



## The Neurology of Success Begins Where **Stress** Ends

**ProAttitude can rewire your organization  
for the brain power stress has eroded.  
It's the new competitive edge.  
Everything else is just another best practice**

### Transcending **Stress** Produces the Condition That Expands **Higher Order Brain Function**

The new competitive edge is all about the brain. Specifically, it's about a capacity of the brain - called **neuroplasticity** - to extinguish stress reactions and expand, reorganize and better integrate higher brain function.

When you hire an employee you are hiring their brain in the hope it will contribute brilliantly toward achieving your goals. Yet genetics and past difficulties have wired one in three people for chronic stress, meaning higher networks are often impaired by the damaging effects stress hormones cause.

The damage is **reversible** and in a matter of weeks through a defined shift in attitude anyone can make. Businesses that teach employees how to light up the brain will overwhelm the competition through the **intelligence, innovation, interpersonal strength and emotional capacity** that healthy brains generate. Neuroscience refers to this gain in brain power as the **Neuro-Competitive Advantage**.

The icing on the cake is that the **ROI** for implementing this process is significant, solving old HR problems like turnover, health plan costs, worker's comp, absenteeism and presenteeism.

Moreover, employees trained in the art of transcending stress are **more collaborative and cooperative**. Both qualities are generated by neural networks that stress weakens. Thus, people who know how to transcend stress **seldom cause interpersonal conflict**.

The process of change is sustainable and proven. It is **based on science**. ProAttitude spent ten years pulling together **the research from every corner of neuroscience** and integrating it into a simple, proven approach that anyone can learn to apply. **No other program** guides people toward neuroplastic change at the rapid pace ProAttitude achieves.



**ProAttitude’s executive training program provides the tools to end stress and expand higher order brain function to sustain people at the top of their game.**

The result is a person who can sustain the innovation, collaboration and the strategic focus to succeed. The scientific basis supporting ProAttitude’s approach is definitive.

The executive training program is built on instructional design theory, making the training process experiential and interactive.

There are two cores program:

1. The first offering is a seven-part telewebinar called **Seven Weeks to Rewire Your Brain**. The course provides the tools to sustain your brain at the top of your game. It facilitates the internal and the interpersonal shift that transcends stress. Each session is 75-90 minutes in length conducted over seven consecutive weeks.
2. The second offering is a four part program called **StressBuster: Achieving Your Best Day Every Day**. It focuses exclusively on the internal shift that transcends stress. The program can be offered in two consecutive weeks (2 hours each part) or in four consecutive weeks (1 hour each part).

**Optional follow-up program #1:** Three one-on-one half-hour coaching sessions are offered executives following completion of the seven-part course. The coaching supports the process of integrating the changes achieved in the training into everyday life.

**Optional Follow-up program #2:** A group seminar program called “Your Amazing Brain.” It is offered once a month for four months, after the either training. This twenty-minute on-line meeting highlights ways in which the process is applied in real work situations.



## The Training

The training begins by helping people make sense of the neuroscience behind stress and peak performance. It then leads participants through the process of building the attitude that produces “neuroplastic” change, literally changing the brain to:

- (a) Quiet the stress response system, and
- (b) Amplify and expand the higher order brain function that sustains peak performance.



## The Facilitation Model

### Awareness, Practice and Extension

- **Parts 1 & 2 of the training build awareness** of our own pattern of stress and learn how to transcend the pattern and extinguish stress reactions at the point of inception.
- **Parts 3 & 4 focus on a specific set of tools (or practice)** that enable us to ultimately master the attitude that taps the higher order brain function to sustain peak performance.

- **Parts 5, 6, and 7 involve the extension** of this new attitude, interpersonally, in building a powerful attitudinal climate within a company that translates into a neuro-competitive advantage.



## Some Specifics

- The telewebinar is generated by **WebEx**.
- Individual coaching sessions are conducted by phone. WebEx may also be used for coaching sessions, when needed.
- An Acrobat read/write 120 page workbook is provided for the telewebinar. It is saved to you desktop. The workbook can be printed or it can be used in a split screen format, with the WebEx PowerPoint presentation on one half of the screen and the workbook on the other. The split screen approach saves paper and desk space. Also, since it can be stored on a computer, it is easily transportable for people on the road.
- Each participant receives a 12-track set of audio files of the guided processes used in the training.

Each participant receives a copy of our founder's bestselling book *Mystic Cool: A proven approach to transcend stress, achieve optimal brain function and maximize your creative intelligence.*



## The Weekly Agenda

### **1. Stress & the Attitude that Rewires Stress Away**

The serious problem of stress

The shift in attitude that rewires the brain to extinguish stress reactions

Recovering the higher order brain function stress erodes

### **2. Building Awareness**

Two things you need to know

Your stress finger print

Extinguishing fear to transcend stress

### **3. First Quality of a Neuroplastic Attitude**

#### **Quietly Engaged, Fully Present**

Incessant thinking mind

Watching the thinker

The clear button

### **4. Second Quality of a Neuroplastic Attitude**

#### **Calm and Clear Inside, Regardless of What's Happening Outside**

Loss of control and overwhelm

The power of the one and only thing we control completely

Meeting external goals with a clear inner purpose

### **5. The Peace of Having It Together, The Stress of Not**

The stress of living in a mess

Getting organized

Prioritizing

Achieving goals; succeeding at life

### **6. Third Quality of a Neuroplastic Attitude**

#### **Connected and Connecting**

Our social brain

Mirror neurons and social intelligence, the conditions for interpersonal resonance and power

Simple steps to staying connected

### **7. Fourth Quality of a Neuroplastic Attitude**

#### **Relating to the Whole of Life Instead of the Fragments**

Relating to the big picture

Discovering your strengths

Becoming a strength-finder,

The condition of flow and the joy of excelling

What to do when your attitude tanks