

Using Your Brain to Win



ASPPA

Making Retirement Plans Work

Part of the American Retirement Association

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Holly G. Green, CEO



...the science of thinking



The world has
changed...
to remain
successful,

**we must
change
with it**





Increasing disconnect
between
what **we 'know'** &
what **we do**

That's not the way we do
it here

We tried that once before,
that won't work

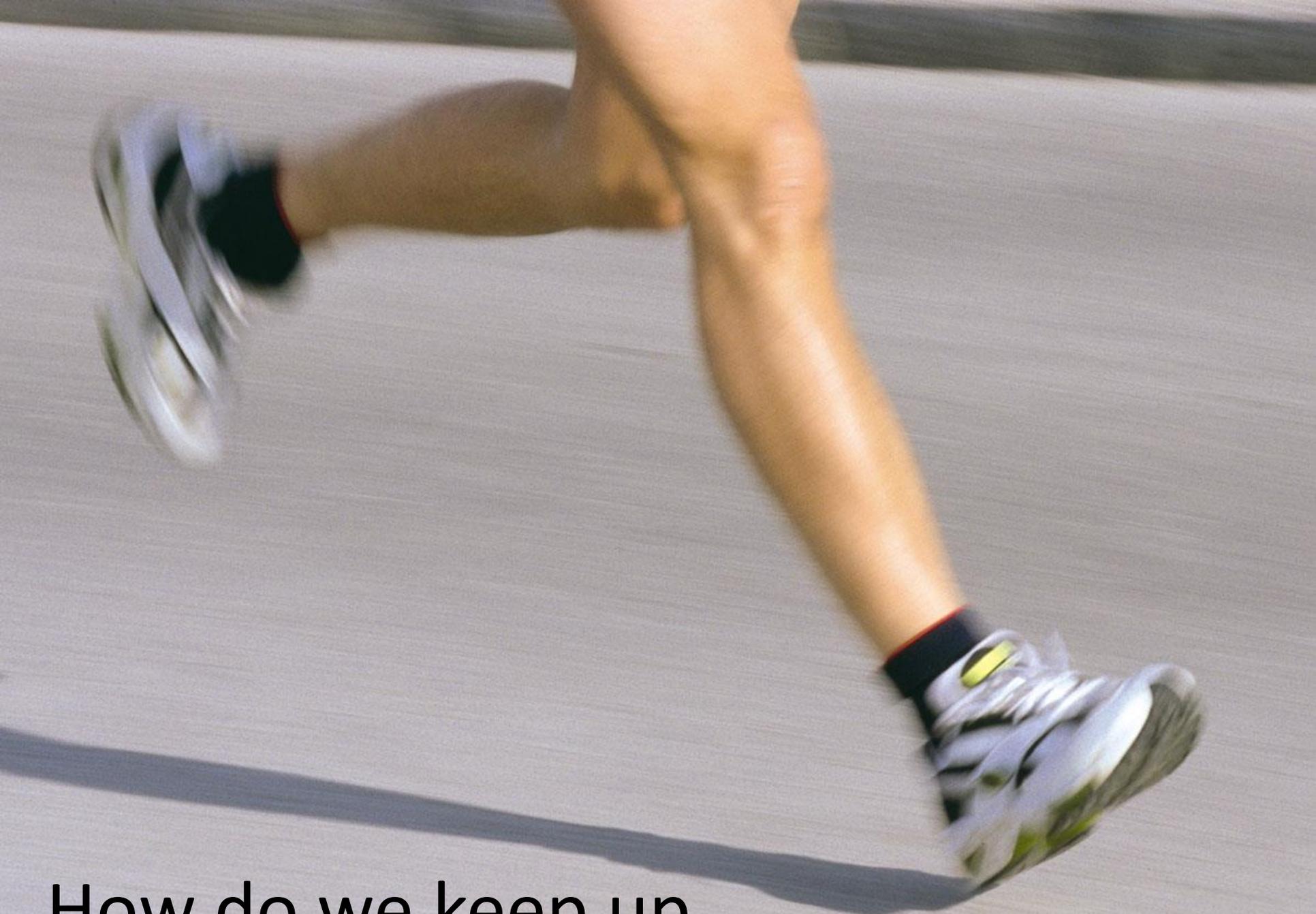
We don't have time for that

This is the way we've always done it

Management/they won't let us

Customers/clients won't go for that





How do we keep up...

Slow down to

go fast...

get others in the same

race...

update constantly...

get it right the first time





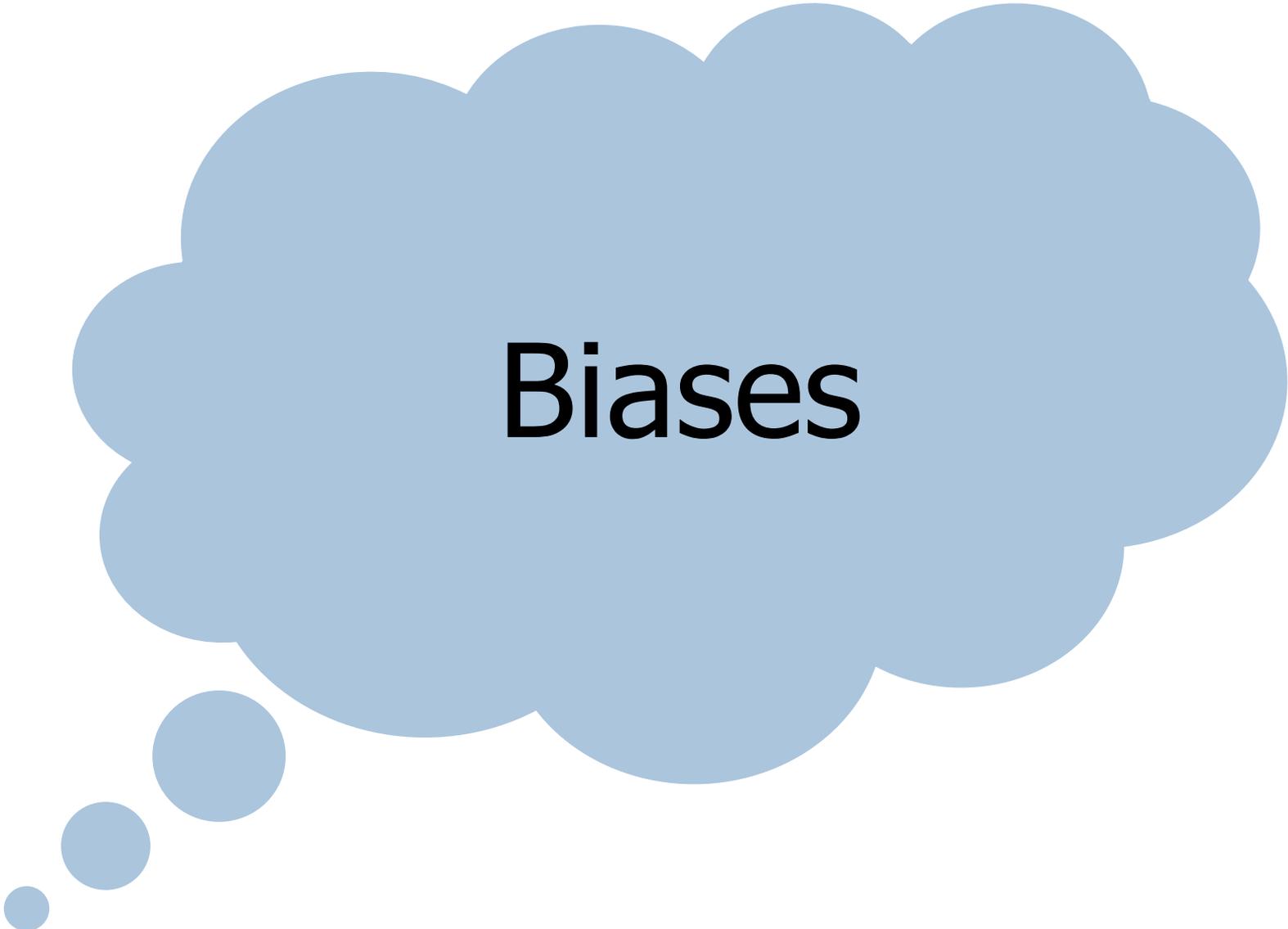




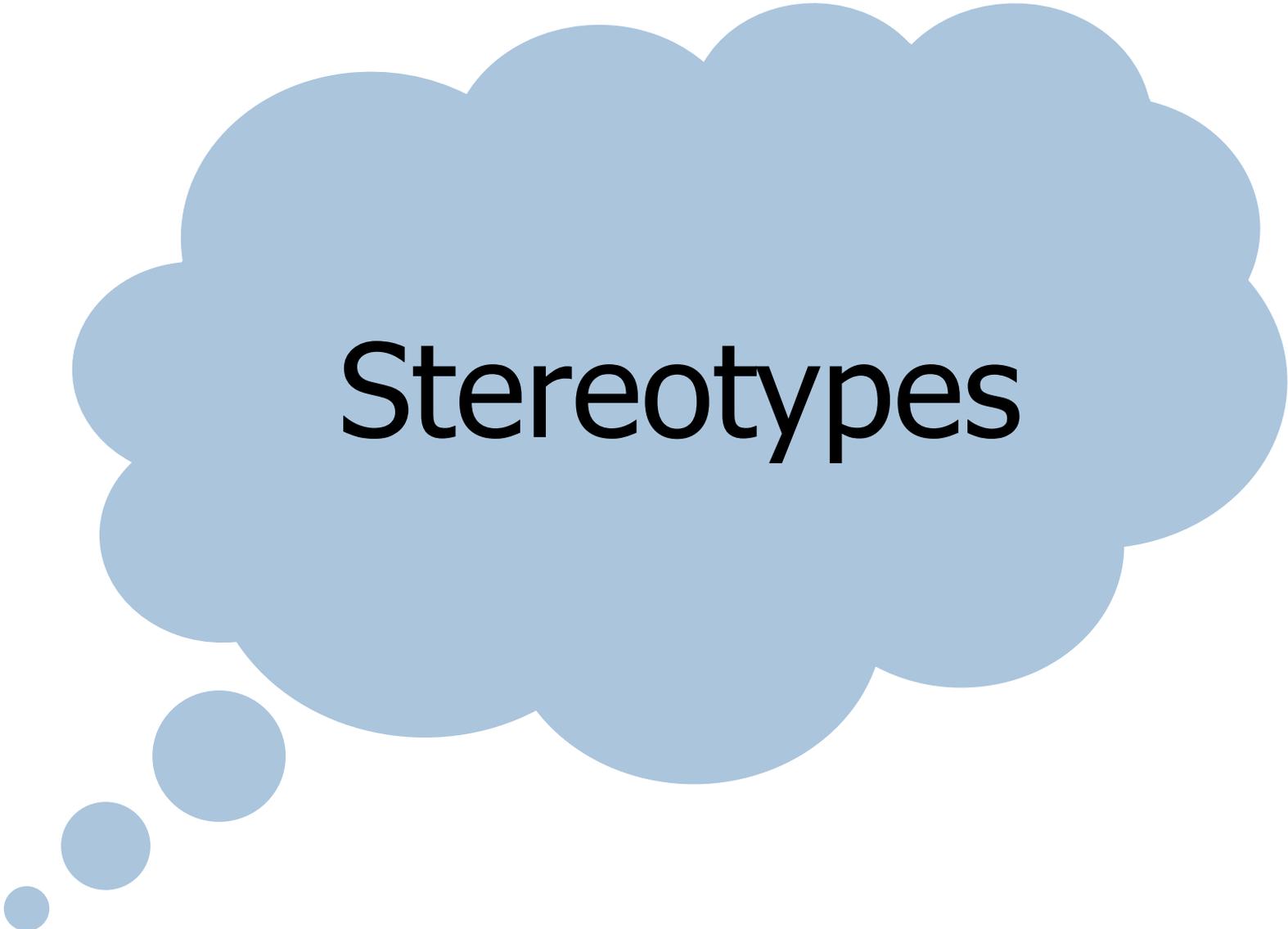


How does our brain know what to see or process?

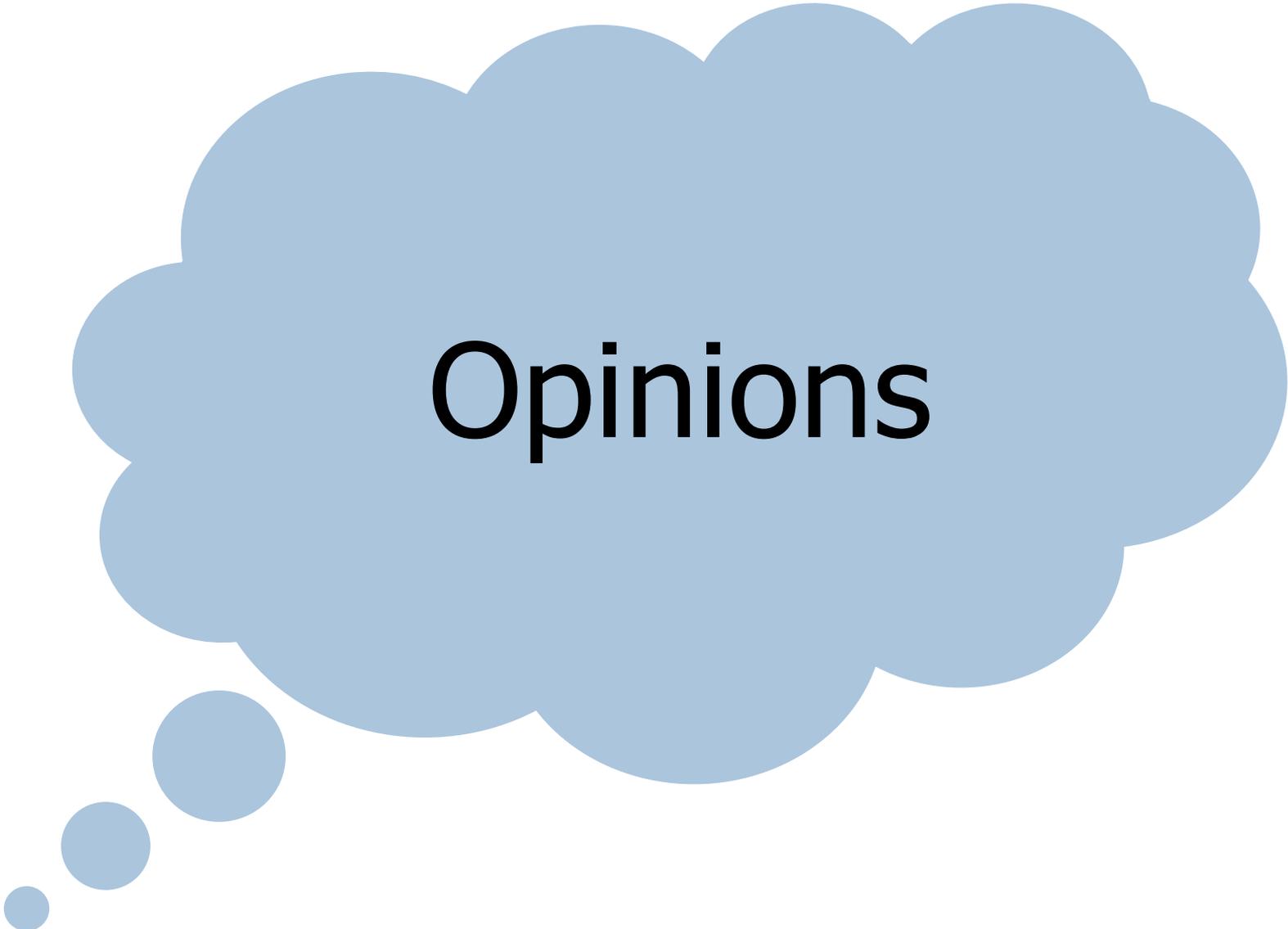




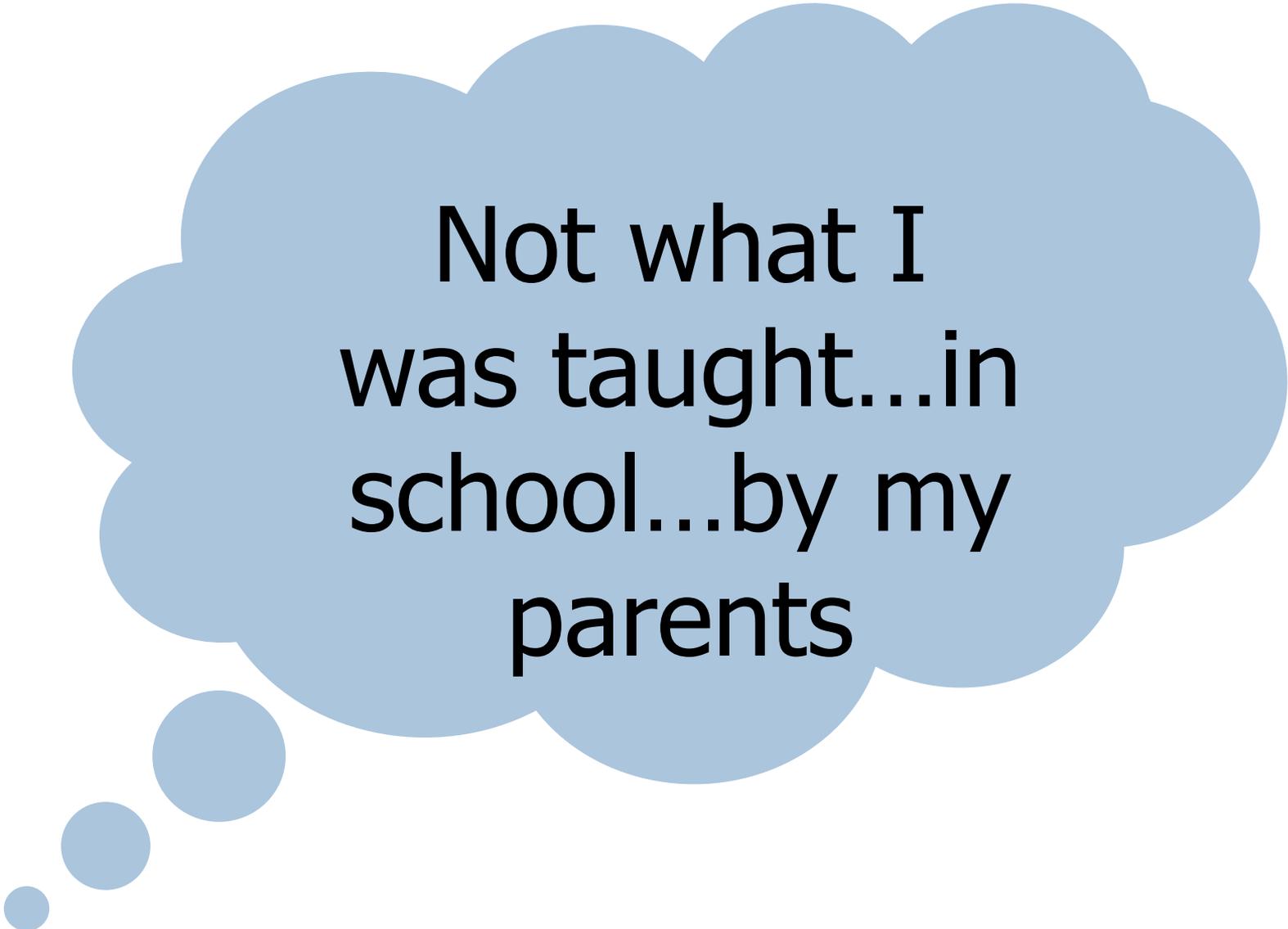
Biases



Stereotypes



Opinions



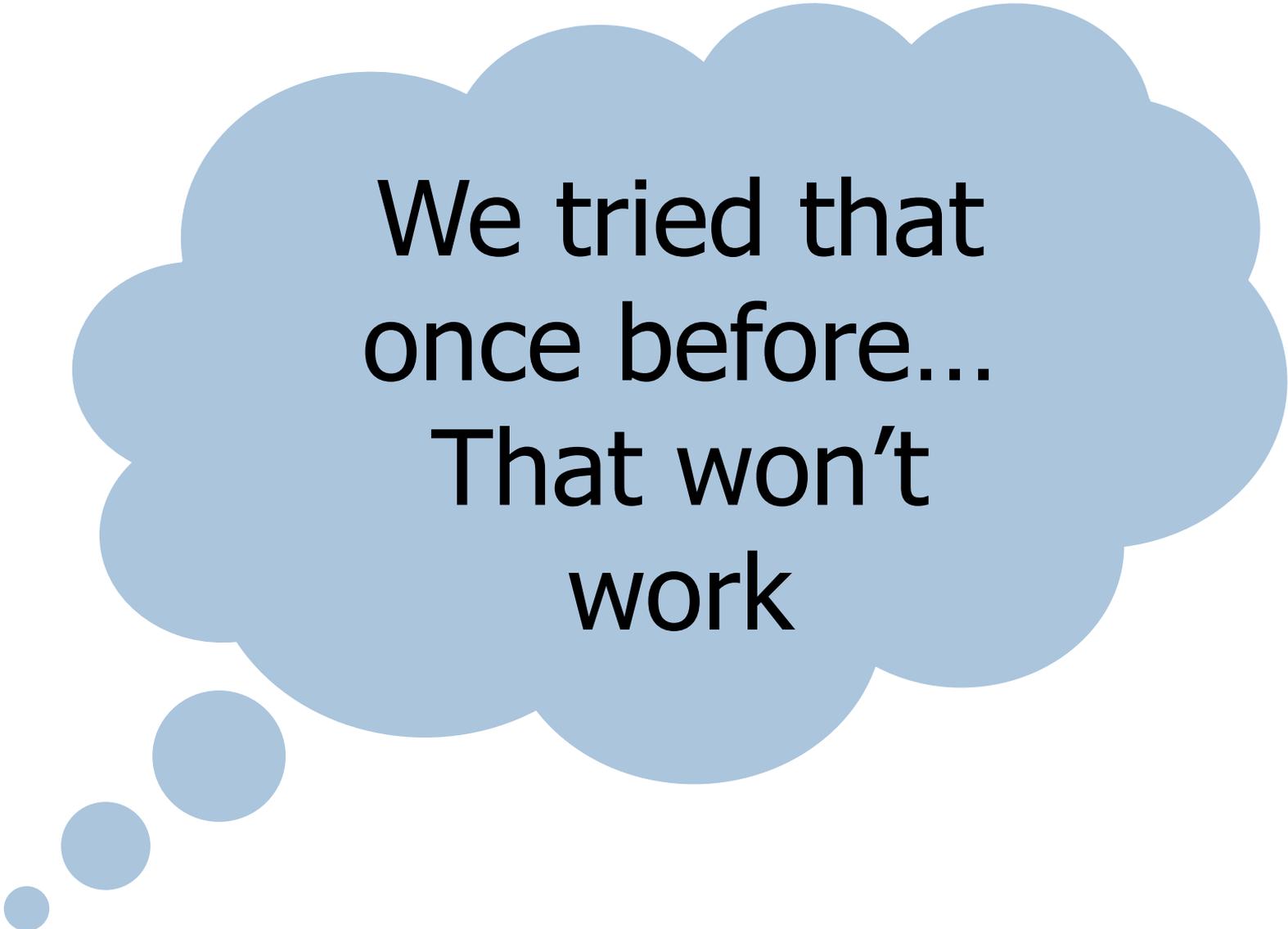
Not what I
was taught...in
school...by my
parents



Not how we
do it here...in
our industry



**Regulators
won't let us**



We tried that
once before...
That won't
work

Your
bubbles
are
powerful!



Bubbles

The deeply held beliefs & assumptions we have about **every** aspect of ourselves, others, our organizations, & our lives

- They guide how we think & act
- They determine how & what we perceive
- They tend to be self-reinforcing
- They are always incomplete
- They can limit our ability to achieve results
- They require updating to remain current





We don't believe what we see...
We see what we already believe...
...and we seek constantly to
prove ourselves right



You are better at proving
yourself right than
anything else you do





Unlearn

by recognizing
& bursting
bubbles
periodically





about what **you're thinking about**
be aware of what **triggers** you have
consider what your **behavior**
indicates

Focus on
where you
want to go





Clarify the destination

“We’re going on vacation!”







Clarify the destination

Define where you're going
with specificity



Once you're **clear**

Press the “prove yourself right” button in yourself & others



Use

Future

Active

Past tense

questions to prompt your brain
& shift its focus to how, when,
what & who **DID** it



Which one **doesn't** belong?

1991	1919
9191	1993

Every now & then...when

- you're sure...
- that's the way you've always done it
- the decision is made on auto pilot



Ask yourself & your team

What's the second
right answer?











Practice thinking
differently at
least once a day

Get Results Now With the Power of Brain Science

Does your business struggle to achieve all of your goals? Is everyone in your organization crystal clear (with specificity) on what winning looks like? Do you find yourself doing things over versus getting them right the first time? The expert in using brain science in the workplace, Holly G. Green teaches how to master the new leadership and organizational skills required to get clear and execute on winning in today's hyper-paced world.

- Create clarity on what winning looks like
- Think differently to drive immediate results
- Execute with excellence
- Develop a culture of innovation
- Engage your entire organization in accomplishing even more

KEYNOTES

CONSULTING

TRAINING

Holly's greatest asset is her unique ability to bring us all along in her perpetual pursuit of the best answers. Using her success formula, I have watched her effectively convert "stuck in the mud" management teams into aggressive first movers who regained their competitive edge.

*Joel Kocher
Former President
Dell Computer*

Visit <http://thehumanfactor.biz/asppa-penchecks-using-your-brain/> to download additional tools & tips & sign up for a **complimentary 12 week follow up series**