

One-Day Program

8.30 – 9.30 am - Registration
(Tea will be served);
9.30 – 10.00 am – Session I
Opening Remarks & Program Objectives

10.00 – 10.45 am – Session II
How to gain “Advantage,” when information is backed
by Experience (How Steven Covey’s 90/10 Rule can be
fleshed out through Experiential Training)
How to Optimize Brain Functioning for Peak
Performance
Understanding Leadership Qualities, Innovation and
Change

10.45 – 11.15 am – Coffee Break

11.15 – 12.30 pm – Session III
Rediscovering your self for Personality Growth
•Work-book Assignment (Pre-presentation – How do you
“Label” yourself?)
•Identifying and rediscovering yourself and the world
around you
•Work-book Assignment (Post-Presentation – Matching
Labels with Insights to be gained for the next stage of
Personality Growth)
•Practical Demonstration for “Measuring your ability to
Relabel”

12.30 – 1.15 pm – Session IV
Identifying Qualities that lead to Personal Growth
•Work-book Assignment (Pre-presentation – Current
Beliefs, Opinions & Behaviours);
•Presentation – Pros & Cons about the Limiting nature
of Beliefs, Opinions and Behaviours);
•Work-book Assignment (Post-Presentation – Your new
beliefs, opinions & behaviours)

1.15 – 2.00 pm – Lunch
2.00 – 2.30 pm – Session IV (Contd.)
Practical Demonstration for “Measuring your
ability to Requalify”

2.30 – 3.30 pm – Session V
Refocusing Energies to acquire Qualities leading to the next
stage of Personality Development
•Work-book Assignment (Pre-presentation – Listing out
activities where you think you have wasted your
energies)
•Presentation – How the mind’s “Genie state” can get
you everything that you ever desired like Aladdin’s
Genie
•Work-book Assignment (Post-presentation – Learning
how to channelize energies Productively)
•Practical Demonstration for “Measuring your ability to
Requalify” (2 - 3 participants)

3.45 – 4.15 pm – Afternoon Tea Break

4.15 – 5.15 pm – Session VI
Aspiring to Achieve your Cherished Dreams
•Work-Assignment (Pre-presentation – How do you
currently set quantifiable measures to improve
Performance)
•Presentation – Measuring Brain’s Connectivity for
Performance Enhancement
•Work-book Assignments (Post-presentation –
Requantifying your Dreams for Performance
Enhancement)
•Practical Demonstration for “Measuring your ability of
the brain to Optimize Performance”

5.15 – 5.30 pm – Participants Comments & Closing Remarks

For further details : Contact Ms. Sabitha (0) 98414-14665

The most interesting aspect of the presentation is on "Effectiveness of Media Spend" using cutting edge neuroscience. The research has proven to be 80% effective in predicting accurately whether advertisements and films reach and engage their intended target audience.

The research also proves how "Focus group" studies are often inaccurate judging actual interest. We propose the use brainwave analysis to edit each advertisement irrespective of the media to gain maximum audience engagement. This repeated engagement is what ultimately leads to "Purchasing Behaviour."