



Right Brain Aerobics™ and Right Brain Express™

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Right Brain Aerobics™ is a Washington State Registered Business, UBI #602-537-149

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What Is Right Brain Aerobics? An Overview

Sandra H. Rodman, CEO, Right Brain Aerobics

Excerpted from the Right Brain Aerobics Website © 2006-11

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...

- **In unprecedented times, unprecedented ways of thinking emerge.** Right Brain Aerobics focuses on developing and practicing new ways to think, to use the brain differently, leveraging rare mental abilities to create new business, career, and educational strategies.
- **The "charge" inherent in unprecedented global change can spark a kind of quantum leap in mental "engines" of change and creativity.** We have global connections and creative options that we have never had before -- but are only beginning to leverage! Our technologies, sciences, cosmologies at micro and macro level are changing overnight in ways that are "mind blowing"--we barely have time to reposition paradigmatic understanding of the world--it changes daily.
- **New leaders will be those who adjust thinking quickly in business and personal strategy.** At the same time, they must greatly increase conscious awareness, careful with how we use every resource, thoughtful about the long-term impacts on the planetary life systems and societies, on the future of our children. Developing truly powerful right brain collaborative, cooperative, creative skills quickly is no longer a "nice to have." It will be required of future leaders.
- **Right Brain Aerobics (and Right Brain Express, the new streamlined PowerPoint version) -- is a practical step-by-step multiple-input right brain training program** for you to activate unused intuitive/ creative/mental focus parts of the right brain, institutionalize right brain thinking and integrate with left brain for whole brain thinking. An easy daily practice for expanded, integrated mental ability to "see opportunities" others may miss. You can use the brain in new ways and change mental "view points." New research on mental focus/meditation exercises (one of the 7 components) shows: "How to Build a Bigger Brain" -- meditation mental focus may increase gray matter." UCLA Newsroom... (<http://newsroom.ucla.edu/portal/ucla/how-to-build-a-bigger-brain-91273.aspx>). And a new report that brain size can be increased – see Massachusetts General Hospital Study, Psychiatry Journal 1-30-11, noting "thickening of the cerebral cortex in areas associated with attention and emotional integration in as little as 8 weeks.

Right Brain Express is streamlined right brain creative-intuitive-strategic training for Corporations and Educational Institutions -- as well as for Individual Personal Development Training. For right brain career and organizational development, increased innovative-creative idea generation to increase revenue streams, clients, and increased ROMI -- Return on Mental Investment. For any industry or educational field, adding new dimensions to any career. The Introduction PowerPoint (www.rightbrainerobics.com "Take a Tour") is a comprehensive description of Right Brain Aerobics, Right Brain Express and how this can change your culture and increase mental abilities across an organization. Advance in executive or managerial careers -- or teaching and learning -- much faster than you thought possible.

- **Your opportunity to transform the way you think, generate new ideas** -- as well as your business, career, health, and performance may be significantly greater than you think -- perhaps unprecedented!
- **Developed by Sandra H. Rodman (www.rightbrainerobics.com/About.html), former executive at Merrill Lynch and AT&T Wireless and Director in non-profit foundations**, combining long experience in intuitive-creative-meditative practices as well as technology and communication innovation. The training is career and business focused in modern bottom-line language. It is in reality a right brain "work session" on real problems and challenges faced by you or your company, or learning/educational challenges -- and targets bottom line results. The Worldwide Distributor of Right Brain Aerobics is Gallagher Management Company, Bill Gallagher, President (www.rightbrainerobics.com/Gallagher.html)
- **You can apply the 7 Key Components for sequential brain/skill building anytime:**
 1. Right Brain Start Up
 2. Mental Focus/Creative Visualization
 3. Affirmation & Break-through Thinking
 4. Intuition, Increased Sensory Perception, Thinking-like-a-CEO
 5. Creativity & Innovation
 6. Right Brain Strategy Grids & Meetings
 7. Institutionalizing Right Brain Thinking & Daily Practice for higher ROMI (Return on Mental Investment) -- better, more focused thinking in any career, from senior executives to student intern, from sales and marketing to leadership training, from teaching and excelling in the classroom to human resources development, coaching, psychology -- any industry. Boost effectiveness of any other programs: Think better, learn better.
- **Right Brain Express is the new streamlined PowerPoint version of the training** that can be done in a couple of ½ days or weekly sessions of a couple of hours in-person with multimedia or in Teleclasses -- it introduces each of the 7 fundamental Right Brain Aerobics Components in sequence for quick performance impact and is applicable to any time of career or team.

- **Want to go farther?** Advanced study/training for Trainers and advanced modules for individuals or licensed organizations, the comprehensive Right Brain Aerobics Training Manuals include 100's of pages and illustrations -- step-by-step instructions, examples, applications – for years of continuing personal development in any career. Markedly new and different ways to approach practical business or learning “problem solving” or “new initiatives” or “getting unstuck” or “reducing stress” or “shifting gears” anytime.
- **You can integrate both left brain/right brain cognitive/learning skills creatively** using Right Brain Strategy Grids and Right Brain-storming (group process right brain thinking but using the brain differently while brain building) to "bring it all together," increase the ability to interpret, synthesize strategy and ideas from many different sources and visuals, increase the ability to learn new things – and think much more synergistically and collaboratively.
- **You can have an impact -- more creative, energized, productive meeting focus.** Right Brain Express includes many techniques for innovative participation or leading meeting with greater awareness, "pulling for" insight, genius, creativity – and better long-range innovation and thinking.

Start with Right Brain Express for a REMARKABLY different kind of Offsite training...

- Break log jams
 - Rethink competition and create new partnerships
 - Jump-start creativity
 - Get past design blocks
 - Spark passion and inspiration
 - Improve morale and motivation
 - Boost productivity and new idea generation
 - Build more creative team relationships
- **You can think more creatively "on the fly" with many more techniques to choose from** and thus, greater confidence. This will be key in new business environments in which innovative thinking is key! (Don't think so? Just Google “Innovation Management Software” and you will glimpse a whole new industry for creating programs just to capture and pull for innovative ideas in companies!) Even if you don't think of yourself as "creative," knowing that you have at your mental "finger tips" many more techniques to "prompt" creative strategy generation for different circumstances or clients can inspire confidence and reduce anxiety, lead to calmer awareness.
 - **You can think “ahead” better and more critically, routinely checking for longer-term consequences** (unintended as well as intended) not just short term innovation “spurts” that could be costly if there are side effects or you fail to see a coming change. Also: Anticipate where problems may occur in a new trend and begin early to help avoid or solve them. Long-range vision might have avoided escalated global costs related to Y2k, global pollution, environmental toxins that seemed like a good idea at the time, cell phone EMF

impact on brain health, how to avoid radioactive waste problems or come up with new energy solutions that don't pollute, etc. Right Brain Strategy checklists think long-range about effects (hundreds of years not hundreds of days) when you develop new products and strategies. Don't know how to "check" for that? This in itself might prompt whole new product lines of long-range environmental or human-interaction simulation testing.

- **You can use better "strategic thinking" across the board;** the techniques include using unique "Right Brain Strategy Grids" and "Checklists." All techniques focus on integrating both right brain and left brain strategic thinking in practical daily problem-solving *while* engaging parts of your brain rarely used and using them in a new way.
- **Or just focus on sharper, innovative/improvisational thinking for any kind of career, learning, or organization,** more creative communication skills and relationships? Keep increasing skills at any age!
- **Right Brain Aerobics is practices for long-term career and learning advancement.** It's not just a one-time training or brainstorming sessions or a few ideas. It's daily practices and checklists for ongoing building of new mental skills and acumen, increased awareness, perception, creative communication, and excellence in performance all the time.
- **You can build more creative, integrated brain power with bottom line applications of new brainpower now** with easy daily practice exercises, tips and techniques that few have learned – which can lead to long-term transformation of career, business development, strategic partnerships.
- **This may be key in modern information age careers: You can increase your ability to calmly handle crisis, to better handle stress,** exercise better judgment with greater long-range insight – with fewer "knee-jerk reactions" that can cause serious career or relationship problems. The news is filled with these stories every day and with increasing distraction and loss of focus in an information overload environment, they are likely to increase as frustration increases. Children feel these effects too. Note the NY Times Series "Your Brain on Computers" about the emerging effects – including family relationships – of constant online interaction and the price we're paying. With mental focus/meditation daily exercises such as in Right Brain Aerobics, the ability to calm the mind and "think" before you act (such as using the quick Right Brain Start Up exercise) – could make the difference in a career. Better "thinking" and calmer mind lead to better judgment and thoughtfulness.
- **The effects are cumulative when beginning to activate using "the other 90% of the brain"** with different kinds of mental "aerobics" and paradigmatic shifts in perception! The training exercises *different kinds of* right brain skills integrated with left brain skills, to activate innate, unaware, evolving, intuitive, cognitive, and creative abilities that seem impossible -- but are not. We have seen surprising, even amazing abilities emerge in the classes and with routine practice.
- **You can increase your own ROMI...Return on Mental Investment!** For your career or your organization. It is said we only use 10% of our brainpower – some now say 5%. If 100% of revenue or funding for an organization comes from leveraging 10% of organizational

brainpower -- what happens to revenue or funding with even a 10% increase in creative brain power and better thinking? It is time to begin to tap into the "other 90%" of our creative brainpower in a serious way. The techniques and exercises exist – and you don't need to use chemicals, stimulants, zap the brain or scan it – the high effects of simple meditation/mental focus are clear in research studies and have been for decades. But there hasn't been a business/career oriented, modern mainstream language practical training or practice to build more brain power and use these amazing abilities for business and career. That is the purpose of Right Brain Aerobics.

- **There is high \$ Value Proposition from Day 1 of Training: Each training session is also a right brain "work session"** and every exercise is used for "right brainstorming" to produce \$ bottom line value on real work projects or study – millions of dollars in ideas can come during training sessions – usually two half days or can be weekly sessions of a couple of hours. And the organizational impact, ability to be more creative in building stronger long-term customer relationships, understanding "mental" innovation far beyond just a few new ideas... When a whole organization or team begins to "pull for" genius, more insightful and better thinking, more long-range success and creative genius: Everything can change quickly. Right Brain Aerobics is about "pulling for" genius and the highest levels of performance at every level of an organization every day.
- **Not usually trained in modern careers:** Right brain training that integrates all of these components has not been previously available in mainstream career/business language and bottom-line focus. It's almost never trained in modern business careers! We just don't know yet what new successes for organizations trained in these skills might produce – perhaps the redefinition of success as we empower right brain skills and integrate them with left brain abilities.
- **Right Brain Aerobics & Right Brain Express: The potential for a quantum leap into the minds and businesses of the future...**

Contact Bill Gallagher, President, Gallagher Management Company, Worldwide Distributor for information about organizational and institutional training: 410-905-2055 – bill@gallaghercompany.com

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www.rightbrinaerobics.com and www.rightbrinaerobics.com/Tour.html*