

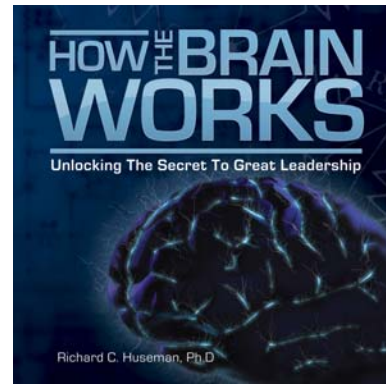
## PROGRAM OVERVIEW

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# HOW THE BRAIN WORKS:

## UNLOCKING THE SECRET TO GREAT LEADERSHIP

Richard C. Huseman, Ph.D.



## OVERVIEW

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In this presentation based on his book, [HOW THE BRAIN WORKS: UNLOCKING THE SECRET TO GREAT LEADERSHIP](#), Dick discusses a dilemma he was facing after working in the area of leadership development for over 30 years. He had read book after book, heard theory after theory and had seen literally hundreds of different leadership practices and strategies at work only to lay awake at night and wonder at their *lack of consistency*. Sometimes a particular leadership approach would work. More often, it didn't. He had yet to find a single leadership approach that work consistently over time and across varying organizations. After years of research and contemplation, however, Dick finally discovered the true secret to great leadership. It is, as he states, "a simple matter of understanding how the brain works." In the [HOW THE BRAIN WORKS](#) seminar, Dick shares his insights on how great leaders help people to "rewire" their brains for success. He shares several "secret arts" that allow leaders to get their people to "think" about what it takes to win both for themselves and for their organization.

## KEY ELEMENTS

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- Leaders will learn why so many leadership approaches exist and why the majority of them fail to stand the test of consistency and time
- Leaders will be introduced to the mechanics of how the brain works and how ideas, beliefs and patterns of behavior become "hard-wired" into the brain
- Leaders will be asked to consider several "brain facts" in terms of the implications these facts have on how they choose to lead their teams.
- Leaders will learn about five "secret" arts which can enable them to inspire others to "rewire" their brains for success.
- Leaders will be given an opportunity to put their new "thinking" skills into practice and experience how thinking can be an incredible competitive advantage in today's highly contentious business environment.

## INSTRUMENTS, EXERCISES AND MATERIALS

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- **The Personal Preferences Inventory** – this self-assessment survey is offered to all participants allowing them to assess their individual comfort level and adaptability to change. Time permitting, a group exercise follows allowing participants to discuss why they way the brain is “wired” can make change more difficult.
- **“What Do You Know”** – a unique individual and group exercise that shows the power of pattern-recognition in developing solutions to new problems.
- **Perception Quiz** – an individual and group exercise comprised of a series of questions demonstrating how the manner in which an individual’s brain is “wired” can either limit or broaden their perception of what is or is not possible. For the group aspect of this exercise, a “leader” is chosen in each group who is tasked to coach the rest of the team to “think” in different ways in order to come up with solutions.
- **HOW THE BRAIN WORKS: UNLOCKING THE SECRET TO GREAT LEADERSHIP** – the book on which the presentation is based. The book serves as a personal reference tool for participants to use as they work with their teams to “think” their way to success within their individual organizations. (additional cost applies)

## TIME FRAME

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The **HOW THE BRAIN WORKS** seminar can be tailored to fit a keynote, half-day or full-day sessions.

- **Keynote Speech** – a strong motivational focus on how a “thinking” approach can be a key competitive advantage for leaders and their organizations both now and into the future. A brief overview of basic concepts will be offered but only very limited use of self-assessment instruments and exercises.
- **Half-Day Seminar** – a three to four hour presentation of the most prominent **HOW THE BRAIN WORKS** concepts. Includes the use of the *Personal Preferences Inventory* and *The BreakOUT Barometer* exercise.
- **Full-Day Seminar** – a five to six hour presentation of all **HOW THE BRAIN WORKS** concepts and includes all self-assessment instruments, exercises and materials (excluding copies of **HOW THE BRAIN WORKS** book which can be purchased separately).

For more information, please contact:

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