

SMART Training – Strategic Thinking

Learn to think smarter, not harder.

Fifty percent of what we do every day is toxic to our brain's health and impairs strategic thinking according to research. SMART is an intensive program that provides fundamental strategies and brain training to enhance individual and corporate productivity. Every individual can improve their ability to think, perform, and lead more strategically, innovatively, and efficiently once equipped with the know-how, consistent practice, and environment supportive of change. Understanding and training your brain's strengths and deficiencies in these core areas has been proven to enhance innovative and impactful thinking.

Brainomics®: The high economic cost of loss of brain power

Deficiencies in strategic thinking result in:

- Brain fatigue
- Significantly reduced productivity
- Lowered cognitive function
- Higher rates of illness
- Sleep disturbance

Through the SMART program, three pivotal brain processes, outlined below, are addressed through evaluation, training, and on-going practice.

I. Strategic Attention

Our brain is capable of processing 400 billion pieces of information a minute, but at a great cost. In this day of information overload, coupled with corporate and self-inflicted demands to multi-task, individuals are rapidly losing brain power due to impaired strategic attention. An individual's capacity to sift through information effectively is lowered, thus preventing them from blocking unnecessary and less relevant information.

The SMART program trains individuals how to laser focus on the tasks and decisions most pertinent to the individual's and corporation's over-arching goals and to efficiently manage the wealth of information at their finger tips. The core activities include training to **filter** and **focus**.

Job Performance Outcomes:

- Develop more perceptive understanding of root issues
- Excel at distinguishing extraneous from relevant information and data
- Increase laser focus on crucial problems and required tasks to address and solve
- Combine issues into focused themes, improving communication to intended audiences

II. Integration

To chart new and insightful directions and solve problems early in their course requires integration, a person's ability to assimilate and synthesize large amounts of facts and opinions in order to abstract core principles. Successful integration is achieved by dynamically shifting back and forth between the finite facts at hand (zooming in) and broader global perspectives (zooming out). The brain process of integration also requires engaging in 'extreme zoom out' to a 20,000 foot perspective to look beyond the confines of one's workspace and place to the global

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competition. This dynamic process of Integration involves a more thoughtful, deeper level of thinking than is represented by instinctual decisions.

The SMART program trains individuals how to flexibly extract meaning from various sources, develop abstract ideas, and cultivate futuristic thinking. Key Integration activities include **Zoom In, Abstracting,** and **Zoom Out.**

Job Performance Outcomes:

- Identify key facts to address to each audience, linking them with deeper knowledge and experience
- Concisely reduce complex material to its absolute essence, synthesizing global ideas
- Relate current and future issues to community needs, concerns, and welfare as well as to broader corporate policies
- Learn to tune in to insightful ‘aha’ moments to chart novel directions

III. Mental Flexibility

We neuroengineer our brain by how we use it. Today, we are more commonly building brains in the workplace that are rigid and seek to find ‘the’ correct answer. Most workplaces build brains that store and reproduce massive amounts of information, rather than brains that can strategically and innovatively solve messy problems – or identify problems to solve that do not even yet exist. Business practices need to focus on how flexibly employees use information to chart new solutions and create novel pathways and applications, recognizing that volume of knowledge alone is not as valuable.

The SMART program trains individuals to maximize their brain power no matter their generational age. Innovation encourages participants to construct insightful and meaningful interpretations, imagine potential problems to solve, identify multiple sources and solutions, create novel directions, and address issues from diverse perspectives.

Job Performance Outcomes:

- How to engage in novel, yet practical associative reasoning
- How to prime flashes of insights
- Envisioning multiple potential future states to create multiple solutions to crises
- Combine diverse perspectives with potential corporate impact to generate novel, deeper approaches
- Identifying problems that will need to be solved in the future

Successful business people are aware of these primary areas, in theory, yet are not fully cognizant of how to effectively and efficiently apply these strategies in the frenetic pace of today’s workplace that keeps them in default mode. The SMART program will teach participants how to actively, intentionally, and habitually engage and exercise these brain strategies, receiving in return non-trivial benefits from elevated performance, enhanced brain efficiency, and improved overall well-being.