Unlock brain potential with brain science innovations.
THE CASE FOR BRAIN HEALTH

Professionals are inundated with information, overlapping deadlines and the pressure to excel. Efficiency, productivity, and quality are imperative. Burnout is not an option. The Brain Performance Institute’s comprehensive and customized solutions provide education and practical tools to enhance brain health and performance personally and professionally. This can lead to improved recruitment, development and retention of key talent.

WAYS CHRONIC STRESS IMPACTS THE BRAIN

**IMPAIRS** cognitive performance

**OVER-FIRES** the “fight or flight” system

**REDUCES** serotonin, the “feel good” neurotransmitter

**ACCELERATES** brain aging

**SHRINKS** the hippocampus, the memory center

THE COST

**INTERRUPTIONS**

- 33% report difficulty working/producing
- $10,375 per worker, per year in lost productivity
- 25% report can’t think deeply or creatively

**CHRONIC STRESS**

- 1/3 employees surveyed revealed chronic stress on the job
- 60-80% of primary care doctor visits
- $300 BILLION annual cost of work related stress in the U.S.
- 25% report can’t think deeply or creatively
- $10,375 per worker, per year in lost productivity
BRAIN PERFORMANCE SOLUTIONS IMPROVE AND INCREASE REASONING AND RESILIENCE

WAYS MEDITATION IMPACTS THE BRAIN

**INCREASES** white matter, improving attention, self-regulation and mood

**INCREASES** grey matter, improving learning, memory and emotional regulation

**DECREASES** amygdala activation, reducing reactivity and improving stress response

**QUIETS** default mode network, reducing attention lapses, racing mind and rumination

Citations to research available upon request.
Based on the brain science of neuroplasticity, we know that our brains are adaptable and trainable. Adopting brain healthy practices can result in significant, measurable brain changes and improvements.

Promoting brain health empowers team members to be better leaders, agile and strategic thinkers and more effective communicators with improved emotional intelligence. Our reasoning and resilience solutions fill the gap in traditional corporate employee wellness programs and standard leadership development programs, which both fail to address brain health.

Elevate the brain performance of your team through training designed to maximize your team’s cognitive capital and well-being. Explore how these tools can equip your employees to excel and advance your organization to the next level.
DISCOVERY & METRICS

Initial discovery process designed to tailor our solutions to your organization’s needs and goals. Benchmark and track key metrics of workplace and brain performance to measure strengths and areas for improvement.

Brain metrics assess key executive functions, including critical thinking, decision making and complex problem solving. Discovery steps include:

- Workplace Benchmark
- Team Interviews
- Individual Benchmark

Delivery Format: Individual, Group or Online
Empower your team to sharpen and strengthen their brains with techniques that prime the brain to calibrate mental energy, reinforce strategic thinking and inspire innovation.

This interactive brain training program helps you enhance cognitive performance and establish habits that can help exploit your brain’s untapped potential. Learn strategies to improve:

- **STRATEGIC ATTENTION**: Improve focus and prioritize important information
- **INNOVATION**: Shift routine thinking into actions, plans and diverse perspectives
- **INTEGRATED REASONING**: Recall and process pertinent information to solve problems

Delivery Format: Online or In Person
RESILIENCE SOLUTIONS

Perform better under stress. Studies show that healthy lifestyle factors and resilience practices, such as mindfulness and heart rate variability training, have the potential to optimize brain performance and increase overall well-being.

These customizable stress optimization tactics can be facilitated via brief speaking engagements, 3-6 hour workshops or corporate Brain Performance Retreats. Learn strategies to:

- **RECHARGE**: Energize and refresh the brain
- **REFRAME**: Reset mindset and emotion
- **REGENERATE**: Sustain neurogenesis

**Delivery Format**: Individual or Group
Solutions can be delivered at our state-of-the-art facility in Dallas or at your location.