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changing organizations from the inside out

## “CHANGE YOUR MIND ... CREATE NEW RESULTS”™

### *The Neuroscience of Achieving Success!*

a neuroscience based training program developed  
by Dr. Joe Dispenza

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## I. QUICK FACTS:

What this program addresses:

1. Engagement & Motivation
2. Sustainable change
3. Stress & Creativity

What this program is based upon:

Neuroscience and behavioral psychology

Who is the author:

Dr. Joe Dispenza

Duration:

Option 1: 8 hours  
Option 2: 11 hours

## II. WHAT ARE THE NEEDS OF AN ORGANIZATION

What makes an organization a living and thriving organism?  
It's the people!

What is one common feature intrinsic to all successful organizations?  
Highly efficient, engaged and creative individuals.

Smart organizations realize employees are their greatest asset. True champions continuously invest resources in the expansion of their staff's competences. Usually organizations are focusing on trainings related to their staff professional skills. While it is important that the employees are highly trained professionals, it is incomparably more important that they are **highly engaged** and **loyal** to their employers. Equally, it is crucial for the success of the organizations that the employees' values are **aligned** with the mission and purpose of the organization.

Gallup global studies show a staggering **63% of employees globally are "not engaged,"** – they lack motivation and are less likely to invest discretionary effort in organizational goals and outcomes. Additional **24% are "actively disengaged,"** – they are unhappy and unproductive at work and liable to spread *negativity* to coworkers. In rough numbers, this translates into 900 million not engaged and 340 million actively disengaged workers around the globe.

In **Switzerland** these numbers are 76% and 8% respectively. (*source*)

What is the **root cause** of this phenomenon?



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Everyone in the organization is aware of the **WHAT**. Most know **HOW** they do **WHAT** they do. **BUT!** Studies reveal that very few *people* can clearly articulate **WHY** they do **WHAT** they do. **WHY** – is in the **CENTER** of everything at work!

Exceedingly low levels of engagement demonstrate that employees' priority is mostly *making money*.

**WHY does not equal “making money“ - making money is one of the results.**

**WHY** is a **purpose, cause** or **belief** that gives employees **motivation** to head for work in the morning, and sense of **fulfillment** when the working day is over.

Not engaged and disengaged team members are not motivated; they display neither initiative nor creativity. Many opportunities for growth and success are **lost** as a result. This inevitably results in low productivity, low morale as well as in excessive staff rotation.

More to the point, since individuals are not in *alignment* with the mission of their team or organization, chances are that those employees are *not loyal* to their employer. It then begs the question whether funds allocated for training of the disloyal personnel **could be spent more efficiently**.

When the employee's only **WHY** is making money, in addition to lack of engagement more often than not we see unhealthy levels of **stress**. That adversely affects the entire team and ultimately organization. 60% to 80% of primary care doctor visits are related to stress, which is believed to trigger 85% of serious illnesses.

Survey after survey has found that job stress is a major concern today. 42% of the respondents in one study had left jobs because of excessive stress in the workplace, while an additional 35% considered changing jobs for the same reason.

According to SECO (the State Secretariat for Economic Affairs) in **Switzerland** up to **34%** of Swiss workers say they are overburdened and face stress and burn-out at work, a figure which has risen by 7% in 10 years.

Three 10-year studies concluded that *emotional stress* was more predictive of death from *cancer* and *cardiovascular disease* than from smoking; people who were unable to effectively manage their stress had a 40% higher death rate than nonstressed individuals.

Nowadays it is becoming increasingly more difficult for individuals to also cope with the pressure of their personal life.

The resulting cumulative *stress* impacts an employee mentally and physically, and thus decreases his or her efficiency at work.

Dealing with stress isn't an easy issue for employers. In addition to *specific duties* under health and safety legislation, they **owe their employees a duty** to control stress levels at work. *Stress at work* provides a serious risk of *litigation* for all employers and organizations, carrying significant liabilities for damages, bad publicity and loss of reputation.



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All of that represents a **major risk** for the organization.

So it is key for Project Managers, Training & Development Teams & Team Leaders **to learn how to** re-engage their teams. This is where latest research & findings about **Neuroscience** become a valuable resource, as the knowledge of our brain's wiring, provides practical insight into how to best motivate individuals, and improve teamwork in general.

## **SOLUTION!**

Psychology tells us that the root causes of both: the disengagement phenomenon and the stress can be traced back to a common belief, a program seeded deeply in many people's minds:

*life is about survival.*

Neuroscience (and neuroplasticity in particular), tell us that we are not hard wired and programmed *for life*.

To allow creativity and motivation, people need to **shut off** those *survival programs* first. They need to realize that those programs that stop them from enjoying what they do professionally, can be disengaged and replaced with more **creative** and **fulfilling ideas**.

Once obstacles inherent in “normal” ways of working and thinking have been removed, only then can each employee's **distinctive potential be revealed**.

**Inspired companies, inspired leaders THINK and ACT starting with the WHY!**

*How do you want your leaders and employees to think, act, or communicate **differently**?*

The process of change requires breaking the habit of being yourself. It requires the cleaning of the chalkboard of our own *limitations* and *attitudes* that stand in a way of people opening up to their full potential and self actualization. Therefore **before** taking any professional training it is a duty of the employer to let each employee uncover his or her **full potential**. Only then can any professional training can be effective in the long run.

**So, what can be done about that?**

**TRANSFORM THEM WHILE HELPING THEM GROW!**



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### III. WHAT IT TAKES TO TRANSFORM YOUR ORGANIZATION

The “team” consists of individuals who bring their own set of **thoughts, choices, attitudes, beliefs, and perceptions** to the table each and every day. Each team member either contributes to creativity and therefore productivity, or to *stress*, therefore remaining stuck.

To shift a team, work needs to take place at the **individual level**.

Habits are learned behavior. These *unconscious* patterns of thoughts, actions and feelings are the byproducts of repetition. Habits can be a great thing. However, a *problem* arises when these behaviors interfere with an individual or an organization's **potential**. Advances in the field of neurology have led to a better understanding of how the repetition of thoughts, actions and emotions hardwires our brains against change, no matter how much we may want it.

At the same time neurology demonstrates that we are adaptable, and that we physically **change** our brain with every **new** thought and experience.

#### What if your employees could change to:

- Become more engaged and more creative?
- Be more open to new ideas?
- Have better relationships with colleagues?
- Increase bottom line results for your organization?

**THEY CAN!**

#### Introducing “Change Your Mind...Create New Results”™ (CYM...CNR)

**CYM...CNR** is based on the rapidly evolving field of **neuroscience** that says that we are not as “hardwired” as we once thought or were led to believe. **Neuroplasticity**, that is, the power of our brain to connect new neural networks (rewiring) and to break old neural networks (unwiring), is now better understood.

The process of unwiring and rewiring is a **learned skill** and the **CYM...CNR** program gives participants the **process, model, and tools** to develop these skills.

Do you have a new, different, or better vision for **your organization's future**? How do you want **your leaders and employees to think, act, or feel differently**?



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This **groundbreaking**, new, corporate business-training program and follow-up group coaching teaches individuals how to become **conscious** of their thoughts, actions, and feelings. It helps people **embrace** rather than *retract* from the unknown.

An understanding of self will lead to **higher engagement** and **better performance** in the workplace. Reaching this goal means providing both the knowledge and tools to **harness the incredible power of the brain**.

**CYM...CNR** teaches individuals **to fully uncover the potential they possess** in order to achieve the goals of the organization using the most innovative breakthroughs in neuroscience.

**CYM...CNR** shows the way to **TRANSFORM FROM INSIDE** in order to **transcend any stress**, to convert toxic stress into healthy stress and to regain motivation.

This cutting-edge program brings science-based knowledge about how the **brain works**, and the role that our own **thoughts, habits, beliefs & emotions** play in our relationship with ourselves and with others. It also allows participants to learn the essence of leadership, of empowerment, and employee engagement. As this is a corporate program, the focus is two fold: **the human part of the individuals and the teams, and outcome & the results**.

## IV. PROGRAM HIGHLIGHTS

[NeuroChangeSolutions's "Change Your Mind...Create New Results"](#) training is based on the long-term research of global lecturer, neuroscientist, and *New York Times* best-selling author Dr. Joe Dispenza. Using neuroscientific principles of change, **this program was specifically developed** to boost employee creativity, motivation, and productivity. The end result is **engaged** individuals, **committed** teams, and **improved** business results.

This program involves the participants through a dynamic application of science using engaging lectures, multimedia tools, and innovative interactive exercises for all key learning.

Individuals move from being a *negative, or indifferent* to becoming a **positive powerful contributor** via first developing awareness, then practice and finally master the tools and neuroscience model for personal change.

### Participants in this program will:

- Experience a **shift** from UNCONSCIOUS to CONSCIOUS, stuck to thriving, stress to creativity! Frustration, negativity, distrust and fear to kindness, caring, compassion, and trust!



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- Learn how the brain works and why this understanding is important for change, and how to harness the incredible power of the brain to make **lasting changes** in the life of their team and organization
- Discover what it means for their health, creativity and productivity to "live in survival or creation"
- Learn two **new models for change** based on neuroscience
- Practice **four tools for change** that efficiently break the resistance to transformation and through activation of the **neurological process for change** allow them to become more open to new ideas, less stuck in the past, less distracted
- Rewire the brain and unlock the potential of that new, improved **future state**.
- Set themselves up for success with a **30-day journal to track their progress**

**This program enables businesses to truly transform from the inside out.**

*This material is cutting edge.  
It's game changing.*

## V. CONTENT AND FORMAT

**Option I.** One-Day Program (8 hours of training + 1 hour lunch break):

- How do we change?
- Living in survival vs. living in creation
- Our three brains
- Understanding our brain waves
- Biological model of change

**Option II.** Two-Days Program (5 1/2 hours of nonstop training each day):

- How do we change?
- Living in survival vs. living creation
- 2 Types of Stress response: how to convert toxic stress into healthy stress
- Our three brains
- Understanding our brain waves
- Biological model of change

**Included in both options:**

- 80-pages color workbook used during the training



- 2 models for change
- 13 hi-definition videos that contain exciting neuroscience-based explanations by Dr Joe Dispenza for all key concepts
- 4 practical tools for change
- 8 Interactive exercises and activities
- Personal and group reflection when practicing tools
- Audio materials
- 94-pages color “30 Days to Genius” Journal enabling participants to continue mastering their newly gained skills after the training
- Optional follow-on group and/or individual coaching
- Optional measurement of a participant’s state of the **cardiovascular** and **vegetative nervous systems, neurohumoral regulation, available** energy resources, and their current **psychoemotional state** by means of variance, neurodynamic and fractal analyses and using the method of brain biorhythm mapping.

The content can be **customized** to integrate more specific needs of the organization or team.

## VI. RESULTS THAT YOUR ORGANIZATION CAN EXPECT

After having successfully delivered this program to **thousands of people** around the world, our clients report sharp increases in employees’ engagement, higher productivity and **sizable improvements of the bottom lines**.

What results could your business achieve if employees learned new tools and processes that could transform them individually and your team, collectively?

When leaders and employees think, act, and feel in **new ways** they become:

### Personal level:

- More productive, more engaged, more creative, more open to new ideas
- Less rigid, less stressed
- Inspired/positive

### Organizational level:

- More productive, more cohesive
- More engaged

... and they achieve:

### Personal level:

- Greater ability to accept and adapt to

### Organizational level:

- Better collaboration





- changes within the organization
- Increased resilience
- Visible reduction in poor behaviors
- Better relationships with colleagues and conflict prevention
- Faster decision making
- Better customer experience
- Strong, clear communications
- A positive impact on teamwork, creativity, results, and the bottom line

*Integrating scientific evidence with the needs of organizations **this translates into successful team and organizational change.***

## VII. HOW RESULTS CAN BE MEASURED

The [Kirkpatrick 4 Level](#) evaluation model can be used at intervals during the post-training coaching engagement (optional) in order to continuously improve the process and outcomes.

The 4 level of evaluation are as follows:

<b>Level 1 – Reactions – What are you enjoying most about the CYM...CNR/BHBY experience so far?</b>	<b>Level 2 – Learning – What are you learning – skills, or about yourself or others through CYM...CNR/ BHBY?</b>	<b>Level 3 – Behaviours –What skills and behaviours are you using on the job (in your life) as a result of the CYM...CNR/ BHBY?</b>	<b>Level 4 – Results – What are these changed skills and behaviours resulting in for you?</b>
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Other optional internal measurements can be obtained during the post-training coaching engagement:

- Complex control of the individual’s **nervous system reserves** (optional) via:
  - ECG recording with real-time monitoring of functional state indices.
  - Assessment of the state of cardiovascular and vegetative nervous systems by means of variance analysis.
  - Assessment of the body’s neurohumoral regulation and energy resources by means of neurodynamic analysis.
  - Assessment of the current psycho-emotional state using the method of brain biorhythm mapping.
  - Assessment of organism adaptation level and level of harmonization of biological rhythms using the method of fractal analysis.
  - Determination of patient’s biological age.



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- Employee engagement surveys / ‘climate’ surveys

## VIII. YOUR INVESTMENT

This investment in the well-being of your organization includes:

- The 8 or 11-hour interactive training in a private group
- Participant color workbook
- 30-Days to Genius journal
- 30-day follow-up coaching call (one hour per participant, valued at CHF150).

Not included: rent of room, lunch break, refreshments.

Please get in [contact](#) for the exact quote.

Group size: min 5, max 20 people (to be confirmed by latest 15 days before the training).

## IX. ABOUT DR. JOE DISPENZA

**NY Times bestselling author** and one of the most thought-leading speakers today Dr. Joe Dispenza is a renowned researcher and lecturer to sold-out audiences worldwide. In his characteristically engaging style he talks about the **role and function of the human brain and its ability to rewire itself**.

He is driven by conviction that every individual has the potential for greatness and unlimited abilities, and uses the latest scientific findings to help people enjoy a happy and more fulfilled life.

Dr. Joe has worked closely with master trainers and curriculum designers to create this program that integrates his teachings with the needs of **organizations** and **businesses**.



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## X. ABOUT YOUR TRAINER

Through a rigorous application, selection, and certification process, Dr. Dispenza has personally certified 55 consultants around the world, who are qualified to deliver the “**Change Your Mind...Create New Results**” training to teams within an organizational or business setting.

Alexander Senchenko is a Motivational Speaker, Coach and certified [NeuroChangeSolutions](#)’ Corporate Consultant. He is based in Switzerland and conducts tailor made lectures, trainings and trainings internationally, focusing on areas such as stress management, motivation and coaching.



His work reflects his passion for exploring how people can use the latest scientific advances and selected practices to expand their potentials.



Passionate to inspire and empower people he is never short of a funny joke or striking metaphor.



*“The course material is very clear & practical, making the next steps to incorporating changes in one's life so obvious. Alexander facilitates the training with immense knowledge, openness and professionalism”.*

– Mary Martin, Geneva

## XI. CONTACTS

*Tired of the status quo? Ready to grow?*

Find out how **your** business can benefit from cutting-edge training, grounded in neuroscience, to help employees think and behave differently.

**Bring this fun, interactive, and innovative training program to your organization!**

Please get in contact to schedule a **complimentary consultation** to discuss your organization's vision, goals, and any "gaps" that may exist between today and your new future and how **CYM ... CNR** program can benefit your business.

+4178-9350370

[discover@powerswithin.me](mailto:discover@powerswithin.me)

[www.powerswithin.me](http://www.powerswithin.me)