



# Harnessing your Brain's Potential



**Eric W. Bennett**  
Executive Director, Brain Performance Institute

## The Brain World Today

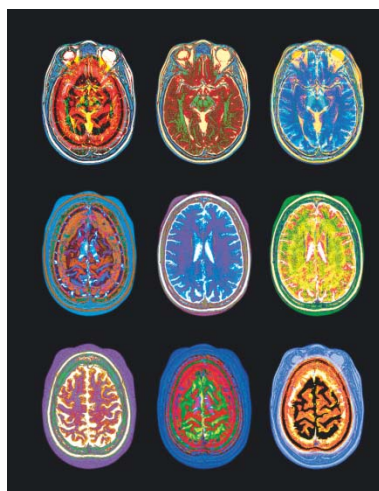
*The next great healthcare frontier*

*Stuck in the past, but*

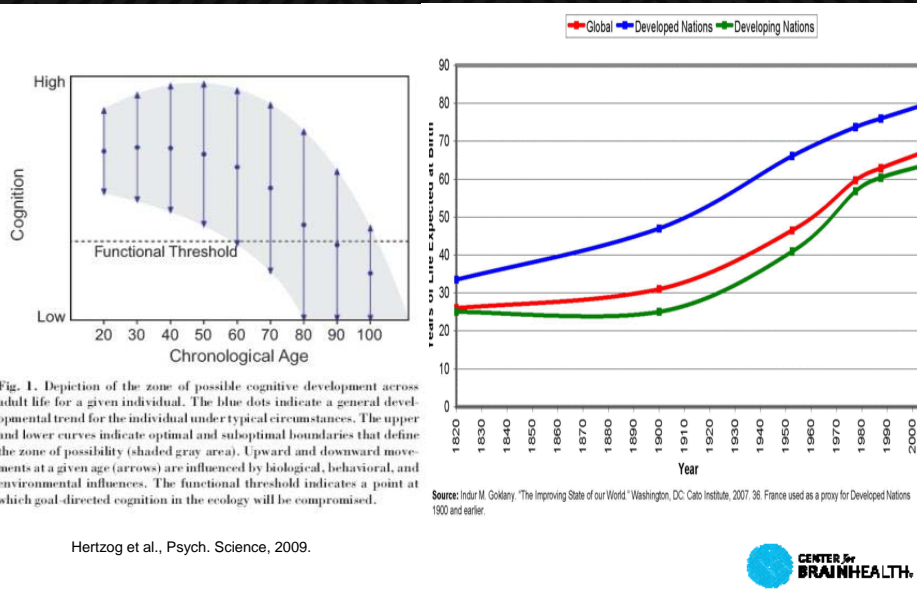
*"Industrial Revolution" of the brain*

*Valley of death*

*Movement has begun*



# Lifespan Doubles Brainspan



**A SMART BRAIN IS NOT...**

**FRONTAL LOBE INTEGRITY.**

Our frontal lobe separates us from all other forms of life.


Our frontal lobe is our brain's CEO (Cognitive Executive Officer.)



GRADES  
 MEMORY  
 IQ  
 GAMES  
 PUZZLES  
 TEST SCORES

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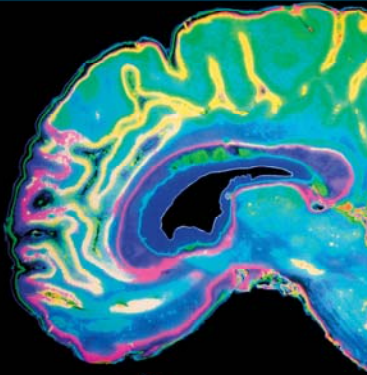


- PLANNING
- REASONING
- NOVEL THINKING
- DECISION-MAKING
- JUDGMENT
- MANAGING EMOTIONS

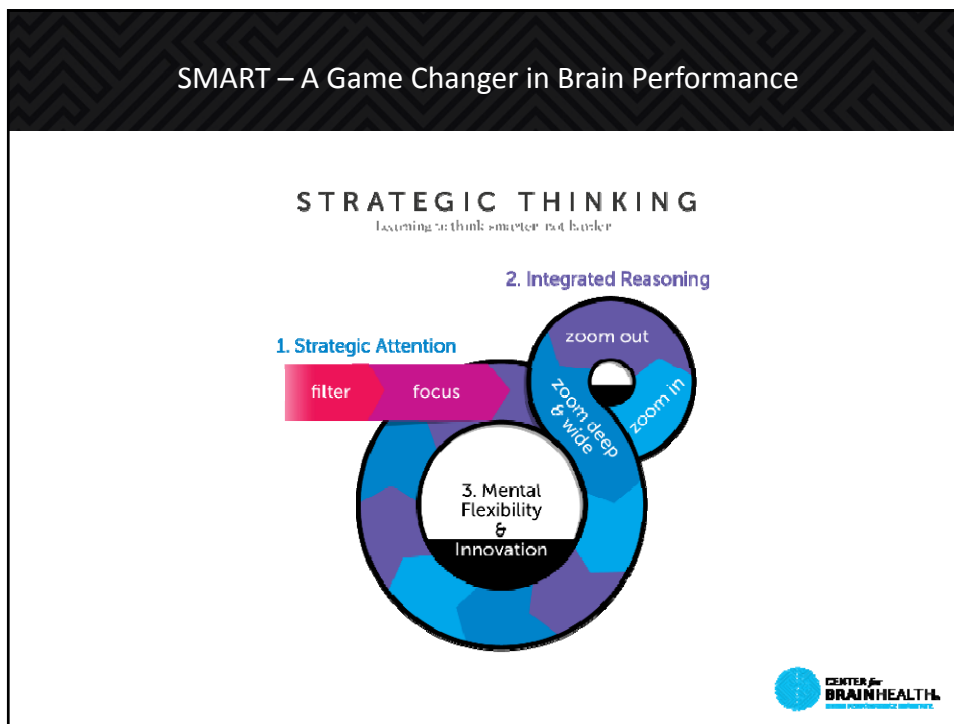
"How far could we take our brains if we focused on training them like we do our bodies?"

**LT. MORGAN LUTTRELL, U.S. NAVY SEAL**

OUR BRAINS ARE DYNAMIC. ADAPTABLE. REPAIRABLE. AND TRAINABLE.



**CENTER for BRAINHEALTH.**  
BRAIN PERFORMANCE INSTITUTE



## Service Members Regain Brain Health After Brain Injury

(Vas, Chapman, et al., 2015, *Neuropsychological Rehabilitation*)

**Cognitive and Real-Life Benefits**

- 23% increase in complex reasoning
- 38% increase in memory
- 14% increase in daily life activities

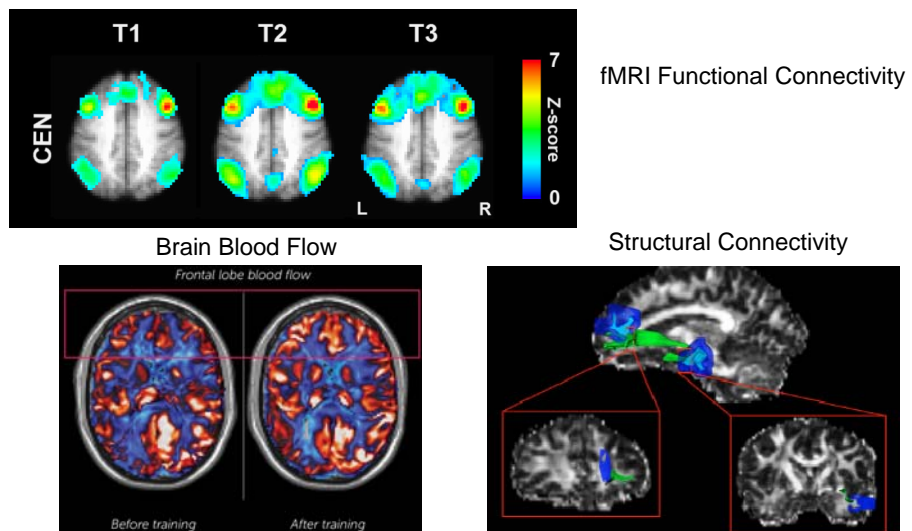
**Psychological Health**

- 58% decrease in depressive symptoms
- 42% decrease in stress-related symptoms

**Enhanced Neural Health**

Bilateral precuneus' CBF in the SMART group compared to Control group,  $p < 0.05$

## Metrics of Brain Health



(Chapman, Aslan et al., 2013, *Cerebral Cortex*)

## BENEFITS TO AN ORGANIZATION

### COGNITIVE ENHANCEMENT:

- Higher-order thinking
- Decision-making
- Problem solving
- Innovation and creativity
- Reasoning
- Strategic thinking

### TOOLS THAT ENCOURAGE:

- Increased productivity
- Stress reductions
- Organizational skills
- Mental energy
- Targeted attention and focus
- Enrich relationships
- Healthier sleeping habits

*An investment in brain health is an investment in concious capital.*

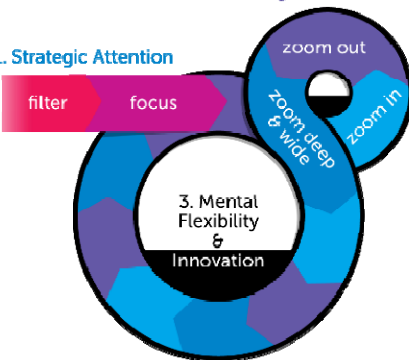
SMART – A Game Changer in Brain Performance

**STRATEGIC THINKING**  
Learning to think smarter, not harder

**1. Strategic Attention**  
filter focus

**2. Integrated Reasoning**  
zoom out zoom in zoom deep & wide

**3. Mental Flexibility & Innovation**




**CENTER for BRAINHEALTH**  
The Neuroscience Institute

**Strategic Attention**

**BRAINPOWER OF NONE**

- Feb 5
- Know your brain
- Mindfulness



## Strategic Attention

### BRAINPOWER OF ONE

- Multitasking – BOO!
- Sequential Tasking – YAY!
- Blocking – WOW!



## Integrated Reasoning Strategies



ZOOM IN

*Details/Facts-*  
Overcoming  
stuttering  
problem



ZOOM OUT

*Themes -* Fear,  
adversity,  
pressure, grit



ZOOM DEEP & WIDE

*Meaning -* Where  
do I need to  
confront this in my  
life?

# Mental Flexibility & Innovation

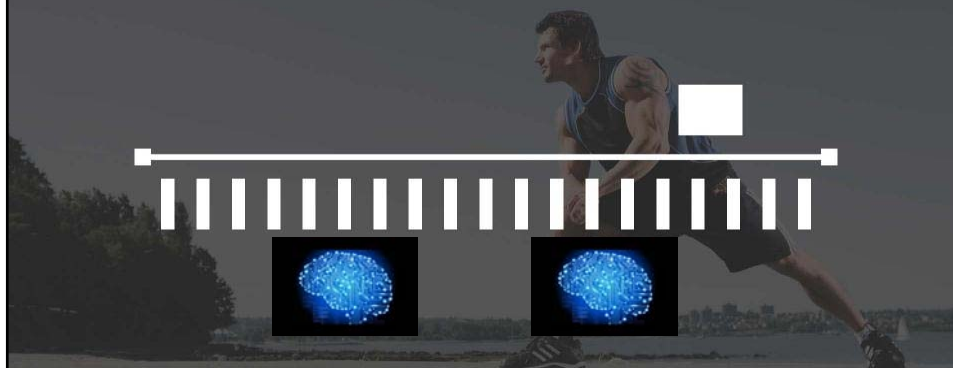
*Wired to be Inspired*

*Curiosity*

*Learner vs Knower*



## Fitness Analogy





## Implications to Project Management

Increase your and your team's:

- Productivity & Stress management
- Critical thinking, decision making
- Problem solving, innovation and creativity

Management tools:


- How you manage your day
- How you think about your projects
- How you conduct meetings
- How you manage people

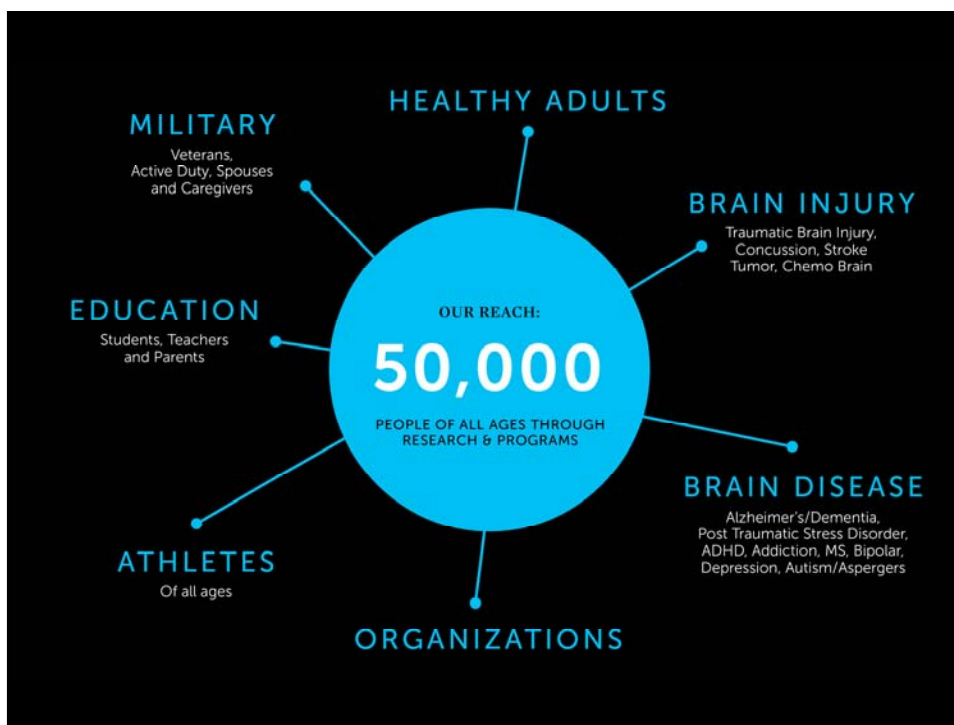


## Other Considerations

**Rewiring Required**  
**Sleep**  
**Exercise**  
**Nutrition**  
**Science Fiction**

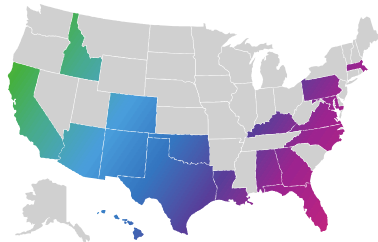


<p><b>FROM SCIENCE</b></p> <p><b>CENTER FOR BRAINHEALTH</b></p> <p><b>Established in 1999</b> under UT Dallas to focus on brain research</p> <p>Grown from 25 to more than 145 research (Ph.D.s/scientists), clinicians and support staff</p> <p>Outstanding reputation among peers and community as <b>pioneers in brain research</b></p> <p>67 research projects, 115 completed studies and more than 1,000 published articles</p>	<p><b>TO SOLUTIONS</b></p> <p><b>BRAIN PERFORMANCE INSTITUTE</b></p> <p><b>Created in 2013</b> as an extension of Center for BrainHealth to make proven programs widely available to a much larger group</p> <p><b>Build global awareness of brain health</b> and empower 500,000 people over the next 10 years</p> <p>Although the headquarters will be based in Dallas, the scope is worldwide. <b>There is no other organization like this in the country.</b></p>
<p>SHARED VISION AND FOUNDATION</p>	
	



## Reach

Our reach goes far beyond Texas



# 50,000

Warriors, First Responders,  
Military Spouses & Caregivers,  
Executives & Teens.

And the number is growing exponentially.

Thanks to private philanthropy, programs for warriors, first responders, and military spouses and caregivers are provided at no cost to them. State and private funding have provided programs to students in more than 106 middle schools.





## BENEFITS TO AN ORGANIZATION



"Another thing we did was go to the Center for BrainHealth to better understand how the mind works and learn about healthy mind habits—how do you maximize productivity and become very efficient?"

Ross Perot Jr.  
D-Magazine  
December 29, 2014

## How Can I Learn More?

[www.centerforbrainhealth.org](http://www.centerforbrainhealth.org)

*Programs We Offer for Organizations:*

- *Lunchtime BrainHealth*
- *8 Hour High Performance Brain Training*
- *Individualized Brain Health Assessment*

**Book: How to Make Your Brain Smarter by Dr. Sandra Chapman**

**Book: Thinking Fast and Slow by Daniel Kahneman**

**Meditation Apps: Headspace, Calm**

