

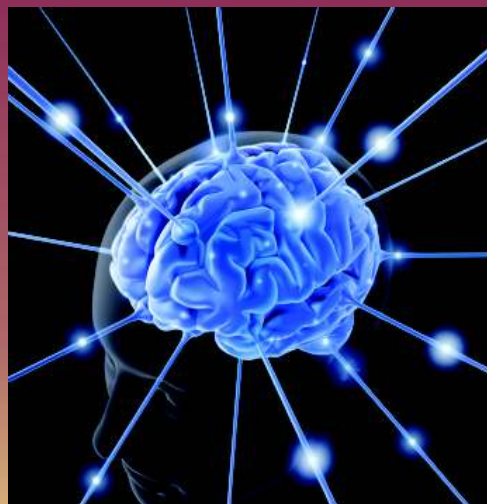


# MEDHA MIND

Enhancement Company Pvt. Ltd.,



Marketing Associate



*Experiencing Excellence  
through  
Brain Re-engineering*

*Demystifying Leadership, Innovation  
&  
Change by Awakening the Genie Within*

*One-day Cognitive Enhancement Training  
Using  
Cutting-edge Technology*

## *Why Attend this Program?*

*Sustained Performance in this economic climate mandates that organizations gain insights into the emerging underpinnings of their customers' ever-increasing expectations. This inevitably means that appropriate personnel continue to "Interact" with customers, while honing their skills at Meeting Customer Expectations. The focus of this program is to activate and sustain these optimal "Learning states" almost effortlessly. This unique focus has never been taught in Business schools or Corporate HR programs, but is of paramount importance in the current global economic and financial meltdown. To possess and maintain both these qualities consciously requires –*

- "Experiential Learning"*
- Intelligent application of "Cutting-edge" Technology"*
- Facilitation by Mentors who walk the talk.*

## *Benefits of the Program:*

*By participating in this Advanced program, the following benefits will be derived –*

- Emerge a Winner, by gaining insights into what needs to be done individually & collectively in your organization, NOW;*
- Maintain Motivation & Passion for Excellence, in the most difficult of times;*
- Learn how to Optimize the functioning of the Brain which will ensure that novel insights gained are translated into Value-adding Innovations;*



*Core Faculty:*

*Margaret MacDonald, M.D., BCIA-EEG:*

*Dr. MacDonald was influenced by her family's doctor, who seemed to know everything about everyone and was always able to help. After winning a full scholarship to attend the United World College of the Atlantic in Wales and then studying chemistry at St. Francis Xavier University, she graduated from Dalhousie University Medical School in 1987. She worked as a family doctor in Vancouver, BC, then later, for seven years in a forensic psychiatric hospital. She settled in California in 2000, before discovering the field of Applied Clinical Neuroscience.*

*She appreciates that the Health needed to enhance the brain's capabilities and executive performance in times of extreme ambiguity is different. Active Self-Regulation rather than passive suppression of symptoms seems to be the need in today's corporate climate. With the use of biofeedback and mind/body techniques, Wellness and Health are something she believes can be achieved by anyone, who is truly seeking to do so. She has now expanded her interests from creating health and wellness to applications in corporate wellness and peak performance. She is one of the World's leading experts in using Biofeedback, EEG biofeedback, Quantitative EEG brain mapping and mind/body medicine, for developing Optimal Performance in life and work. She has been personally mentored by the founder of the field, Dr. Barry Sterman.*

*In addition to her unique background in medicine she is no stranger to testing the limits of her own performance. She is a pilot, a skydiving instructor and a long distance runner. She was a founding board member and the Director of Medical Services for a non-profit organization called Comunidad para Baja California, providing health and education services via small aircraft to indigenous peoples in northern Baja. Her Professional Affiliations include AAPB (Association of Applied Psychophysiology and Biofeedback), The Biofeedback Society of California (President 2008-9), ISNR, International Society for Neurofeedback and Research, SABA, Society for Advanced Brain Analysis (certificant), BCIA, Biofeedback Certification Institute of America (certificant and mentor), Guest lecturer at Stanford University Primary Care Associate Program, and speaker and workshop presenter at various conferences. She is also an Advisory Board Member and Consultant, Medha Mind Enhancement Co (Pvt) Ltd Chennai, India.*



*Core Faculty & Program Director:*

*N.S. Srinivasan:*

*Chief Mentor and Managing Director of Medha Mind enhancement Co. Pvt. Ltd, he is well known for his Scientific approach to Learning and Life in the Media. He has marked his presence in many venues like in JAYA TV, in IIT Chennai, many other Engineering Colleges in Tamil Nadu, in International Schools across India and Abroad. Mr. N. S. Srinivasan is a student of Dr. Barry Serman, the discoverer of Brain Function Training- Neurofeedback. NSS, as he is known, is the only Asian member of SABA (Society for the Advancement of Brain Analysis), Los Angeles – a premier, International Society that invites those to join only if they are deemed to be capable of helping mankind live better quality of lives in the emerging millennium. He has done extensive research on achieving “Peak Performance” in executives, students, and in sports persons.*

*NSS has four Masters Degrees – viz., (a) Management, (b) Consciousness Studies, (c) Western Philosophy & (d) Indian Philosophy. This, along with full-time study of nearly 15 years in different ashrams in India, studying and lecturing on different philosophies of Indian origin. He has been working full-time for the last twenty five years in the research and development of a neurobiological framework that can used to solve complex problems of the present and emerging society. He is the primary author of the path-breaking book “BRAIN RE-ENGINEERING,” Sage (I) Publications (2003).*

*He has been working for more than seven years in this field of objectively measuring the brain from the moment he enrolled in an M.S. program on Consciousness Studies from BITS, Pilani. His articles have appeared in Vikalpa (IIMA’s Journal), Economic Times, Business Line, etc. He is one of the pioneers in “Peak Performance” training and has been able to successfully integrate Indian Thought with rigorous scientific research.*

*He recently presented at the first international conference at Centre for Leadership, Innovation & Change, ISB, Hyderabad on the “Scientific Principles behind Innovation in the brain.” He, through Medha, is also associated with IITM - Department of Management Studies, on developing a program for “Simplifying Power Performance,” a course which will be the first of its kind. His work is today being appreciated abroad and would be involved with other major consultants like Dr. Prasad Kaipa of SOL, Sloan School of Management, MIT, Dr. Debashis Chatterjee (IIML), Dr. Sudhanshu Palsule, etc. in developing specific programs for World Corporate Leaders.*

*Facilitators:*

*Mr. T. Srinivasan:*

*He has 3 decades of experience in Marketing, Purchase pattern behaviour, HRD. He was a visiting faculty at MDI, Gurgaon, IDMA (East), Kolkata, TCS, Baroda Productivity Council. He is currently a consultant for leading organizations.*

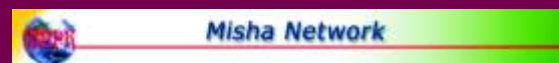
*Mr. Bish Mukerjee:*

*He is the President of Misha Network; has consulted for clients in the US, Australia & India in Marketing, Media, PR, Branding and other aspects of corporate communication. As a Board Member (2002-07) of the International Association of Business Communicator, he was the Founder-Chairman of the Indian Chapter (2006-08).*

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



New No. 2 (Old 9), Prasanth Apts.  
Flat No. 4, 1st Floor, Turnbulls Road  
Nandanam, Chennai - 600 035, India  
Tel. 91-44-6519-1948, Telefax: 91-44-24341948  
www.medhamind.com, email: info@medhamind.com



Chennai Office:  
T: (044) 3291 2090; (044) 3912 3390 Mobile: 9884063009  
Email: mishanetwork@mishanetworkpr.com  
Website: www.mishanetworkpr.com