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# Course: Business Brain Train: The Whole Brain Approach To Business Effectiveness

Code	City	Hotel	Start	End	Price	Language - Hours
252	Istanbul (Turkey)	Hotel Meeting	2025-08-04	2025-08-15	5450 €	En - 50

## Introduction

When did you last stop to think about how you work at work – and whether the way you work could be changed to help you be more successful? The Business Brain Train Seminar provides a thoroughly enjoyable environment for you to explore these questions. It shows how to make yourself more effective using mind mapping; teaches techniques for faster, more effective reading, and shows how to use memory systems to remember information. It examines techniques for idea generation, creativity and problem solving; planning; time management; and inter-personal communication skills (including making a speech and how to improve meetings. It focuses on core skills required for success in any enterprise. The seminar helps individuals:

- Read faster and read better (combining speed reading with techniques for better comprehension)
- Learn how to use mind mapping for planning, note-making and clearer-thinking
- Learn the secrets of memory systems – and how to use them to remember information
- Generate ideas and use problem-solving techniques
- Develop strategies for managing time, priorities and pressure
- Understand the importance of the whole brain effect on business effectiveness

## Objectives

- Read faster and more efficiently. Tackle reading tasks with more confidence



- Combine fast reading, mind-mapping and memory skills with time management techniques to help handle “information overload”
- Develop effective strategies for managing time, priorities and pressure
- Be able to explore and develop new ideas and approaches
- Be more confident in your ability to work in groups, to contribute ideas and to take initiative and responsibility
- Understand how to create a “success culture” using “business brain skills”

## **Training Methodology**

This programme is enjoyable, practical and inter-active. The techniques are presented in a clear and easy-to-learn way using a mix of individual experiment, group work and discussion. You will find plenty of opportunities to participate, comment and question – but will never be put under pressure to express opinions or compete. You will be invited to learn at your own speed and to focus on developing your own skills.

## **Organisational Impact**

### **Organizations can expect delegates to:**

- Better equipped to handle information overload
- Be more effective readers (saving time and improving efficiency)
- Able to use simple memory systems to remember information (e.g. procedures, processes, facts, speeches)
- Able to use creative thinking tools and be more confident about working in groups and contributing ideas
- Understand how everyone in an organization has a part to play in creating a success culture

## **Personal Impact**



- A better understanding of 'brain skills' as a foundation for personal effectiveness and working success
- Improved self-belief and self-confidence in ability to handle information overload
- More confidence and success when reading and remembering information
- Be more confident in ability to work in groups and contribute ideas
- Able to apply creative thinking skills to difficult challenges
- Better able to prioritize and manage own time and resources

## **SEMINAR OUTLINE**

### **Module I : Handling Information Overload**

#### **DAY 1 : Brain Skills, Fast Reading and Mind Mapping**

- Thinking about reading - and challenging your existing assumptions
- Check current reading speed and understanding of the reading process
- How the brain works and its relevance for reading more effectively and remembering more
- The mechanics of how the eye works in tandem with the brain
- Breaking delusions: challenging beliefs and assumptions about reading
- Reading environment
- How to be a `successful` reader
- Different approaches to note making
- How to mind map

#### **DAY 2 : Reading Strategies and Memory Systems**

- Reading strategies: the theory
- Successful reading: increasing reading speed and effectiveness
- Reading practice
- Thinking about remembering



- Memory systems introduced (Memory magic?)
- Remembering numbers
- Using mind mapping to help you remember what you have read
- Review of skills learnt

### **DAY 3 : Reading at Work, Memory Rhythms and Thinking in Groups**

- More memory magic
- Different approaches for reading documents, text books, emails and the web
- Getting control (how to read a book in a hurry)
- How we remember - and how we forget (and what to do about it!)
- Using mind mapping and reading strategies together
- Thinking and working in groups
- Project: mind mapping in teams
- Revision

### **DAY 4 : Time Management and Outcome Planning For Better Results**

- Team mind mapping presentations
- Outcome planning for better results
- Better time management as a tool for handling information overload
- Reading: understanding an article and extracting key points
- Mind mapping software (e.g. Mind Manager, iMindMap, NovaMind)
- Mind mapping: when to use software, when to use paper
- Developing listening skills as part of the note-making process
- Revision in context

### **DAY 5 : Problem Solving, Meetings and Planning for Success**

- Putting it All Together: Your Toolkit for Handling Information Overload
- Reading, remembering
- Communicating in working life
- Preparing for and participating in meetings



- Reflective review (what have you learnt and how can you apply it in the real world?)
- Planning for success and planning to practice

## **Module II : Managing Personal Effectiveness to Get Results**

### **DAY 6 : Planning for Success**

- Tools for Handling Information Overload: review
- Using the tools during the week
- The 4 Steps to Successful Time management
- Getting control of your in-tray
- Tackling time stealers
- Planning to succeed
- Reading research project
- Barriers to communication

### **DAY 7 : Creativity Unplugged (and other business brain tools)**

- Creativity: what is it, why is it important and can it be learnt?
- Great modern thinkers
- Creativity unplugged: approaches to problem solving
- Creative thinking tools
- Balancing information and creativity to get results
- The power of perception - a business brain tool
- Silo thinking versus other people's views
- Using Memory Systems for business?

### **DAY 8 : Understanding Groups and Organizations**



- How organizations work (understanding the OTHER parts!)
- Proper housekeeping: why money matters in your job and in your own organization
- Getting to grips with numbers
- Being better at business
- Memorize a speech (plus tips for speaking in public)
- Thinking and working in groups
- Group mind mapping project: 'Dilemma'
- Results planning (the ORCA strategy)

## **DAY 9 : Creating a Success Culture**

- Self confidence and initiative
- Assertiveness, fluff-busting and attentive listening
- Getting your point across (outcome planning)
- Body language: speaking without words
- Making a presentation
- The whole brain effect in leadership and management
- Working with multiple stakeholders to get results
- Creating a success culture

## **DAY 10 : Managing Personal Effectiveness to Get Results**

- Manage time and pressure
- Open thinking and learning
- Understanding meetings: hats, humour and how to get out of a hole
- Teamwork: your role and job in the context of any organization
- Perceptual positions
- Managing Personal Effectiveness to Get Results
- Planning for success and planning to practice
- Feedback and final presentations



**The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.