

Developing High Self Management
through

Neuro Personal Branding™



A presentation by

OPTIONS & CHOICES

Success through Choices

Self management.....

....is perceiving what is going to happen and being ready to act. It is about having the right 'awareness' in order to use our skills effectively to achieve the need of the moment.

Introduction

The current business environment requires every individual to be self managed. This includes going beyond tried and tested processes and procedures to looking at the needs of the 'moment' and discerning the best possible approach to address this need. This requires an understanding of the larger context in which we work in and thinking creatively about new break-throughs we can bring to our daily work.

The Neuro Personal Branding™ programme provides a space for exploring new thinking models and finding a deeper understanding of qualities we need in a challenging and ever changing business environment.

The aim is to give participants increased insight into business, the organisation and themselves as well as having concrete tools to sustain and strengthen learning.

Our Product

Neuro Personal Branding™

An innovative process of nurturing each individual's ability to achieve the highest potential by tapping into their powerful qualities by 'perception led action'

Neuro Personal Branding™

- Understanding our human **brain**, our control centre for change and the centre for excellence
- Develop our **personal brand**, our decoder and gateway to project excellence to the outside world

Our Programme – One Day Workshop

Our programme is offered in two segments

A One Day Programme as follows

Structure

- First half of the day (H1)
 - **Personal Brand assessment**
 - **Brain assessment – sensory and motor skills competence**
 - **Creating the NPB action plan**

- Second half of the day (H2)
 - **Applying the knowledge and tools from (H1) to individuals' work issues**
 - **Completing the action plan for the month ahead**

Our Programme – One Month Follow up

A Follow Up Over One Month

- 1 month to work on assigned action plan with **access** to facilitators (a unique feature)
- Half day coaching & mentoring session with the participants at end of one month

Purpose of 1 Day Programme

The 1 Day facilitated programme will allow participants to:

1. Refine learnings from the day for use in participants own situation such as:
 - Achieve better customer relationships, team interactions and self confidence
 - Enhance their personal brand and overall performance
 - Be in control in future interactions with clients, team members and peers
2. Discover ways of using the various tools in own situations
3. Have a wider bandwidth to perform in by delving deeper into the content to make it personal

Purpose of 1 Month Follow Up

The 1 month follow up will equip the participant to:

1. Consolidate tasks emerging from the 1 day programme:
 - Discover what was done differently and what was not and why
 - Build from experience of what worked and what didn't and get better in the future
2. Develop the new skills in real-life work situation
3. Strengthen personal brand and overall performance
4. Grow confidence from here

These form the components of the NPB Action Plan which each individual will use during one month of follow-up work mentored by O&C Advisory. This will help address current work challenges that the individual is facing

Outcome for the Individual

- 1. A Personal Brand to own, develop and work with to:**
 - How to evaluate the non-monetary asset of Personal Equity/Net worth
 - Go beyond the superficial to results oriented outcomes
 - Getting to the core of their uniqueness as a person like the thumb print or signature!
- 2. A unique brain profile and how to develop their peak performance**
 - Going back to basics to understand how we function
 - Understand how and why they perform the way they do under various circumstances
 - Evaluating their 'unique functionality' to attain peak performance

Outcome for the Organisation

A Corporate Brand to own, develop and work with to:

- Achieve employee focus of mind, skills and innovation to all assigned tasks
- Enable management team to focus on strategy, not issues management
- Increase productivity through Personal Brand ownership
- Increase productivity through Organisational Brand ownership
- Win (re-capture) the trust of all clients. (Very high priority)
- Increase profitability through shift in mental models

Neuro Personal Branding™

CONTENT & METHODOLOGY

The Content of Neuro Personal Branding™

In Neuro Personal Branding™ programmes we use:

- Questionnaires
- Analytical tools
- Focused conversations
- Proprietary data and activities
- Perceptive and cognitive skills

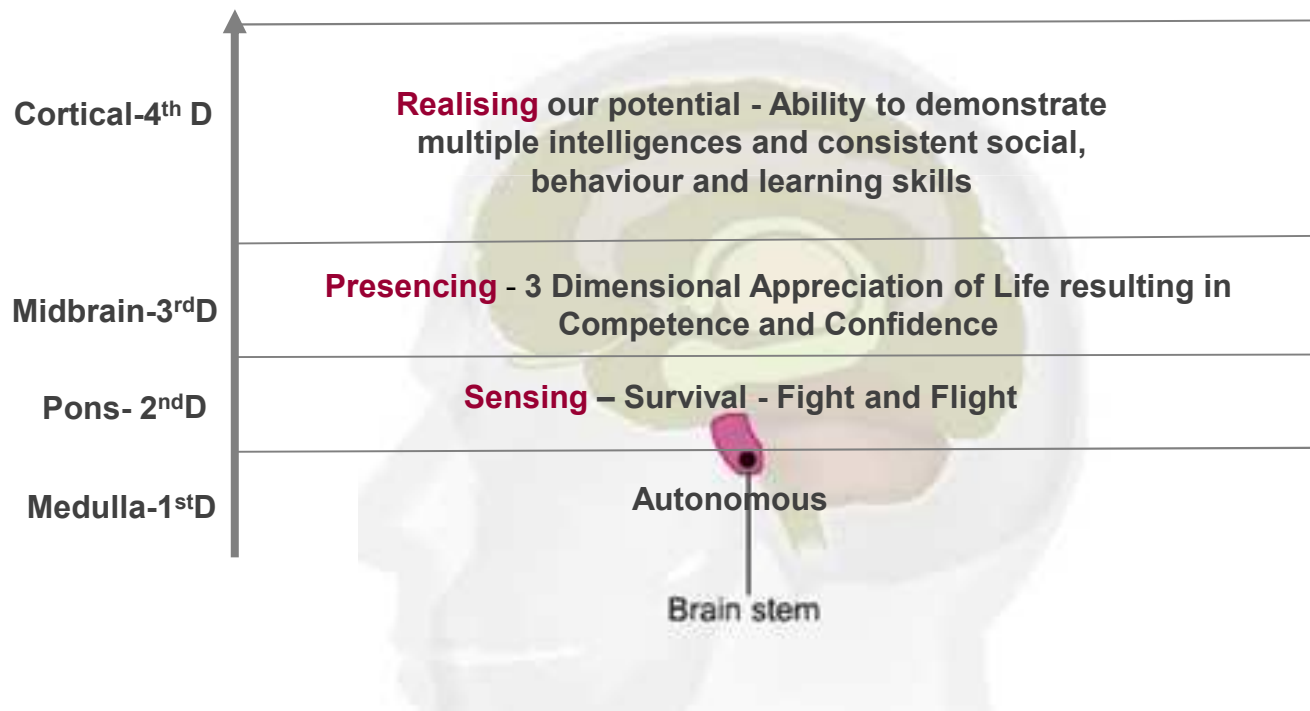
In Neuro Personal Branding™ programmes we achieve:

- Practical action plan to work on
- Effective tools and exercises to address the factors that affect peak performance
- Development of individual brand as a key achiever for success
- Greater function in the skills that require attention for overall performance improvement

'Simple and effective tool in looking at what I have to focus on to improve my performance. Now I understand my performance under certain circumstances'

Our Approach

Understanding the Human Brain



Our Analysis Tool

Components of the brain

4th D

Realising



3rd D

Presencing



2nd D

Sensing



1st D

Autonomous



Levels of competence

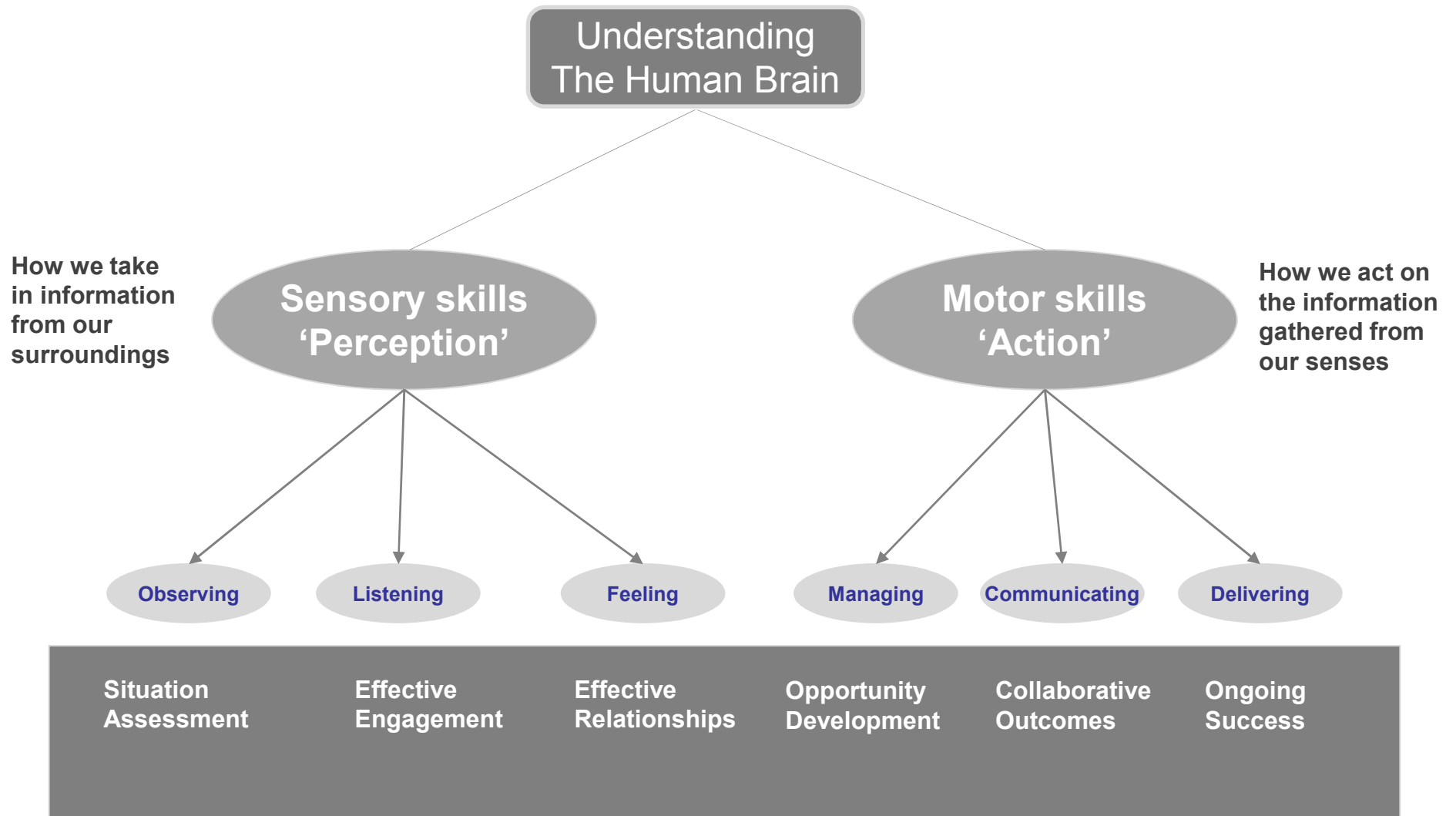
Overall peak performance

Good performance but on a case by case basis

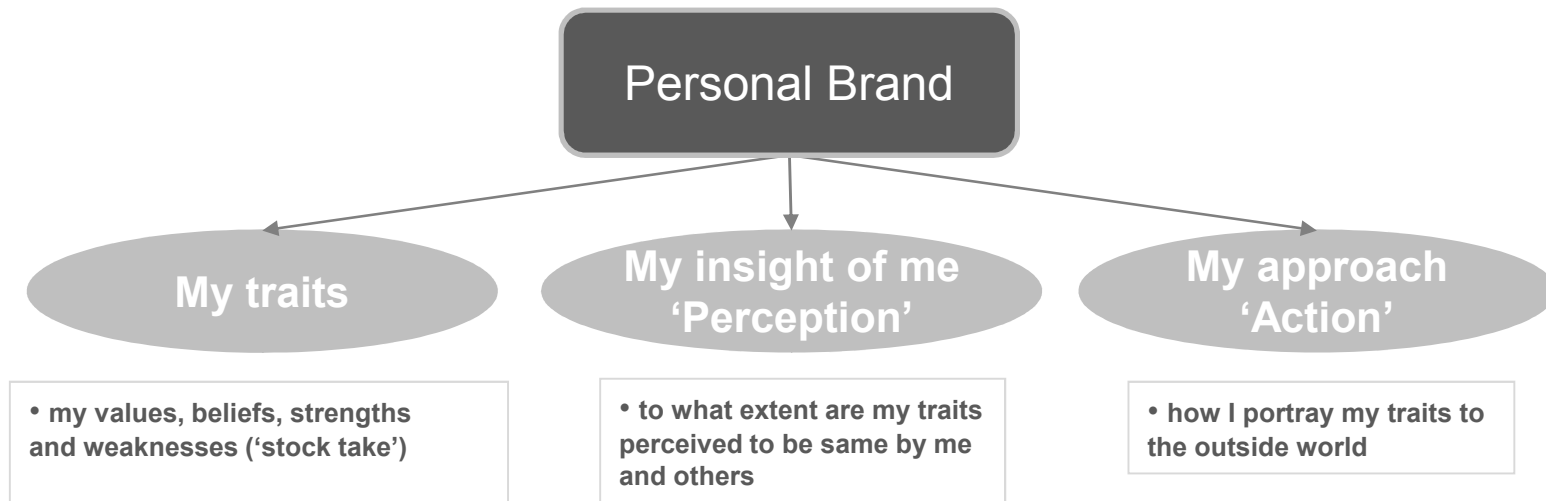
Self focusing

Basic functions

Our Delivery Process - The Brain



Our Delivery Process – Personal Brand



Our Working Model

Left Brain qualities	Right Brain qualities
Driven by logic	Driven by feeling
Detail oriented	'Big picture' oriented
Can comprehend	Can "get it" (meaning)
Facts rule	Imagination rules
Words and language	Symbols and images
Maths and science	Philosophy & religion
Acknowledges	Appreciates
Present and past	Present and future
Forms strategies	Presents possibilities
Order/pattern perception	Spatial perception
Safe	Risk taking

Summary

We understand and act using two key tools:

Our Brain

- Our control centre for change

Our Personal Brand

- Our decoder to the brain

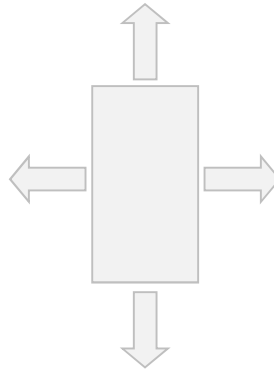
Brain + Personal Brand = Neuro Personal Branding™

Who needs Neuro Personal Branding™?

- ✓ Client facing executives
- ✓ Executives in:
 - succession planning
 - competency building
 - development of potential
- ✓ Leadership teams

Conclusion – Our Value Add

- Stretching the bandwidth that people work in
- Passion for People and growing their potential
- Neuro Personal Branding™ - A tool for individual and corporate success.



For more information

For more on Neuro Personal Branding™

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