), *Proceedings of the Seventh International Conference on Information Visualization, 2003*, T. Kipp:
 - “Over the last decade, there have been several debates concerning the dominance of technology in academic disciplines such as fine arts and graphic design. Advanced imaging devices, such as fMRI and PET scans, have provided researchers with visual information in the field of brain science that may settle these debates.” ...
 - **“Among the groups studied, the research concluded that artistic traits such as visual memory, perception and a critical eye for detail declined 80% as compared to research studies conducted in 1944.” .. We present scientific research in the field of cognition and brain science, suggesting dominant use of technology in the arts retards intellectual and perceptual-motor skills.” ...**
- **Creativity Is a Bottom Line Issue...** We increased linear left brain skills but not deeper creative thinking, thinking for yourself; what has creativity loss cost business, industry, education? What if right brain creativity had also been elevated 80% compared to 1944, instead of declining? Might we be better positioned now to face extreme global issues and excel beyond levels that we can imagine?
- **New “Conscious” Companies / Institutions and Right Brain Leadership:**
 - What if by 2100 we elevate/integrate right brain abilities simultaneously with left brain across the board--creating more life/climate enhancing innovative technologies and new human abilities in the bargain? Might this be only one of Six Impossible Things Before Breakfast for new leaders of that time? *Something that we are inherently capable of achieving?* Can any organization afford short-term, linear thinking and creativity loss in any industry?



Right Brain Aerobics™

A Few Benefits...



Opportunity for Increased Return on Mental Investment (ROMI)

If 100% of current profit / funding / value is achieved leveraging “10% of brainpower”—could revenue / value go up proportionally with a 10%, 20% increase in creative, intuitive brain power across the board organizationally...?

How could institutionalized RBA training impact future learning organizations?

- Benefits of institutionalizing Right Brain Aerobics™ practices and right brain training, as individuals and organizations regularize RBA practices, which are cumulative in effect!

Organizational Performance / Productivity Potential for:

- Increased # of organizational contributors at all levels habitually generating new ideas for more departments to impact innovation, performance, revenue, clients, student enrollment, expand collaboration and resourceful community partnerships
- Increased # of creative options generated daily involving staff, faculty, researchers, students all “pulling for” innovating thinking, inspiration in daily practice, meeting / classroom techniques, new mechanisms to report creative suggestions; any single new idea could significantly increase that bottom line
- Increased # of daily right brain techniques available to management, faculty, students in all disciplines to jump start new projects/courses, unstick blocked or conflicted situations
- Better performance and productivity across the board using right brain techniques to expand mental focus/concentration, “right brainstorming” and intuitive problem-solving
- Increased revenue potential, recognition for more innovative, inspired classrooms, teaching, research, becoming a Center for Excellence for Right Brain Education, training for improvisation, new thinking, “thinking different”
- Increased ability to creatively attract and inspire the best –management, students, faculty, partners, funders – in an institutionalized right brain “people” environment with more innovative thinkers with more varied perspectives

Continued



Right Brain Aerobics™

A Few Benefits...



(Continued) Organizational Performance / Productivity Potential for:

- Reduced drop out / turn over with institutionalized RBA processes for enhanced self-esteem, confidence, affirmation, meditative-intuitive, cognitive skills regardless of background, which can lead to greater academic / teaching success
- Increased organizational flexibility and improvisational ability to adapt and integrate
- Increased creative-intuitive strategic thinking at all levels to generate Right Brain Strategy, transform problems into creative strategic opportunities using Right Brain Strategy Grids, with both faculty and students increasing mental acumen for strategic thinking and creativity.

With Regular RBA Practice, Personal Performance / Productivity Potential for:

- Increased self-confidence, self-esteem for students, staff, faculty, all levels, backgrounds, cultures, abilities
- Better ability to affirm and inspire others, more effective cross-cultural communication
- Better performance achievement with increased right brain skills applicable in any activity
- Increased mental awareness, agility, flexibility, including emotional awareness with right brain mental focus/meditation and intuition exercises
- Increased mental focus skills, concentration, learning ability, confidence to learn new or more complex material
- Ability to more rapidly shift gears into different left or right brain consciousness states at varying levels to view problems and visualize strategies from different angles
- Increased intuitive ability, better “gut instincts,” ability to “see” solutions and interpret right brain cues “invisible” to many, to “read” situations more accurately



Right Brain Aerobics™

A Few Benefits...



(Continued) Personal Performance / Productivity Potential for:

- Better mental preparedness, openmindedness to adapt more creatively to change in economy, role, rapid paradigm shift
- Better ability to handle stress, calm the mind during crisis using meditation-mental focus, affirmation techniques, with health benefits, less absenteeism
- Increased right brain collaborative/cooperative skills, relationship building--with staff, students, family
- Increased right brain “viewpoints,” focusing on “long-term” effects as well as “short-term” impacts of strategic thinking
- Calmer right brain communication ability with increased meditative/mental focus skills – with fewer costly “knee-jerk” reactions or “outbursts”
- Increased techniques for generation and evaluation of creative strategies even for individuals with greater left brain focus using Right Brain Strategy Grids
- Increased awareness of expanded mental perception “fields” at different levels to make easier to conceptualize and visualize complex systems theory, complex technology, interdisciplinary ideas, non-linear synergies, experience “ah hah” moments and “quantum leaps” in thought
- Expanded personal “creative connection point” networks--both creative “mental” connections and social network connections
- Happier management / faculty / staff and students, happier clients, happier funders, happier families... 😊



Right Brain Aerobics™

Comments & Value Proposition



□ On Right Brain Aerobics™...

- “This is the first time anyone has packaged all of this together for institutionalizing right brain thinking.” Senior IBM Executive
- “Out of the box thinking? The lady has no box.” J. Helm, Principal, JHelm Associates, formerly Chief Technology Architect, Merrill Lynch and Professor, Applied Physics, Columbia University

□ On Sandra Rodman...

- “Sandra Rodman is a born creative and inspirational creature. She sees solutions where others cannot, goes 'places' where others don't dare.” Yong Ma, Ph.D., Exec. Dir., Credit Risk, Morgan Stanley; formerly Dir., Global Risk Management, Merrill Lynch
- “Nobody has ever provided both the insight into the human motivation psyche as you have--and with a way of achieving self-actualization beyond what I would openly admit is what I am striving for.” Chris Corrado, Sr. Vice Pres., Asurion; formerly CTO, Ebay; CIO, AT&T Wireless; Exec. VP, Information Technology, Merrill Lynch
- “For many years, it has been remarkable to observe your out-of-the-box creative thought processes. You connect seemingly unrelated elements, then formulate wonderfully unconventional plans of action...amazing!” Sharon Lee Ritchie, President/CEO, Humanscapes LLC, NYC

- Value Proposition: We believe Right Brain Aerobics™ should be able to increase individual and institutional productivity by 10%+ through the use of Right Brain Aerobics™ as a daily practice, more if the institution in partnership with RBA becomes a licensed reseller/provider with new revenue streams--in addition to the value of right brain educational excellence in increasing recruiting/retention of new students--for an investment of less than a cup of coffee a day, starting with one pilot.



Right Brain Aerobics™

for Business/Career, Education



Right Brain Aerobics™

- ❑ Sandra H. Rodman, CEO/Creator of Right Brain Aerobics™ training and publications. Decades in executive management in Fortune 500—Merrill Lynch and AT&T Wireless strategic technology and communications innovations; in creative non-profit *milieu* therapy rehabilitation/education organizations and fund raising; in creative and performing arts, Univ. of Texas and NYC, playwright/composer; decades in advanced meditative-intuitive studies and certifications in the U.S. and Canada, including Sound Healing under the auspices of the Sound Healing Foundation/Acoustic Brain Research.



Gallagher Management Company

- ❑ Bill Gallagher, President of Gallagher Management Company 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.



Right Brain Aerobics™

for Business/Career, Education

Contact Information for training or consultations:

To arrange Right Brain Aerobics™ Institutional Training

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