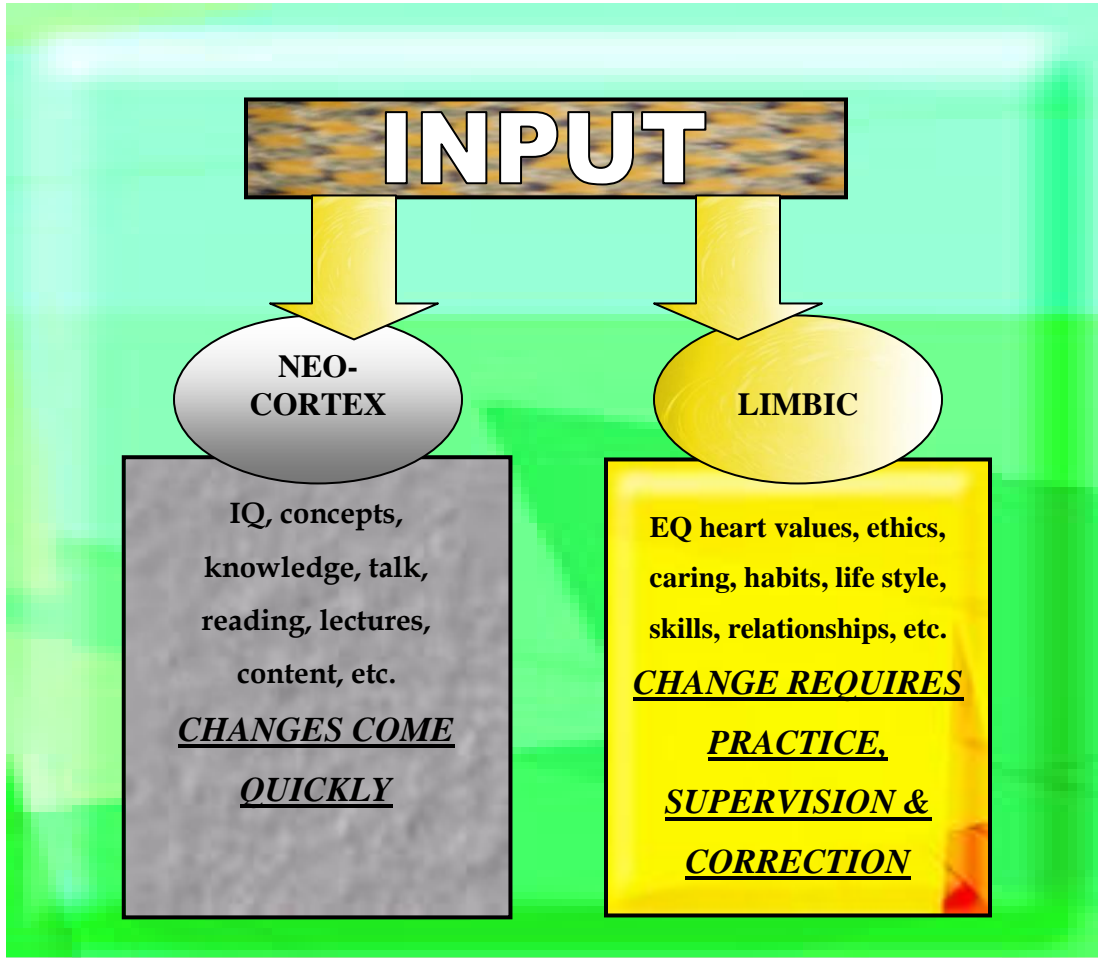


WHOLE BRAIN TRAINING©
 Dr Gary Sweeten and Timothy Sweeten

The difference is great between communicating with the Neo-cortex or “Right Brain” and the Limbic “Left Brain”. As you can see, the effect of appealing to both parts of the brain will have very positive results.



Cognitive Model

INPUT:
 Lectures
 Books
 Slides
 Memorization
 Study & practice

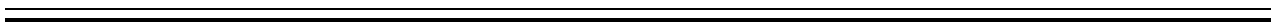
NEO-CORTEX:
 Fair for a very short time
 Fair for a short time
 Fair
 Fair for a short time
 Good for longer time

LIMBIC:
 Poor
 Poor
 Poor
 Poor
 Fair

**SUMMARY
 OF IQ MODEL**

Easy to Implement

Costly, Ineffective and Unproductive



Fear Model

INPUT: Threats & punishment Demands Fear based stories, films	NEO-CORTEX: Remember threat and pain Perform exact task Remember threat meaning with memory	LIMBIC: Negative reaction - Fight/Flight/Freeze/Suspicion Negative reaction - Fight/Flight/Freeze/Suspicion Negative reaction - Fight/Flight/Freeze/Suspicion
SUMMARY OF ANGER AND FEAR MODEL	<i><u>Easy to Implement</u></i>	<i><u>Costly, Ineffective, Counter Productive and Destructive</u></i>

Inspirational Model

INPUT: Rewards Inspiring stories, films Warm relationships Creative imagination exercises	NEO-CORTEX: Remember reward Assigned meaning with hope Modeling insights Assigned meaning, opens possibilities, integrates new thinking	LIMBIC: Can lead to small changes if at the right time in the right way Motivation for self support and change, inspires, energises Inspired to follow, rewires brain and transforms body Exciting possibilities, energy to create
SUMMARY OF INSPIRATIONAL MODEL	<i><u>Positive memories, opens mind to possibilities</u></i>	<i><u>The brain stores data in emotional folders so positive emotional energy is created.</u></i>

Life Skills / Coaching Model

INPUT:
Life Skills training of Theory Into Practice
Inspiring stories, warm relationships, Coaching/Mentoring with personal Lifeskills and accountability
Community of warm, inspiring models who care with skills and accountability

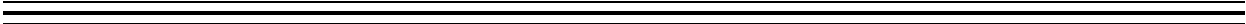
NEO-CORTEX:
Insights, skills with new behavior applied
Great insight
Great insight, motivation
Maximum insights for long term with support system

LIMBIC:
Great long term outcome with new habits, physical changes
Inspirational, motivational and positive changes
Powerful holistic changes with new habits
Most transformation over a long period of time. Tips company or group into strong unit. A Learning Community forms.

SUMMARY OF INSPIRATIONAL MODEL

Implementation Requires Expertise and Commitment Over Time.

Once Tipped will Change the ENTIRE SYSTEM and Reproduce itself. It is the Least Expensive.



A combination of *Inspiration* and *Coaching Skills* is the best way to bring permanent changes into an organization.