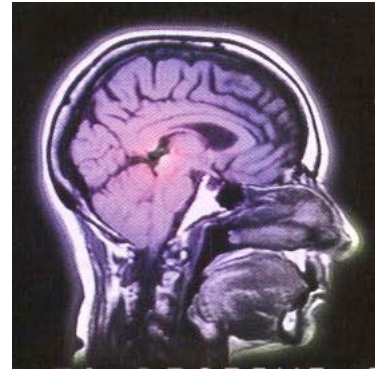


# PROGRAMMING THE BRAIN FOR A CHANGE

## Transformational Leaders have a dual focus for Change Efforts: Themselves and Others

Sometimes the challenge is not to learn new habits, but to unlearn old ones, to change and adapt, to be more flexible. Rapidly evolving individuals understand how their mind works and know how to program the “software” to accomplish goals and overcome problems. Achieving ever greater success requires the self-awareness and self-knowledge that leads to self-mastery.



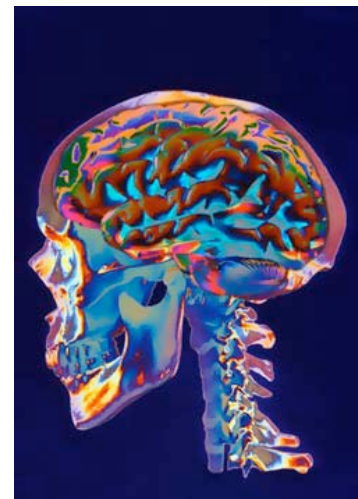
William James, a highly respected American psychologist, once estimated that we only use 10% of our potential. This presentation is an introductory foundation to powerful techniques, that if learned and applied, result in tapping into more of the unused potential that lies within all of us.

*Some people change when they see the light, others when they feel the heat.*

Caroline Schoeder

### Presentation Goals

- Understand the major principles of how the mind works — especially the functions of the Ego and the Unconscious
- Discover and practice using mental imagery to make changes
- Understand the importance of self-talk and how to use this better to empower action
- Discover the importance of self-help to the process of self-mastery



*Everyone thinks of changing the world, but no one thinks of changing himself.*

Leo Tolstoy

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