



Smart Tribes Institute presents...

The Truth About How Your Brain Gets Smarter

In this presentation, you will learn:

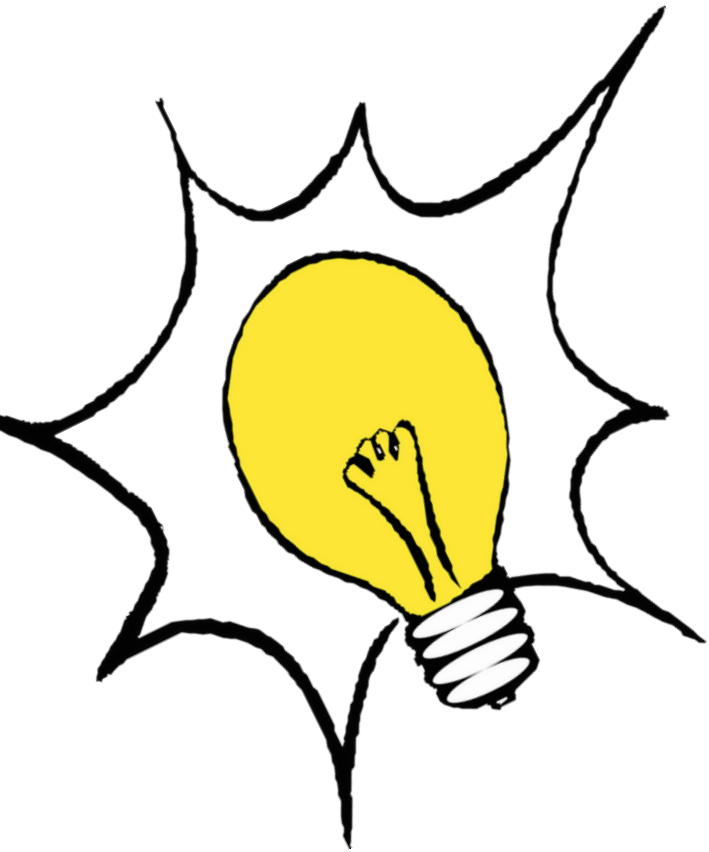
WHY knowing how to build a "smarter" brain is critical when you're a leader (*hint*: it's more than just how you think!).

HOW your brain actually becomes smarter based on a few simple, everyday practices.

WHAT you can start doing TODAY to support your smarter brain and benefit from the results!

A "smarter" brain means...

- Making better choices
- Getting more of what you want
- Getting less of what you don't want
- Having more "aha" moments
- Breaking through mental barriers
- Deeper fulfillment



**And here's what THAT means
for some of the leaders we've
worked with...**

Anxiety Removal

The COO of a \$500mil consumer packaged goods company did 3 neuro-coaching sessions with us over a period of 6 weeks.

Then I gave her myelination homework...

RESULT:

One month later she no longer suffered debilitating anxiety.

It's still gone 6 months later.

This high-functioning CEO had suffered in silence for 47 years.

Managing Emotions

A senior partner at a Fortune 100 financial services firm regularly got triggered by backstabbing and political maneuvers when dealing with some difficult partners that he couldn't avoid. He would get highly irritated, affecting his ability to be present, collaborative, and to lead the team to the best outcome.

We did 4 neuro-coaching sessions on this topic, plus myelination homework....

RESULT:

He now navigates shark-infested waters with ease, diplomacy and even a little humor.

Increased Vision and Innovation

The head of an R&D lab was stuck. He hadn't had a good idea in ages and the pressure was on, which only made matters worse.

Three months of coaching and a few weeks of myelination practice and...

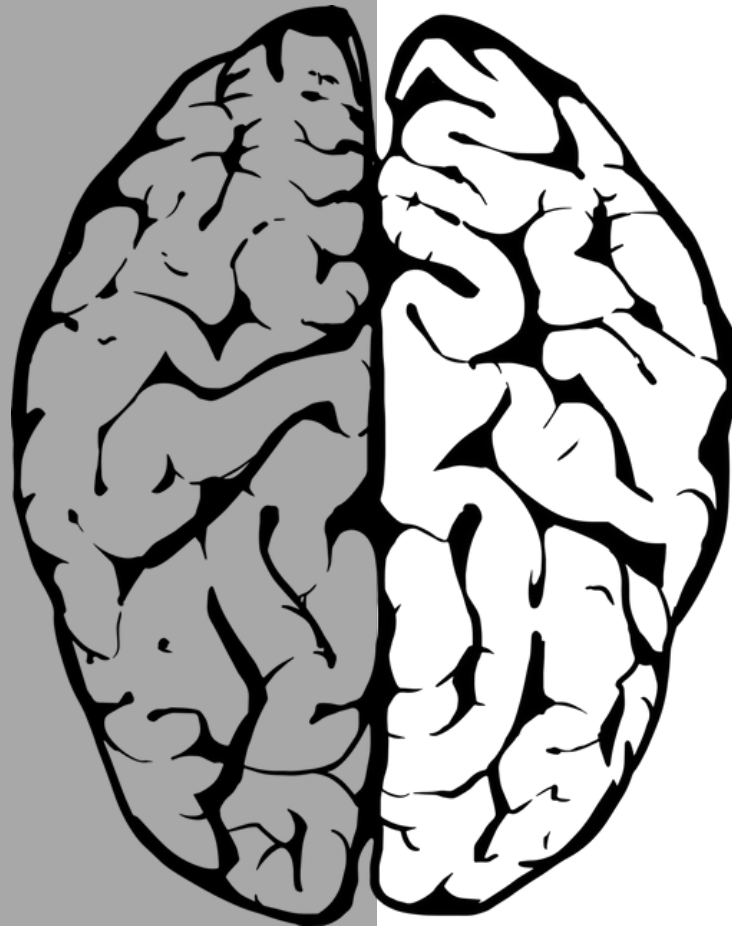
RESULT:

He has now designed three new products, with one already having pre-orders exceeding \$100mil.

**So how can you help YOUR
brain get smarter?**

**First, let's cover a few facts about
your brain...**

Roughly half of your brain is made of grey matter
(where neural pathways are forged and reside)
and the other half is made of white matter.



This means to learn something new, to set a new habit in place, **repetition is required.**

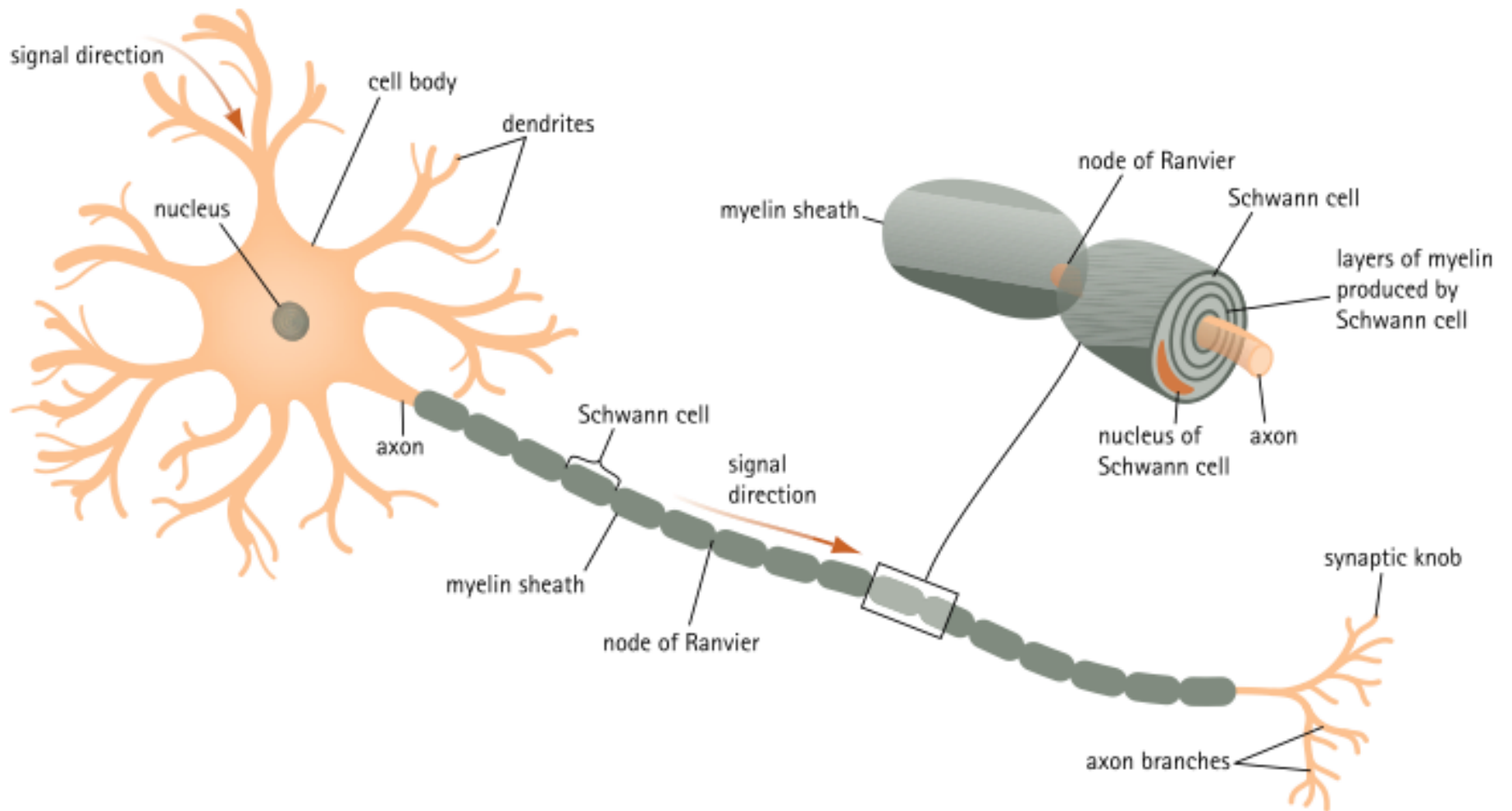
Repeated firing with deep practice and either struggle or ecstasy, alerts oligodendrocytes and astrocytes that this pathway needs to be upgraded, or insulated, and the process of myelination begins.

This pathway (grey matter) is strengthened via the myelin (white matter) insulation and it is transformed from the equivalent of dial up to broadband.

Heavily myelinated neural pathways are **up to 300 times faster**—they've been optimized for speed and efficiency.

They also become the default behavior, as the brain will choose the most highly myelinated pathways (because clearly they are the most important).

This is how we form new automatic behaviors, also known as habits or habitual behavior choices.



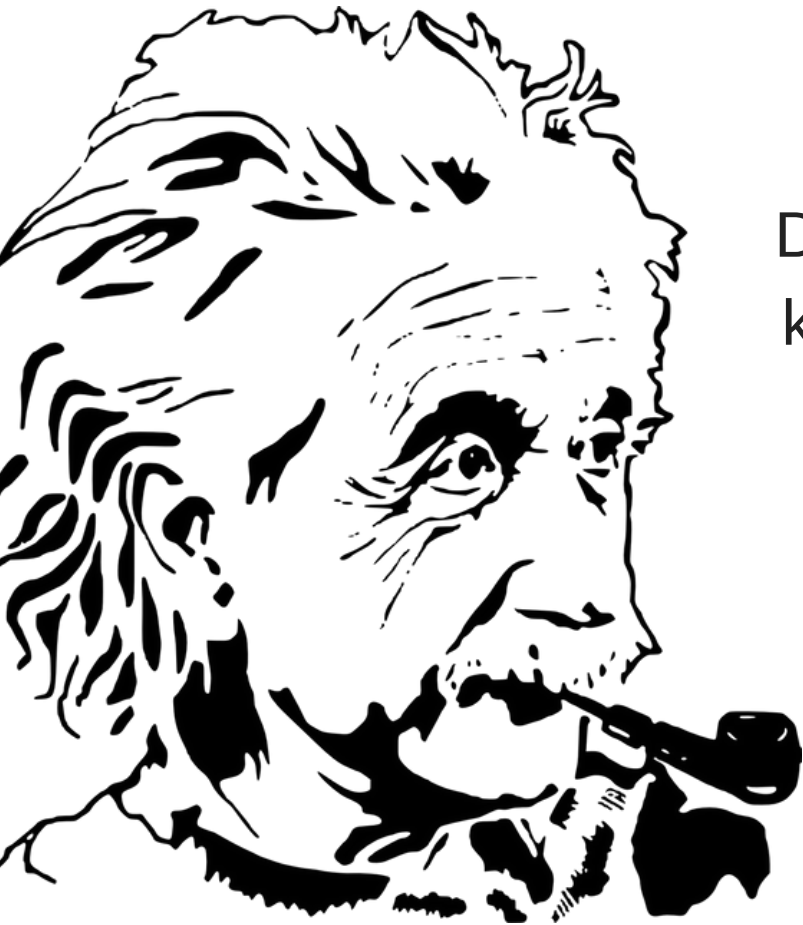
Did you know...

When Einstein's brain was autopsied in 1984 record amounts of myelin were found.

Does it mean he was smarter than most?
Not necessarily.

Does it mean he persevered, failed, and kept pushing forward with deep focused practice?

Yes.



**Now you know the secret:
let's start myelinating.**

**To myelinate properly you must
do these 3 things...**

1.

Persevere! Move through the uncomfortable part of learning/stretching to try a new behavior

2.

Repeat! Do it repeatedly in intense (and short is ok) bursts. Repetition is key—myelin is living tissue: if you stop firing a pathway for 30 days the myelin will start to break down.

3.

Visualize! See, hear, feel yourself doing the new behavior. Really get into it. Feel the good feelings, be totally in that desired state. **Remember what Einstein said “Imagination is everything—it is the preview of coming attractions.”**

Keep your circuits strong with deep focused practice —myelination requires quality vs quantity.

I ask clients to do the myelination practice I design for them for 5 days in a row, 5 times per day, for only a few minutes each.



For a gold star they can do it for 10 days.

What I find in coaching some of the **top performers on the planet** is that forging new

—or turbo charging existing—

pathways that are heavily insulated (myelinated) and **which then become the default behavior pathway** is what matters.

**Here's a recap of what we
learned...**

WHY: Smarter brains lead to better choices, more breakthroughs, and deeper satisfaction in leadership

HOW: Your brain gets smarter through the myelination process, which comes from repeating desired behaviors.

WHAT: The 3-step process you can use to start making your brain smarter in real life, **RIGHT NOW:** *Persevere, Repeat, Visualize!*

What new behaviors
would *you* like to
become the default?

About Us

For over 30 years New York Times bestselling author, and SmartTribes Institute CEO, Christine Comaford has been helping leaders navigate growth and change.

At SmartTribes Institute, we're best known for helping our clients create **predictable revenue, deeply engaged and passionate teams, and highly profitable growth.**



Want more neuroscience-based tools to take your career and your team to the next level?

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to get the tools our clients use to:

- Inspire greater responsibility in teams
- Exceed sales quotas
- Accelerate the sales process
- Increase client response reate
- Build rapport with *anyone*

Thank you!



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