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**BRAIN PATHWAYS™ PROFILE CREATED FOR**

**Sample Report  
July 17, 2015**

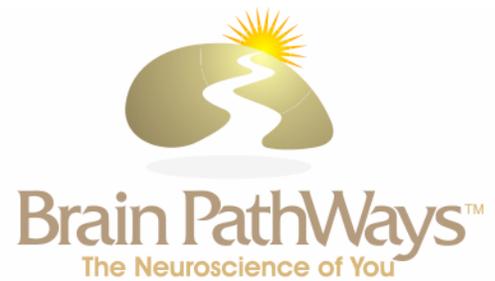


**Brain PathWays™**  
The Neuroscience of You

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## Congratulations Sample Report

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Dear Sample,

You have successfully completed the Brain PathWays™ assessment that reveals your brain pathway strengths and “blind spots.” Your report is statistically validated so you can trust the results are reliable.

Your report was created to help you use your unique brain pathway strengths for satisfying careers, better communications, increased personal productivity, quicker learning with greater ease, accessing your creativity and reducing stress.

**SENSORY PATHWAYS** are the ways you prefer to take in and express information. It is VERY IMPORTANT to know your strongest and least preferred sensory pathways because it takes two, or more sensory pathways to lock in new information, make great decisions and move forward confidently and competently. It is important to use your strengths and be aware of your “blind spots.”

**COGNITIVE THINKING PATHWAYS** are the brain pathways you prefer to process sensory information, how you prefer to think, which brain hemisphere is more dominant and the activities you are best at accomplishing. Everyone has Global (right brain) and Sequential (left brain) cognitive thinking. Your strength scores reveal which brain hemisphere you tend to use the most and least.

Consider this report your personal “brain user’s manual”. Knowing how your brain is wired and how to leverage your unique brain pathway strengths will enable you to take greater control of your life and experience greater success in whatever you choose to do.

**You will receive FREE daily educational and inspirational brain messages if you register on the [www.brainpathways.net](http://www.brainpathways.net) web site.** These emails include new and exciting research about your brain and how to harness its amazing potential.

Enjoy your fun adventure in learning more about your wonderful and unique brain.

Thank you!!!

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## How to Navigate Your Brain PathWays™ Report Sample Report

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### General Guidelines

- ✚ Your customized report includes crucial knowledge to navigate the pathways described below. You may find specific sections of the report more useful than others depending on your life situation and priorities at a given time.
- ✚ The maximum score in each bar graph (Part I, Summary Profile, Page 1) is “25.”
- ✚ There are no good or bad scores or strength preferences. Using your strengths matters the most.
- ✚ Be aware of your “blind spots,” the sensory and cognitive pathways you pay least attention to. Consciously using your “blind spots” expands your creativity and thinking powers. Blind spots also play a role in mistakes and accidents that occur, particularly when you are under stress.
- ✚ All of your brain pathways get stronger with use, like exercising a muscle.
- ✚ Read your entire report; highlight key points that address the pathways most important to you.
- ✚ You will discover that Brain PathWays™...The Neuroscience of You affects and touches all aspects of your life.

### Brain PathWays™ Descriptions

**Career** – The pathway for discovering careers and jobs that align with your neuroscience strengths. This pathway is helpful if you are changing careers, deciding on a great career path, or wanting to improve value and productivity in your current career.

**Personal** – The pathway for increased self awareness and using your neuroscience strengths for enhanced potential and fulfillment of your goals and dreams. This pathway is a good fit if you desire to reinvent yourself, achieve peak performance, improve communication with others, tap into your creativity, understand your own learning and thinking patterns, or make better decisions.

**College** – The pathway for accelerating learning and memory in any learning situation regardless of your age or situation. This pathway helps high school students prepare for college, college students looking for strategies to improve grades and learning efficiency, adults re-entering college for career retooling, or adults desiring to know more about their unique learning and thinking process.

**Family** – The pathway for understanding more about your family or partner dynamics and increasing relationship harmony and growth. Sharing each member’s brain strengths is the “bridge” that unites differences, leverages strengths, improves communication and increases respect. The Family pathway is supported by a **Family Profile**:

1. The Family/Group Profile is ideal for families, couples, friends and business associates. The survey and report is appropriate for ages 14 and older.
2. Each person completes the on-line survey and receives their individual report. The **Family/Group Profile Template** is on page 14 of this report.
3. Transfer each person’s report results to the template. Make copies for everyone.
4. Discuss the Family/Group Profile with emphasis on each person’s strengths and best ways to communicate.

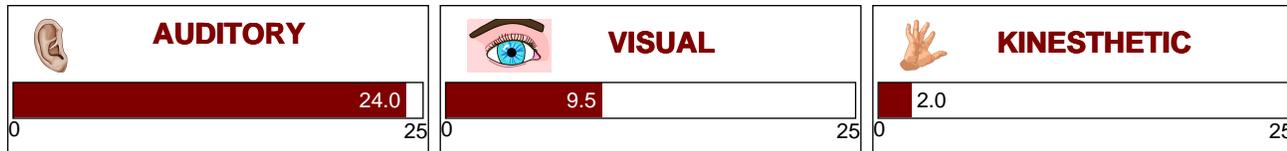


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### SENSORY PATHWAYS CHARACTERISTICS



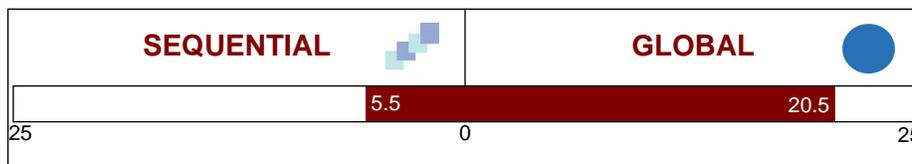
**Learning, Working and Remembering:** Your strongest sensory brain pathway is **Auditory**. This means you learn, work and remember best by listening, asking questions, discussions and talking to yourself (internally or out loud). Your secondary sensory pathway is **Visual**. You need information you can look at and see clearly including email, written instructions, documents, progress reports and “to do” lists. You remember best when receiving both **Auditory** and **Visual** sensory inputs. To make decisions and move forward, situations need to “*sound right and look right.*”

**When Under Stress:** Your brain focuses on its primary sensory mode, **Auditory**, when under stress. This means you pay less attention to Visual or Kinesthetic inputs and activities. You are prone to concentrate on “internal and external conversations” thus paying less attention to what you are looking at or doing physically. Personal and workplace mistakes and accidents may occur because of decreased sensory information.

**Express Emotion:** You express emotion through your voice. You are likely to adjust your “volume control” (upward or downward), change pitch and inject your emotions into what you say.

**Difficulties, Frustrations and Distractions:** You may experience physical awkwardness and clumsiness while doing hands-on activities like fixing things, handling mechanical and electronic devices and engaging in sports. You may get frustrated when receiving inadequate, incomplete or confusing Auditory input dealing with something important you have to know and act upon. You become distracted and irritated by random sounds, background noise and interruptions while speaking, listening or asking questions.

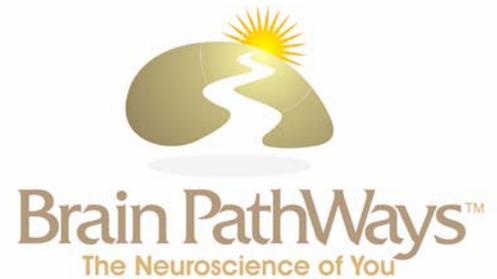
### COGNITIVE THINKING PATHWAYS CHARACTERISTICS



**Learning, Working and Remembering:** Your thinking strength is **Highly Global**. You prefer Auditory and Visual information presented in Global (right brain) ways. You favor open ended information, broad goals, possibilities and options over logic, order, priorities, timetables and specifics. To make good decisions and move forward, you need the “big picture” containing favorable options and possibilities.

**When Under Stress:** Stress causes your brain to operate at lower levels or “default” to its strongest cognitive thinking pathway. Your “default” pathway is **Global** thinking and activities. This means you will be less able to use Sequential thinking and engage in Sequential activities. When under stress you will have decreased ability and resourcefulness to stay on task and follow important processes and procedures. You may experience difficulty paying attention to logic, order and details.

**Career Strengths:** You are happiest and most productive when your job contains predominately Global responsibilities and activities. You need open ended and broad goals, creative outlets, and the ability to work in an environment of flexibility, options and possibilities. Working solely in a “left brain” world consisting of single tasks, processes, procedures, accuracy, detail and logic will cause high levels of frustration. You may become disengaged and ineffective.



### Your Sensory Pathway Strengths

Sensory brain pathway strengths are what you pay most attention to, enjoy using and are good at doing. You should be able to recognize many of your pathway strengths listed below. Those you relate to the least are “unrecognized and developable strengths.”

Your **Primary** and strongest sensory brain pathway is **Auditory**.

- Patient, attentive listening
- Remembering what was said
- Interpreting tone of voice
- Asking questions to gain clarity
- Answering questions with clarity
- Understanding meaning of words
- Negotiations and debating
- Conflict resolution
- Writing, editing and copywriting
- Public speaking

Your **Secondary** sensory brain pathway is **Visual**.

- Observational skills
- Remembering what was seen
- Reading body language
- Eye for accuracy
- Proof reading
- Quality control observations
- Design, architecture and spatial patterns
- Research – internet, library, legal
- Artistic use of color and graphics
- Photography, art and decorating

### Your Cognitive Pathway Strengths

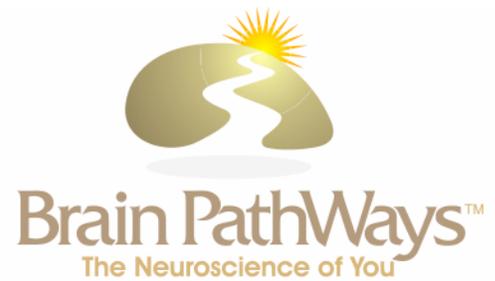
Cognitive thinking is how your brain processes sensory information. Below are the types of tasks, activities and projects you enjoy the most and are best at doing.

Your cognitive pathway strength is **Highly Global**. You strongly prefer “right brain” thinking and activities over “left brain” thinking and activities. You should relate with the majority of the Global characteristics listed below. Those you least relate to are “unrecognized and developable strengths.”

#### **Global Strengths** (*right brain*)

- Focus on context
- Visioning, “big picture” thinking
- Multi-tasking, multi-level analysis
- Open ended situations, broad goals
- Ideating, innovating, inventing
- Strategic planning and implementation
- Scenario planning, and systemic thinking
- Qualitative analysis





### Your Blind Spots

Your blind spots are your least utilized sensory and cognitive thinking pathways. Because you do not pay as much attention to these pathways, you often miss information that comes through these pathways. Blind spots are not your strengths, yet you can always strengthen them. The brain is very plastic and adaptable. As you intentionally pay more attention to your “blind spots,” the stronger they become.

#### Sensory Blind Spot

Your sensory pathway blind spot is **Kinesthetic**. You may experience physical awkwardness and clumsiness while moving about and doing hands-on activities like fixing things, handling mechanical and electronic devices. While you may participate in and enjoy sports or other physical activities, you are likely to be accident prone. You may have difficulty quickly tapping into physical sensations and your “gut feel” regarding a given situation. You may have a high physical pain threshold. You may feel uncomfortable when someone you do not know touches you.

#### Cognitive Blind Spot

Your cognitive blind spot is **Sequential** thinking because you strongly prefer “right brain” Global thinking and activities. You may approach new projects without giving thorough consideration to logic, order and realistic thinking. You may tend to “jump into” an important personal or work situation by-passing comprehensive planning. This may include considerations such as time requirements, budgets, milestones and best practices to complete the work.

### Your Kinesthetic PathWay Strengthening Tools

Strengthening your **Kinesthetic** PathWay will expand your sensory experiences, give you increased physical dexterity, decrease hands-on mistakes and increase enjoyment of physical activities.

- Volunteer for a project involving hands-on activities like building or repairing something.
- Play hand-eye coordination sports like golf, tennis, basketball and baseball.
- While walking, swimming or riding a bicycle, focus on your body movement and how it feels.
- With your eyes closed: Take an object apart and reassemble it – pen, flashlight, interlocking puzzle, anything safe. Use a computer keyboard, telephone key pad. Take a handful of coins and lay them out on the table; then arrange them into stacks of pennies, nickels, dimes and quarters.

### Your Sequential PathWay Strengthening Tools

Strengthening your **Sequential** cognitive pathway will expand your thinking power enabling you to analyze and prioritize your ideas and build more realistic and practical implementation plans.

- Identify and gain the support of co-workers, friends or family members having strong Sequential characteristics: Volunteer to work on a **Sequential** project. Observe and perform **Sequential** “best practices.”
- Reflective questions to think and plan more logically and realistically:
  - What are the desired outcomes from my ideas?
  - Which ideas are best aligned and most practical for the desired outcomes?
  - Do I have the support and buy-in from the stakeholders?
  - Does my implementation plan reflect “best sequential thinking practices?”

## Part III – Your Brain PathWays™ “Scores” Sample Report



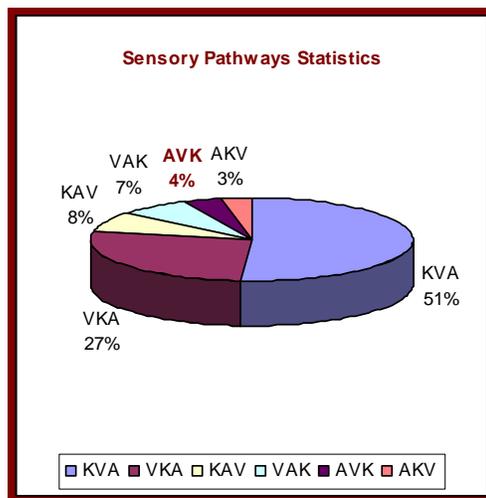
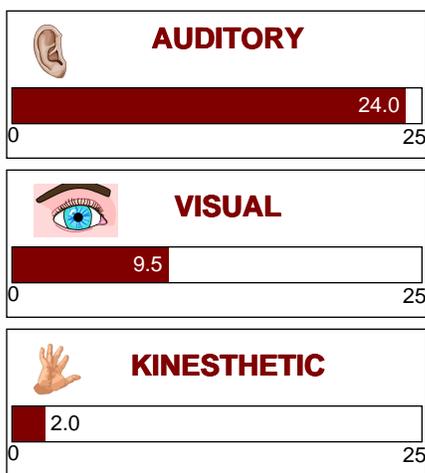
**Brain PathWays™**  
The Neuroscience of You

### Your Brain PathWays™ Scores

Your Brain PathWays scores are shown in relation to the general population. There are no good or bad scores or strength preferences. Using your strengths is most important.

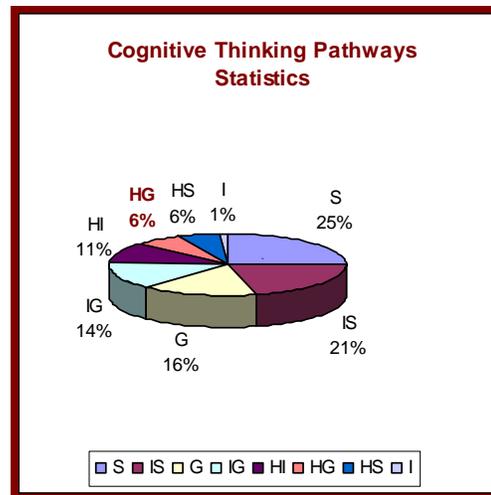
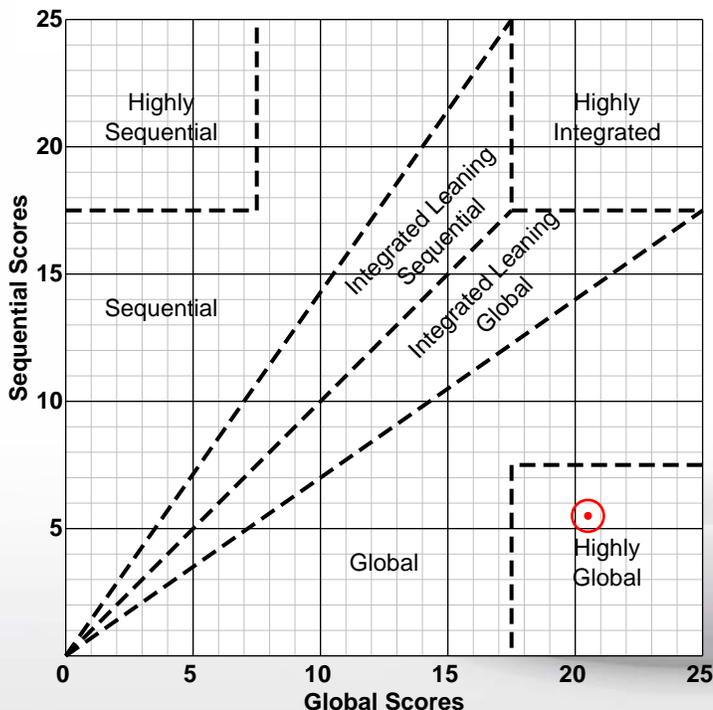
### SENSORY PATHWAYS SCORES

Your Primary Sensory Pathway is **Auditory (A)**. Your Secondary Sensory Pathway is **Visual (V)**. Your lowest score, **Kinesthetic (A)**, is a “two sided coin.” It is your “Blind Spot” because you pay least attention to it. **Kinesthetic** is also your “Creative Pathway” because it contains the potential for new insights. Your Sensory Pathway Sequence is **AVK**. You are in **4%** of the general population.



### COGNITIVE THINKING PATHWAYS SCORES

Your cognitive thinking scores are shown in a different form than on page 1. The “bulls-eye” is the intersection point of your Sequential (left brain) and Global (right brain) scores. Your Cognitive Thinking category is **Highly Global (HG)**. You are in **6%** of the general population.





### Principles of Successful Careers

It's all about **AWARENESS** and **ALIGNMENT!**

Being successful, happy and fulfilled in a career begins with self-awareness of your interests and brain pathways strengths. The next steps are aligning your strengths with what you are passionate about doing and putting your Brain PathWays™ application tools to work for performance excellence.

If you are passionate about a subject that requires new knowledge, skills and additional education to land your ideal job, you can accelerate your learning with your personalized tools on page 11. You may consider gaining experience in this new area as a “hobby” or part-time job before launching into a new career.

1. Your brain voluntarily engages with work activities where there is valued pay-offs and benefits. This is often referred to as **WIIFM** (“*What’s In It For Me*”). **What are you most interested and passionate about? What are the knowledge, experience and education requirements?**
2. Your brain is most engaged, productive and makes fewer mistakes when work tasks, assignments and projects are aligned with your strengths. **How well aligned are your brain pathways strengths with your current or future job?**

Your Sensory Strengths are “what” you do best.

- **Auditory:** Listening and remembering meaning of words and tone of voice.
- **Visual:** Observing people, data and situations. Working with visual media.

Your Cognitive Thinking Strengths are “how” you prefer doing things

- **Highly Global:** “Right brain” possibilities, options, innovation, ‘big picture thinking,’ creativity, focus on context rather than content

3. Physical environments affect personal productivity and job success. This principle applies to all brain pathways (sensory and cognitive) regardless of your preferences and strengths. Specific environments maximize productivity for the nature of work to be completed. **Are you using your personal productivity enhancer tools?** (page 10)
4. Communication and continuous learning is a universal requirement for career success. **Are you using your personalized communication and accelerated learning tools?** (page 9 and 11)
5. Stress affects focus, engagement, productivity and increases the probability of mistakes and accidents. **Do you experience physical awkwardness when under stress? Do you tend to focus almost exclusively on the ‘big picture’ and new possibilities rather than ‘staying on task’ and paying attention to details and logic in a stressful state?** (page 13 provides your personalized brain booster tools when under high stress, going into “default” and experiencing these symptoms.)
6. The sensory pathway you pay least attention to is your portal to creativity and innovation. **Are you aware that Kinesthetic is your pathway to new insights to important life issues, challenges and break-through thinking?** (page 12 provides your personalized creativity tools)
7. There are many opportunities in most occupational categories to align your **Auditory, Visual and Highly Global** thinking strengths with the job requirements. The following pages provide your individualized guidelines.



### Sensory Pathways Guidelines

Your sensory strengths are **Auditory and Visual**. You will have high levels of engagement and productivity when most of your work is a combination of **Auditory and Visual** activities. Examples follow:

#### Seek

- **High Levels of Auditory Activities:** Listening attentively and patiently. Hearing and understanding people's point-of-view. Paraphrasing what you heard to demonstrate respectful listening. Remembering what is said. Interpreting tone of voice. Negotiations. Conflict resolution. Acting quickly and confidently from auditory information. Answering and asking questions with clarity. Coaching, mentoring and counseling. Crafting words for proposals, agreements and reports. Speech writing. Spokesperson. Customer service, telemarketing, call centers and sales interactions.
- **Moderate to High Levels of Visual Activities:** Observing and remembering visual information, people, behavior, body language, places and situations. Reviewing resumes, records and data. Creating visual media. Photography. Drawing, painting and sketching. Quality control observations. Research – internet, reports, legal. Artistic use of color, symbols and graphics. Creating attractive reports, proposals and materials. Following written instructions. Desktop publishing. Designing charts, graphs, newsletters. Creating architectural and engineering drawings.

#### Examples of Compatible Occupational Categories

The following are some examples of occupational categories that contain a combination of **Auditory and Visual** activities. Your interests, education and experience should be the driving force for career selection.

- Community and Social Services
- Education (e.g. Teacher, Administrator, Dean, Coach, Counselor)
- Finance and Insurance
- Health Care - Diagnosis and Treatment
- Health Care - Technologists/Technicians
- Human Resources and Training
- Management and Leadership
- Media and Communication (e.g. Reporter, Announcer, Copywriter, Writer, Editor)
- Office Administrative Support
- Personal Services (e.g. Hair Care, Food Service)
- Sales and Marketing
- Social Scientists

#### Be Aware

**Kinesthetic** is your least preferred sensory pathway. **Avoid** jobs containing primary activities involving skilled movement and hands-on activities like working with equipment, electronic devices, machinery and tools. You are likely to lose interest and focus, make mistakes and become disengaged if your **Kinesthetic** pathway has to be used more often than your **Auditory and Visual** strengths.

#### Your Coaching Points

- Being aware that **Kinesthetic** is your sensory “blind spot” will cause you to shift your attention and focus more on the **Kinesthetic** content of your work. This simple act of self-awareness minimizes mistakes involving physical awkwardness/clumsiness and also strengthens your **Kinesthetic** pathway.
- As a practical matter, all jobs require all three sensory pathways. Everyone has their strengths and “blind spots” unless their scores are unusually high and equal. This is rarely seen, but possible. The message is that your **Kinesthetic** “blind spot” is merely a “**yellow caution light**” to be more deliberate and careful when engaging in **Kinesthetic** activities like operating equipment, machinery and tools, fixing and building something, participating in sports and moving about in potentially dangerous settings like a construction site.
- If your **Kinesthetic** score is 3 or more points lower than your **Visual** score, you may want to use your strengthening strategies on page 3.



#### Cognitive Thinking PathWay Guidelines

Your cognitive thinking strength is **Highly Global**. You are happiest and most productive when your job contains predominately **Global** responsibilities and activities rather than **Sequential** activities. Otherwise you may experience frustration and low productivity.

#### Seek

- **Very High Levels of Global Activities:** Visioning. Scenario planning. Creative problem solving. Strategic planning. Developing possibilities and options. Inventing. Exploratory research. Multi-tasking. Multi-level analysis. Ideating. Innovating. Designing. Systemic thinking. Decision making using trends, concepts and strong impressions. Brainstorming. Entrepreneurial pursuits. Creative writing. Open ended situations and broad goals. Qualitative analysis. New ways to think about situations and problems. Theoretical research.
- **Low Levels of Sequential Activities:** Implementing, creating and improving processes and procedures. Single tasks. Staying on task. Logical, orderly, practical tasks. Tactical planning and implementation. Organizing. Prioritizing. Compiling data and information. Forecasting. Scheduling. Decision making using organized information and data. Tasks requiring accuracy and attention to detail. Computations and statistical analysis. Budgeting. Spreadsheets. Performance metrics. Quantitative analysis. Programming. Applied research.

#### Compatible Careers

There are opportunities for **Highly Global** thinkers within all occupational categories listed on the previous page. Most job descriptions tend to be “left brain” (Sequential) in nature with less frequent needs for “right brain” (Global) strengths. This misalignment can be resolved through self-awareness, planning and communication with your employer.

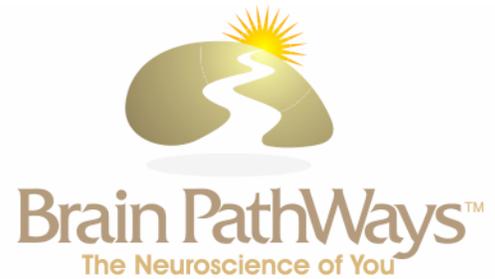
You have the natural gifts of systemic thinking, imagining new and better ways to do things and creating innovative solutions to difficult problems. This cognitive thinking pathway strength is a winning combination for most business enterprises and organizations that recognize the value of **Global** thinkers and initiatives.

#### Be Aware

Jobs with more **Sequential** activities than **Global** activities should be avoided. Otherwise you will likely become disengaged, ineffective and perhaps make “left brain” mistakes.

#### Your Coaching Points

- Recognize you have a very strong preference for **Highly Global** work. You may not feel appreciated and valued because Sequential work seems to dominate in most organizations.
- You have the natural gift to perform at the highest echelon of **Highly Global**, “right brain” thinking an organization requires for growth, competitiveness and sustainability. This is a unique and valued strength. Consider gaining approval and support for expanding your role and responsibilities to act as a “Global Thinking Coach” for strategic planning/initiatives and creative problem solving.
- Your **Highly Global** thinking strength is a great asset to your Sequential colleagues. You can help them contextualize their projects and problems, identify new and better ways to achieve their goals, and bring new, fresh thinking into solving challenging problems.
- A potential pitfall and “blind spot” for **Global** thinkers is not benefiting from the contribution of stronger **Sequential** thinking co-workers and friends. You may benefit from help to analyze, prioritize and develop tactical action plans for your ideas. Consider seeking counsel and advice from strong **Sequential** thinkers who are naturally good “left brain” thinkers when you are working on an important project, making a big decision or solving a challenging problem.
- Strategies to strengthen and expand your **Sequential** thinking are on page 3.

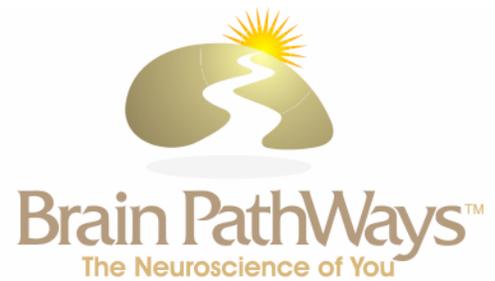


### Summary

1. The key to career excellence in your current or future job is using your **Auditory and Visual** strengths and having predominately **Global** thinking activities.
2. Think about and evaluate your current or future job description and responsibilities in terms of their sensory and cognitive pathway activities. Are your strengths aligned with what you have to do? Alignment will increase engagement, productivity and personal fulfillment.
3. Communicate your Brain PathWays™ strengths (e.g. the sensory and cognitive activities you are best at doing) to management. Ask for tasks and projects that align with your strengths. This applies to existing and new jobs.
4. For new job searches, communicate and showcase your “brain strengths” along with the traditional requirements of education, experience, skills, competencies and achievements. This may be an effective and unique way to differentiate yourself from other candidates and land your ideal job. Integrate your “brain strengths” into:
  - Letters and email
  - Resumes
  - Phone and face-to-face interviews
  - All interactions with your new employer
5. **Avoid:** Jobs containing primary activities involving skilled movement and hands-on activities like working with equipment, electronic devices, machinery and tools because **Kinesthetic** is your sensory pathway “**blind spot.**” Also avoid jobs having more **Sequential** thinking activities than **Global** activities.
6. Use your personalized Brain PathWays™ tools for better communication, learning new skills and competencies, increasing personal productivity, reducing stress and creative problem solving. These tools all lead to improved career success.
7. Consider gaining support from stronger **Sequential** thinkers who bring their “left brain” cognitive strengths and insights you may overlook in your daily work when planning a big project, leading an important initiative, making a big decision and solving a challenging problem.

### Key Points

- Awareness and alignment of your Brain PathWays™ strengths with what you are most passionate about is the first step to career success.
- Leverage your strengths, be aware of your “blind spots” and use your Brain PathWays™ tools to navigate your Career Pathway Journey.
- **Passion + Knowledge + Strengths + Tools = CAREER SUCCESS**



### Your Communication Pathways

1. Your communication slogans are: ***“Let me hear it and see it”*** and ***“Give me open-ended possibilities.”***
2. Share your communication pathways with others and **ask for what you need:**
  - You prefer to **hear it and see it**. Your brain pathway strength combination helps you understand and remember best.
    - **Hear it:** Ask for adequate time for discussion and asking questions. A quiet and interruption free environment helps you listen.
    - **See it:** Ask for instructions, directions and progress reports in Visual form containing key points and graphics.
  - You prefer a **Highly Global** presentation of sensory information.
    - Ask for emphasis on “big picture” perspectives, context, broad goals, options and possibilities.

### Most Natural Communication Rapport

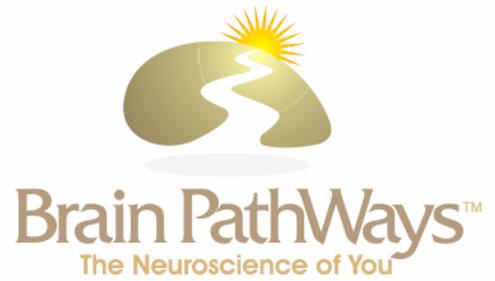
- You are in **most communication rapport** with Auditory and Visual learners and Highly Global thinkers like you.

### Least Natural Communication Rapport

- You are in **least communication rapport** with **Kinesthetic Learners** because Kinesthetic is your least preferred brain pathway. You may become frustrated with their movement and physical action while communicating. They prefer:
  - Movement, touch and action while communicating, working and attending meetings.
  - Handling materials, real time activities, walking, driving, meals, face-to-face meetings.
  - Adequate space to move about. May feel confined when in small spaces.
  - Physical comfort and frequent breaks.
- You are in **least communication rapport** with **Sequential Thinkers** because your thinking strength is “Highly *Global*.” You may become frustrated with Sequential thinkers’ lack of imagination and focus on content rather than context. Sequential thinkers prefer:
  - Logic, order, sequence and accuracy.
  - Processes and procedures. Schedules and timetables.
  - Practicality and realism.
  - Single tasks and staying on task.

### Summary

1. Ask others to communicate on **your** strongest sensory and thinking pathways. The results will be greater understanding and less time required for communication.
2. Communicate on **other people’s** strongest sensory and thinking pathways. They will experience greater understanding and require less processing time. This results in positive mutual outcomes.
3. Expect decreased communication and meeting time of 25% to 40% or more when using these strategies.



**Productivity Enhancers**

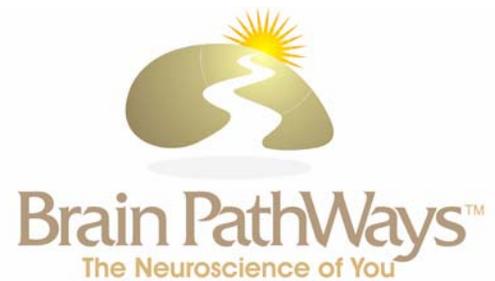
You undoubtedly already know that a quiet environment is necessary for you to listen attentively, interpret tone of voice and remember what is being said. What you may not know is that there are corresponding environments for Visual, Kinesthetic, Sequential and Global activities.

The following is a summary list of sensory and cognitive thinking pathway activities and their corresponding environments. Please note that ideal environments can be combined depending on the activity. All activities have an environment that speeds brain functioning. The brain works most efficiently and more productively when the physical environment matches the activity.

<u>Pathway</u>	<u>Pathway Activities</u>	<u>Ideal Environment</u>
<b>Auditory</b>	<ul style="list-style-type: none"> <li>- Listening, discussions</li> <li>- Phone calls, meetings</li> <li>- Writing, thinking about words</li> <li>- Copywriting, editing</li> </ul>	<ul style="list-style-type: none"> <li>- Quiet. Interruption free. No random or unexpected sounds.</li> </ul>
<b>Visual</b>	<ul style="list-style-type: none"> <li>- Design, drawing, mind mapping</li> <li>- Note taking, proof reading</li> <li>- Entering and analyzing data</li> <li>- Research observations</li> </ul>	<ul style="list-style-type: none"> <li>- Clutter free. Organized, visually attractive and decorated work space. Visual media, equipment and tools – e.g. white board, computer, Post-Its, data, materials.</li> </ul>
<b>Kinesthetic</b>	<ul style="list-style-type: none"> <li>- All hands-on activities</li> <li>- Building and fixing things</li> <li>- Experiential training</li> <li>- Facilitating meetings</li> </ul>	<ul style="list-style-type: none"> <li>- Comfortable clothes, temperature and furniture. Necessary equipment, tools and materials. Adequate space and freedom to move.</li> </ul>
<b>Sequential</b>	<ul style="list-style-type: none"> <li>- Processes and procedures</li> <li>- Calculations, data entry</li> <li>- Organizing, prioritizing</li> <li>- Single task, staying on task</li> </ul>	<ul style="list-style-type: none"> <li>- Formal environment: Straight back chair at a table. Bright light. Cooler temperature. Quiet, interruption free. Snacks and refreshments at breaks only.</li> </ul>
<b>Global</b>	<ul style="list-style-type: none"> <li>- Brainstorming, systemic thinking</li> <li>- Designing, ideating, inventing</li> <li>- Scenario planning, visioning</li> <li>- Creative problem solving</li> </ul>	<ul style="list-style-type: none"> <li>- Informal environment: – Couch, comfortable chair, floor, nature. Dim light. Warmer temperature. Background music (classical). Snacks and refreshments while working.</li> </ul>

**Summary**

1. Physical environments affect personal productivity for all learning and working activities.
2. The key to increasing personal productivity is to identify the sensory and cognitive nature of the work to be completed and to create the best environments for the activity.
3. Expect productivity gains of 25% to 50% or more.



### Your Best and Most Compatible Learning Resources

Your Learning Resources are compatible with your **Auditory** and **Visual** sensory strengths **and** your preference for **Highly Global** thinking and activities. Select your learning resources having a **combination** of the following characteristics:

- Audio tapes, lectures, small group discussions and seminars. Ability to listen and take notes. Freedom to engage in discussions, ask questions and process meaning of key concepts with other learners. Opportunity to talk about what you are learning.
- Material with interesting, colorful visuals and summaries of key learning points. Ability to take notes, underline and highlight important information. DVD resources. Webinars. Organized and attractive work/text book or syllabus with condensed and concise critical information.
- Material and course organization where the big picture, central concepts and systemic view is immediately evident. Options to select module sequence and learn at your pace. Resources, structure and environment stimulates your imagination.

### Your Best Ways to Learn and Study

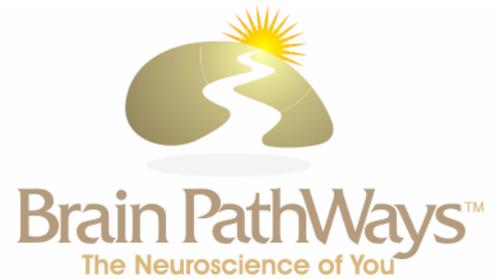
- Take notes while listening to lectures and audio tapes. Record lectures and your voice saying the most important key learning points. Replay recordings. Read out loud to yourself.
- Highlight key points using color. Talk with others about what you are learning. Use “mind mapping” to visually capture key concepts.
- **Think:** *What sounds and looks important? What are the key words and phrases? What images will help me remember?*

### Your Best Ways to Memorize

- **Combine** your Auditory and Visual strengths by saying aloud the key learning points as you look at key learning points. Engage in discussions with other learners as you look over each others notes.
- **Music and rhythm** significantly affect learning and memory. Works of Mozart, Vivaldi, Beethoven, Bach, Brahms and Handel are good choices.
- **Time of Day:** Before and after rest and sleep states when your brain is in a calm and relaxed state. Reviewing and building memory is optimized by a relaxed brain state.

### Summary

1. When you align and leverage your unique brain based strengths you will learn faster, lock in information for recall and have an accelerated pathway to build new skills and competencies.
2. Your brain pathway strengths are the foundation for building the life skill of “*learning how to learn.*”
3. Expect to learn quicker with greater ease when using the above strategies. Accelerated learning will occur in 25% to 60% less time than traditional learning methods.



### Your Creative Pathway

Your least preferred sensory pathway is your key to increased creativity, new insights and perspectives for problem solving, invention and innovation. Your creative pathway is **Kinesthetic**. Movement, touch and physical action are the catalysts to access your inner creativity.

### Your Creativity Strategies

**Consciously** using your “creative sensory pathway” allows you to access stored information from your brain you usually pay little attention to. This allows for new combinations of information to move to conscious awareness. Few people are aware of their creativity strategy.

1. First, write down the situation or problem you want to address. Use key phrases, symbols, pictures or mind map to describe the “situation” and the “desired outcomes.” Place greater emphasis and focus on the **outcomes** than the situation. The outcomes are the desired results or benefits you want to experience. **Say aloud** the situation and desired outcomes.
2. Engage in **Kinesthetic** activities while you think about and process the situation and desired outcomes. Select anything that appeals to you that is safe and consists of relatively simple motor action. Movement, touch and physical action are the catalysts to access your inner creativity.
  - Taking a walk
  - Riding a bike
  - Gardening
  - Exercising
  - Riding in a moving vehicle
  - Tossing a ball from hand to hand
  - While you engage in your **Kinesthetic** activity of choice, pay attention to ideas that come to mind through mental pictures, self talk and feelings about the situation you are addressing. Put aside any thoughts or feelings of awkwardness or silliness. **Trust the process.**
  - Music is also a powerful activator for creativity. Experiment with a music selection (preferably classical) that invigorates and inspires you. Consider using an I-Pod or MP3 player with head phones as you engage in the Kinesthetic activity. This step is not mandatory. However, it often accelerates the creative process.

### Summary

1. Your pathway to new insights to important life issues, challenges and break-through thinking is **Kinesthetic** movement, touch and action.
2. The creative pathway steps are customized to your unique brain wiring. They are safe and effective.
3. Expect new insights, ideas and “break-through” thinking within 15 to 60 minutes of Step 2 of Your Creativity Strategies.



### Your Default Pathways

When under excessive stress your brain “defaults” to its strongest sensory and thinking pathways.

- **Sensory Default: Auditory**
  - In your “default” state you will pay less attention to your Visual and Kinesthetic pathways. Visual mistakes (e.g. not seeing something important) and/or Kinesthetic mistakes (e.g. physical awkwardness or not feeling something important) are likely.
- **Cognitive Default: Global**
  - In your stressed, “default” state you will be less able to use Sequential thinking and engage in Sequential activities. Sequential mistakes (e.g. inability to stay on task and follow important processes and procedures; mathematical errors; not paying attention to logic order and data to solve a problem or respond to a situation) are likely.

### Brain Boosters

1. **Oxygenate:** Deep breathing, walking, stretching, exercise and drinking ice water will increase oxygen to your brain and make you feel much better.
2. **Kinesthetic Cross-Overs:** The right and left brain hemispheres communicate through a joining nerve bundle called the corpus callosum. This is the key communication mechanism between the hemispheres. Kinesthetic movements called “crossovers” involve direct communication between the two hemispheres that help distribute electrical energy, blood flow and oxygen more evenly in the brain. Any or both of these exercises are effective:
  - Take your right or left thumb and hold it in front of your eyes. Trace an imaginary large figure “8” lying on its side and follow the motion of your thumb with your eyes. Do three to five sequences, or more, in both clockwise and counter-clockwise directions.
  - Toss a ball (e.g. Koosh, tennis, foam) from one hand to another while seated. Place your hands in front of you, palms up and about 24 inches apart. Toss the ball in an arc about 12 to 18 inches high for a minimum of three to five minutes. Start with your eyes open and graduate doing the exercise with your eyes closed. Try to toss the ball at about one toss per second, to be in rhythm with your heart beat.

### Summary:

1. Be aware that your brain is not functioning at optimal levels when experiencing stress. You may be relying solely on your **Auditory** sensory and **Global** thinking pathways.
2. Expect observable and positive improvement from taking positive action.



# Part IVg – Family/Group Profile

## Sample Report



**Brain PathWays™**  
The Neuroscience of You

### Instructions

You can create a Profile for family members, significant others, friends and business associates by transferring each other's Brain PathWays™ results to your template. The Profile is the means to communicate on each other's "wavelengths" and leverage one another's neuroscience strengths.

### Sensory Pathway Strengths

Auditory		Visual		Kinesthetic	
AVK	AKV	VAK	VKA	KAV	KVA
Sample					

#### Auditory Strengths

- "Word smart"
- Patient, attentive listening
- Remembering what was said
- Interpreting tone of voice
- Conflict resolution

#### Communication Needs

- "Let me hear it"
- Adequate time for discussions and questions. Voice mail
- Quiet, interruption free environment

#### Visual Strengths

- "Picture smart"
- Observational skills
- Remembering what was seen
- Reading body language
- Eye for design and color

#### Communication Needs

- "Let me see it"
- Key points in visual form -- notes, Email, pictures, graphics
- Attractive, uncluttered environment

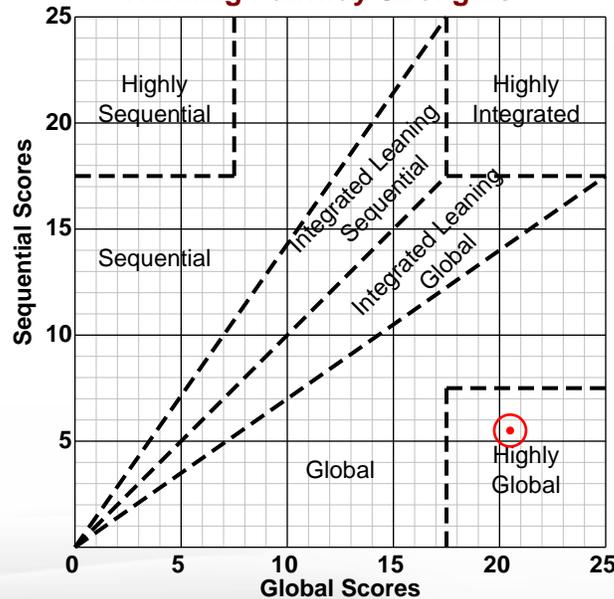
#### Kinesthetic Strengths

- "Body smart"
- Hands-on activities
- Moving into rapid physical action
- "Gut feel" for people & situations
- Face-to-face interactions

#### Communication Needs

- "Let me do it"
- Face to face interactions
- Physical comfort and ability to move about. Frequent breaks.

### Thinking Pathway Strengths



#### Sequential Strengths

- "Logic smart" (Left Brain)
- Focus on content
- Processes and procedures
- Logic, order and practical
- Single tasks, accuracy, detail

#### Communication Needs

- "Give me logic and specifics"
- Sequence and orderliness
- Practical, realistic, timetables
- Chair & table, bright light

#### Global Strengths

- "Big picture smart" (Right Brain)
- Focus on context
- Visioning, "big picture thinking"
- Ideating, innovating, inventing
- Multi-tasking, multi-level analysis

#### Communication Needs

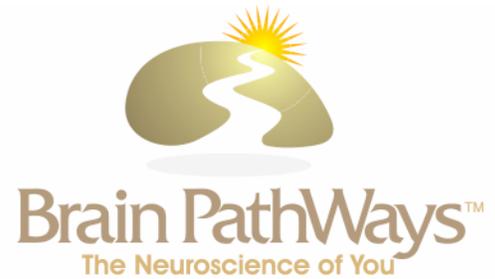
- "Give me options & possibilities"
- "Big picture" perspectives
- Broad goals. Think creatively
- Informal environment, dim light

#### Highly Integrated Strengths

- Combination of Sequential and Global strengths
- Conflict resolution and negotiations
- Lead and manage diverse people, groups & organizations
- Provide stability in rapidly changing situations

#### Communication Needs

- Have a natural rapport with both Sequential and Global thinkers
- Require a balance of "left brain" (Sequential) and "right brain" (Global) perspectives to fully process information



### About Us

Since 1992 The Hadron Group, Inc. has developed and delivered brain-based human development products and programs for business, government and education. “Hadron” is a term from quantum physics meaning “*high energy particles that come together to create new forms.*” This idea is the driving force behind our passion for helping people understand and use their brain potential in positive, life enriching ways.

To date, The Hadron Group has created three brain-based human development products.

- **Brain PathWays™.... *The Neuroscience of You***
- **BRAIN MODE® *power ....The Neuroscience of Business***
- **Learning Keys™ ....*Caring about our Children’s Future***

The Hadron Group continues to work tirelessly developing new products and ensuring their products are statistically valid, reliable and practical so that people will experience significant positive changes in the quality of their lives.

### Additional Products

#### **BRAIN MODE® *power...The Neuroscience of Business***

Thousands of people world-wide use the BRAIN MODE® *power* system and give it rave reviews for increased professional, team and organizational success. Organizations include AutoZone, Catholic University, Edward Lowe Foundation, Kellogg, Merial, Nestle Purina, JP Morgan, NASA, Monsanto, PricewaterhouseCoopers, Searle Pharmaceutical, TVA, Veterans Administration, Washington University and many others.

When you want to develop high productivity employees and teams with thinking that outsmarts the competition, use the foundational step of **BRAIN MODE® *power***. Our licensed Distributor Partners are prominent consulting and training organizations certified to deliver customized seminars, workshops and team interventions.

To learn more about using **BRAIN MODE® *power*** in your organization, contact us at [info@thehadrongroup.com](mailto:info@thehadrongroup.com) or go to [www.brainmodepower.com](http://www.brainmodepower.com) to locate a licensed and certified Distributor Partner of your choice.

#### **Learning Keys™....*Caring about Our Children’s Future***

Unlock your child's learning style with **Learning Keys** -- a complete do-it-yourself learning style package for students, teachers, parents and counselors. This physical product is ideal for 5<sup>th</sup> through 11<sup>th</sup> grade. (**Note:** Use the on-line Brain PathWays™ for 12<sup>th</sup> grade and college students)

The **Learning Keys** program provides four easy steps to successful learning and better grades. **Cost:** \$24.95 plus \$4.95 U.S. shipping and handling. To learn more, please email us at [info@thehadrongroup.com](mailto:info@thehadrongroup.com)

**Save \$10 on your Brain PathWays purchase by entering the discount code SAMPLE at checkout.**