



## Right Brain Aerobics™ for Business and Career Development

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### Right Brain Aerobics™: Fast-Tracking Institutional Right Brain Skills Practices

This is “right brain territory”—drastic times and a sea change in global business and career management. Inspiring ideas during uncertainty and shifting opportunity is how “the new leaders” of the coming age will *become* the leaders. Turmoil can mean unprecedented freeing of boundaries. Industry gestalts and relationships are changing fundamentally—meaning new openings for those who are creatively pragmatic. They will fast-track right brain individual and organizational thinking and group skills. Right Brain Aerobics™ can activate new levels of right brain thinking with structured techniques and practices/exercises for anyone—without prior experience or creative background. The training is, in effect, an organizational “Right Brain-storming Work Session” to begin institutionalizing right brain environments.

**New leaders and visionary thinkers will “think fast creatively” and “think ahead intuitively.”** This means new skills, new ability to generate multiple strategic alternatives in multiple paradigms. They will turn doing business and creating a career into an “art form” with new return on mental investment (ROMI). They will not just read about the right brain, they will be the first to institute personal, organizational, and educational innovation practices, becoming skilled at techniques for creating *new human inspiration* in every field. Leaders and innovators in every discipline will require a new kind of education. Right Brain Aerobics™ integrates both personal development practices and team practices in creative thinking, starting “day one.”

The training is rich and comprehensive but also flexible, an accordion: Customize a **half-day or 1-day “Introduction”**; or **Right Brain Aerobics™ “Basics” (2-Day Training)**; or **Full RBA Training of 3, 4, or 5+ days**. The detailed Manual has rich modules in a particular sequence; exercises and discussion segments from each component can be selected sequentially to create training programs of varying lengths of delivery. The complete Manual is still given to all trainees and potential trainers to continue independent personal and group human performance development.



### Right Brain Aerobics™

“Don’t change your organization until you change your mind...”

### Unique Combination of 5 Key Processes

**Right Brain Aerobics™ training involves a special combination and order of processes** rarely integrated for the purpose of progressively expanding right brain creativity and mental “awareness” specifically for business and career. Managers deliver the training. Multiple inputs foster activation of the unused intuitive right brain—the other 90%—with 5 Key Processes:

- 1) Right Brain Aerobics™ meditation and mental focus exercises with “Creative Speed Writing” and “Right Brain Start Up” to increase right brain stimulation/ideas, lower stress, capture innovative impulses from right brain “fields”; training creativity as a *state of mind* or advanced consciousness studies;
- 2) Affirmation/cognition processes impacting learning, self-esteem, and cross-culture communications;
- 3) Intuition/sensory-extrasensory awareness, remote viewing exercises uniquely applied to problem solving;
- 4) Creativity/innovation processes to spark design ideas, inventiveness, exploration of inspiration sources;
- 5) RBA’s unique Right Brain Strategy Grids and “Right-brainstorming,” integrating all skills.

With literally **hundreds of techniques**, meeting/strategy ideas, personal development processes, the Manual can be used by individual or organization to institutionalize creativity techniques; foster calmer judgment; reduce “knee-jerk” reactions to crisis; improve mental focus, awareness, and collaboration skills key to communication and client relationships. Any process might be adapted to inspire organization or career, with diverse techniques to *access and capture* innovative “flashes” from the right brain, extrapolate and convert these into concrete strategies or product/software design in any discipline, industry, technology, engineering, science, sports, education, arts—to succeed in **“The Coming Age of the Right Brain”...**

## A Different Kind of Training— a “Right Brain-storming” Work Session

**The exercises are for real-time, real-project application—a “right brain-storming” work session**—prompting and extrapolating from intuitive “sparks” occurring in right brain exercises. Creative new strategies addressing real organizational/ individual work challenges are “pulled for” from the first moment of training for “Right Brain Aerobics™ Training Reports”: output by trainees from the training. These may reflect “flashes of genius” normally resident with right brain synergy. Rarely is this human skill *practiced* or institutionalized. The recommendations are also an opportunity for new ideas from new sources to be submitted to senior management.

**No prerequisites, requirements, or technology needed...** The training requires no prior knowledge or educational level—no technology, no projectors, computers, or software.

**Managers deliver the Training...** When adapted by organizations, Right Brain Aerobics™ is intended to be rolled out *by managers*—not part of human resources but to *institutionalize* a right brain, innovative, environmental *milieu as part of line-management*, utilizing new techniques and processes for meetings, program design, conflict resolution, etc. The managers’ or innovators’ front-line leadership experience is the rich *raw material* for the training—and for fertile, organization-wide inspiration: **A new kind of Manager.**

**The Manual includes in-depth philosophy and creative business strategy applications**—usually not part of modern “outline” styles of *PowerPoint-thinking*. Right Brain Aerobics™ holds rich value; not just a few ideas for one day’s *jolt*, it is a comprehensive long-term personal/business “right brain practice” which can be further developed by organizations for staff, students, even clients—and yield unusual long-term individual results. With hundreds of pages of creative techniques, mental focus exercises, strategy development processes, the practices can extend into decades of human capital development and organizational return. This can foster the rethinking of mental capital, social capital, and human capital leading to a new *breadth of thinking* beyond local issues to planet-wide business, multi-decade long-term thinking.

See “The Coming Age of the Right Brain” and “Institutionalizing Right Brain Thinking” provided at [www.rightbrainerobics.com](http://www.rightbrainerobics.com).



### BIO

**Sandra H. Rodman  
Creator of Right  
Brain Aerobics™**

Sandra H. Rodman, CEO, is the creator of Right Brain Aerobics™ and Parallel Universe programs for business and personal transformation, specializing in advanced consciousness and creativity studies.

Formerly Sr. Director, AT&T Wireless, corporate technology and training; Vice President, Merrill Lynch, corporate technology and communications; executive of Phoenix House Foundation in the early days of its creative environmental *milieu* rehabilitation and education programs design; Strategic Learning Systems Trainer. Decades in executive management in communications and corporate technology specializing in innovation, bringing in early creative internet communications, unique technology and sourcing projects to institutional banking at ML. Decades in theatrical/performing and creative arts as well as meditation and consciousness studies education/practices. Author, playwright, musical composer, including “Cosmic Cowboys” (performed in off-Broadway workshop) and “Parallel Universe: The Dance of Life” science fiction musicals, and other publications.

Memberships include Foresight Nanotechnology Institute, The Parapsychology Foundation, The Weston A. Price Foundation, and Whole Health Programs Network. Certifications in meditative-intuitive-energy practices include Reconnective Energy Healing™ and The Reconnection™, Sound Healing Certificates under the auspices of the Sound Healing Foundation/Acoustic Brain Research, Theta Healing, Tibetan Buddhist meditation studies and practices, NYC; dramatic arts and psychology studies, University of Texas, Austin.

For additional information about Right Brain Aerobics™: [www.rightbrainerobics.com](http://www.rightbrainerobics.com) or contact Bill Gallagher, Gallagher Management Company – 410-905-2055.

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...You go to the gym to strengthen physical abilities; you exercise the left brain at work; now activate the other 90%, the creative Right Brain...

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