

The Making of a Productive Mindset



An Overview of YouLeadYou's Neuroscience-Based
System Delivering Positive and Lasting Productivity for
Individuals, Teams and Organizations.

YOULEADYOU™

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The true growth engine of any organization is in its people. For optimum progress, their performance and creativity must continually improve and be sustainable, in an ultimately satisfying way. To achieve that, companies have used a variety of methods centered on “behavioral change” over the years, without sustainable results.

The main reason for this lack of results? *The underlying structure of anything determines its behavior.* Since it is the thoughts of individuals that underlie their behaviors, *only* when the source of those thoughts – the *brain and mind* – is addressed will *real and lasting* behavioral improvements follow.

Organizations are realizing faster and more effective methods for developing the progressive culture and sustainable growth they are looking for can be found with neuroscience-based models for cultivating productive behavior. However, not all neuroscience models are created equal.

For example, some propose that improved information about the brain is sufficient to transform an individual into an effective leader, and bestow the power to change the behavior of others throughout the organization.

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That idea proves more idealistic than pragmatic. While greater knowledge can be useful academically, no amount of data or wise advice has yet permanently transformed our leadership practices, or our lives, despite decades of informative lectures, books and trainings.

There is only one truly effective way to productively transform people's behaviors *or* those of entire organizations.

Genuine change follows ONLY when the individuals involved *directly experience, and then internalize the benefits of that experience for themselves. To do so, they must have tools by which they can generate new results using their own skills. This produces the internal mechanisms and motivation required for actual change, and thus reshapes the physical structure of the brain in useful ways.*

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Science has clarified that real and lasting change occurs primarily at the brain level; that the brain's shaping and reshaping process known as neuroplasticity is continuous. We can take part and intentionally reshape our brain or it will happen randomly, commonly not in a useful direction.

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However, there is a key to succeeding: The brain must be approached in precise ways to first overcome the hurdles it inherently and continually creates in the mind, to then lead to the brain and mind in becoming productive and resilient.

This key is the foundation of the system YouLeadYou offers which is based on over two and a half decades of research in cognitive neuroscience, linguistics, systems thinking and hands-on experience working with people of all ages, backgrounds and in different settings.

Our system has a single focus: to teach EXACTLY HOW to make the mind more productive in ways that are *scientifically validated, practical* and *produce immediate results*.

To do that, it combines three concise steps anyone can easily *master*:

First, a tangible understanding of how brain function influences the mind, thoughts, emotions and performance. This will help address the brain and mind in precise and effective ways.

Second, a series of effective tools. The brain is naturally designed to accept and use tools to improve and grow.

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And finally, simple and practical methods to make the mind productive, a state which is inherently open to learning and growing, and is motivated, resilient and happy.

As a result, we no longer have to work as hard to produce desired results because our natural clarity, creativity and confidence come alive. Inner satisfaction follows.

We thus become better communicators, build stronger relationships, collaborate more willingly and bring greater precision to our decisions. In general, we will engage with our work and personal lives far more enthusiastically and productively, and lead *all* areas of our lives better.