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Course: Business Brain Train: The Whole Brain Approach To Business Effectiveness

Code	City	hotel	Start	End	price	Language - Hours
MT-252SA	Alula	Hotel Meeting	2026-12-13	2026-12-24	19950 SR	En - 50

Introduction

When did you last stop to think about how you work at work – and whether the way you work could be changed to help you be more successful? The Business Brain Train Seminar provides a thoroughly enjoyable environment for you to explore these questions. It shows how to make yourself more effective using mind mapping; teaches techniques for faster, more effective reading, and shows how to use memory systems to remember information. It examines techniques for idea generation, creativity and problem solving; planning; time management; and inter-personal communication skills (including making a speech and how to improve meetings. It focuses on core skills required for success in any enterprise. The seminar helps individuals:

- Read faster and read better (combining speed reading with techniques for better comprehension)
- Learn how to use mind mapping for planning, note-making and clearer-thinking
- Learn the secrets of memory systems – and how to use them to remember information
- Generate ideas and use problem-solving techniques
- Develop strategies for managing time, priorities and pressure
- Understand the importance of the whole brain effect on business effectiveness

Objectives

- Read faster and more efficiently. Tackle reading tasks with more confidence
- Combine fast reading, mind-mapping and memory skills with time management

techniques to help handle “information overload”
- Develop effective strategies for managing time, priorities and pressure
- Be able to explore and develop new ideas and approaches
- Be more confident in your ability to work in groups, to contribute ideas and to take initiative and responsibility
- Understand how to create a “success culture” using “business brain skills”

Training Methodology

This programme is enjoyable, practical and inter-active. The techniques are presented in a clear and easy-to-learn way using a mix of individual experiment, group work and discussion. You will find plenty of opportunities to participate, comment and question – but will never be put under pressure to express opinions or compete. You will be invited to learn at your own speed and to focus on developing your own skills.

Organisational Impact

Organizations can expect delegates to:

- Better equipped to handle information overload
- Be more effective readers (saving time and improving efficiency)
- Able to use simple memory systems to remember information (e.g. procedures, processes, facts, speeches)
- Able to use creative thinking tools and be more confident about working in groups and contributing ideas
- Understand how everyone in an organization has a part to play in creating a success culture

Personal Impact

- A better understanding of ‘brain skills’ as a foundation for personal effectiveness and working success

- Improved self-belief and self-confidence in ability to handle information overload
- More confidence and success when reading and remembering information
- Be more confident in ability to work in groups and contribute ideas
- Able to apply creative thinking skills to difficult challenges
- Better able to prioritize and manage own time and resources

SEMINAR OUTLINE

Module I : Handling Information Overload

DAY 1 : Brain Skills, Fast Reading and Mind Mapping

- Thinking about reading - and challenging your existing assumptions
- Check current reading speed and understanding of the reading process
- How the brain works and its relevance for reading more effectively and remembering more
- The mechanics of how the eye works in tandem with the brain
- Breaking delusions: challenging beliefs and assumptions about reading
- Reading environment
- How to be a `successful` reader
- Different approaches to note making
- How to mind map

DAY 2 : Reading Strategies and Memory Systems

- Reading strategies: the theory
- Successful reading: increasing reading speed and effectiveness
- Reading practice
- Thinking about remembering
- Memory systems introduced (Memory magic?)
- Remembering numbers
- Using mind mapping to help you remember what you have read

- Review of skills learnt

DAY 3 : Reading at Work, Memory Rhythms and Thinking in Groups

- More memory magic
- Different approaches for reading documents, text books, emails and the web
- Getting control (how to read a book in a hurry)
- How we remember - and how we forget (and what to do about it!)
- Using mind mapping and reading strategies together
- Thinking and working in groups
- Project: mind mapping in teams
- Revision

DAY 4 : Time Management and Outcome Planning For Better Results

- Team mind mapping presentations
- Outcome planning for better results
- Better time management as a tool for handling information overload
- Reading: understanding an article and extracting key points
- Mind mapping software (e.g. Mind Manager, iMindMap, NovaMind)
- Mind mapping: when to use software, when to use paper
- Developing listening skills as part of the note-making process
- Revision in context

DAY 5 : Problem Solving, Meetings and Planning for Success

- Putting it All Together: Your Toolkit for Handling Information Overload
- Reading, remembering
- Communicating in working life
- Preparing for and participating in meetings
- Reflective review (what have you learnt and how can you apply it in the read world?)
- Planning for success and planning to practice

Module II : Managing Personal Effectiveness to Get Results

DAY 6 : Planning for Success

- Tools for Handling Information Overload: review
- Using the tools during the week
- The 4 Steps to Successful Time management
- Getting control of your in-tray
- Tackling time stealers
- Planning to succeed
- Reading research project
- Barriers to communication

DAY 7 : Creativity Unplugged (and other business brain tools)

- Creativity: what is it, why is it important and can it be learnt?
- Great modern thinkers
- Creativity unplugged: approaches to problem solving
- Creative thinking tools
- Balancing information and creativity to get results
- The power of perception - a business brain tool
- Silo thinking versus other people’s views
- Using Memory Systems for business?

DAY 8 : Understanding Groups and Organizations

- How organizations work (understanding the OTHER parts!)
- Proper housekeeping: why money matters in your job and in your own organization
- Getting to grips with numbers
- Being better at business
- Memorize a speech (plus tips for speaking in public)

- Thinking and working in groups
- Group mind mapping project: ‘Dilemma’
- Results planning (the ORCA strategy)

DAY 9 : Creating a Success Culture

- Self confidence and initiative
- Assertiveness, fluff-busting and attentive listening
- Getting your point across (outcome planning)
- Body language: speaking without words
- Making a presentation
- The whole brain effect in leadership and management
- Working with multiple stakeholders to get results
- Creating a success culture

DAY 10 : Managing Personal Effectiveness to Get Results

- Manage time and pressure
- Open thinking and learning
- Understanding meetings: hats, humour and how to get out of a hole
- Teamwork: your role and job in the context of any organization
- Perceptual positions
- Managing Personal Effectiveness to Get Results
- Planning for success and planning to practice
- Feedback and final presentations

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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