

# CREATING WE INSTITUTE

2010

NEUROSCIENCE OF WE

2011



LEARN HOW TO TRANSFORM YOUR BUSINESS INTO AN INNOVATION ENGINE USING POWERFUL TRANSFORMATIONAL TOOLS!

## Neuroscience of WE Summit

The more we learn about how the brain grows, adapts, changes - on the other extreme - falls into dead-end patterns of thinking and stress because of today's unpredictable changes - the more we see that leader's most important job is creating WE-centric environments for connectivity and innovation to flourish.

**Benchmark Communications, Inc., & Creating WE Institute** are hosting the first of its kind Neuroscience of WE Summit, to introduce leaders to the newest tools and practices for creating sustainable innovation and organic growth. Leaders attending will learn how to turn-off fear and toxic behaviors and turn-on the

neurochemistry that encourages trust and innovation. They will learn how to bring this wisdom back to their own workplace to optimize the quality of conversations, relationships and teamwork - even in the face of their most difficult challenges. Consider customizing the Neuroscience of WE Summit for your organization!



SURFACING NEW THINKING



CHALLENGING CONVENTIONS



ENGAGING & COLLABORATING

# What Cultures & Environments Unlock Innovation?

Cultures and environments are not all alike. Environments that feel threatening, fearful and 'status quo' turn off the part of the brain that generate new ways of thinking. Environments that put too much emphasis on internal competition, or pleasing the boss become harbingers of failure. Fearful people turn to protection - form silos - and close down.

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WE ARE AT A FORK IN THE ROAD. WE CAN AGREE TO UNDERSTAND HOW WE THINK TOGETHER OR WE CAN REJECT THE IMPORTANCE OF COLLECTIVE INNOVATION - THE CHOICE IS OURS! J GLASER

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## Co-creating With Others

We are social beings. The need for community and belonging are hardwired into our DNA. The need for community expresses itself in all we do, from teams, to companies, to brands. We live at a time when understanding how our workplace can meet our needs for belonging it is vital to our future success. Meeting our needs for inclusion, belonging and coherence (something you will learn at this summit) enables our greatest innovations to emerge at work.

## Emotional Intelligence

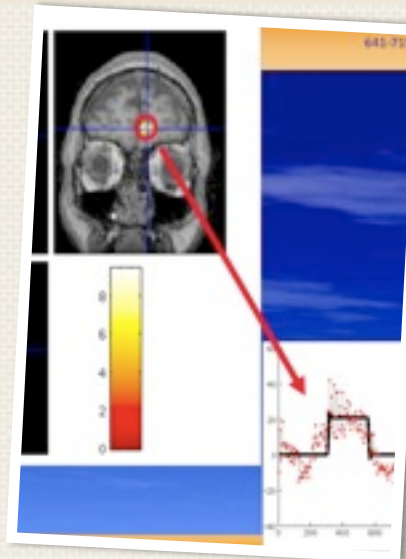
Needs drive behavior. When we are connected to our needs, we become more engaged, creative and productive. Our emotions are designed to keep us connected to our needs, and signal us when that connection is broken.

Come join us for an experiential introduction to this new understanding of emotions and learn how to work **with** your emotions rather than **against** them.



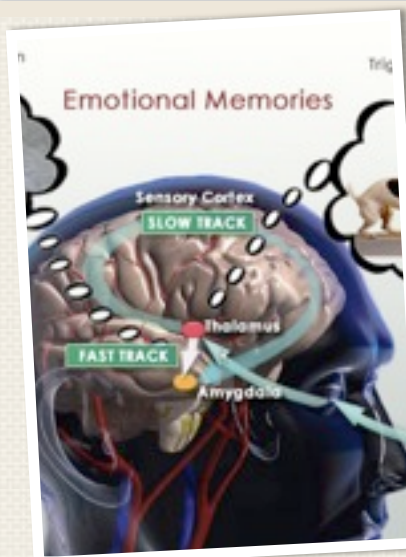
## BRAIN LOCK

WHEN OUR BRAINS LOCK, WE FALL INTO NON-GENERATIVE MINDSETS. EMPLOYEES FEEL LIKE THEY ARE UNABLE TO BRING THEIR BEST TALENTS TO WORK. MANY QUIT. OTHERS RESIST AND STIR THE WATERS. OTHERS BECOME RESENTFUL AND CREATE SUB-CULTURES THAT BECOME TOXIC - ALL IN THE NAME OF SELF-EXPRESSION.



## MIRROR NEURONS

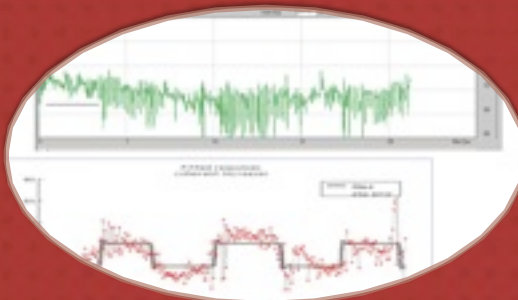
IN 1995 MIRROR NEURONS WERE DISCOVERED BY IACCOMO RIZZOLATI OF THE UNIVERSITY OF PARMA IN ITALY. MIRROR NEURONS AND IMITATION LEARNING IS THE DRIVING FORCE BEHIND SOCIAL AND HUMAN EVOLUTION.



## EMOTIONS

EMOTIONS ARE A NATURAL INSTINCTIVE STATE OF MIND DERIVING FROM ONE'S CIRCUMSTANCES, MOOD, OR RELATIONSHIPS WITH OTHERS. HOW DO OUR EMOTIONS IMPACT OUR INNOVATIVE THINKING? CAN WE CHANGE HOW WE FEEL AND CHANGE HOW WE THINK? DO CULTURES DRIVE EMOTIONS - OR DO NEEDS DRIVE EMOTIONS?

# NEUROSCIENCE OF WE



## CREATING WE

1. EVERYTHING HAPPENS THROUGH CONVERSATION.
2. WHEN UPSET, LEARN TO GO DOWN THE LADDER OF CONCLUSIONS.
3. USE DISCOVERY BEFORE PERSUASION.
4. SPEAK FROM THE "I" LISTEN FROM THE "WE."
5. REMEMBER, MEANING IS IN THE LISTENER.
6. BE OPEN TO CHANGE.

## When WE achieve Coherence with others - trust and innovation emerge!

As part of our summit experience, CreatingWE Institute invites forward-thinking leaders to attend a first of a kind Experiment in Coherence at Work. The focus of this session will be to engage leaders in understanding how states of mind, body and heart impact relationships, culture and business results.

We will introduce participants to the newest research and applications from the Neuroscience of WE using the emWave - a Heart Math tool for

heightening awareness of how to achieve coherence with others. Along with our CWI Facilitators, participants will experience a new depth in understanding of how to sustain trusting relationships and translate this wisdom to every day life.

### Highlights:

- Heart Math emWave™ for attaining coherence with others
- Optimizing our 5 Brains™
- Shaping conversational environments

# Build your Brain-Trust - see *reality* with new eyes - experience engagement that will lead to change!

While we've been taught we have one brain, we really have five. Yet in business, we often only bring our logical brain to work. In this highly engaging Neuroscience of WE Summit we bring our 5 Brains to life on stage right in front of your very eyes.

Leaders will be invited to participate in the interactive and experiential "out of chair" exploration of our 5 Brains as our CWI facilitators use innovative Reality TV Training Techniques to create a brain and body memory that will activate new and sustainable leadership behaviors.

Looking through the lens of "Reality TV" we'll use unscripted scenarios with participants to explore the most challenging issues on participants minds: restructuring, realignment, customer relations, partnering, leadership presence and all with the outcome of increasing the energy for change. In the session, people gain new

insights into personal integrity in the face of change, and will learn to enhance communication, work under tight deadlines, make smart decisions, and re-claim and sustain excellence.

Our unique conversational process is powerful, real, and is an engaging way to unleash new insights while providing leaders with the tools and practices to define what the 'new normal' is for success in our ever changing world. Learn to unlock new wisdom and insights just awaiting to emerge.

Our exciting conversational process allows participants to connect with one another in dramatically new and innovative ways, and to face their business challenges with fresh, and innovative perspectives. Benchmark Communications, Inc. *Neuroscience of WE* is a unique experience that will make a lasting, powerful impression on the people who attend, and on their business success.

## THE TEAM



JUDITH E. GLASER



ROBERT GALINSKY



BRUCE CRYER



CWI PRACTITIONERS

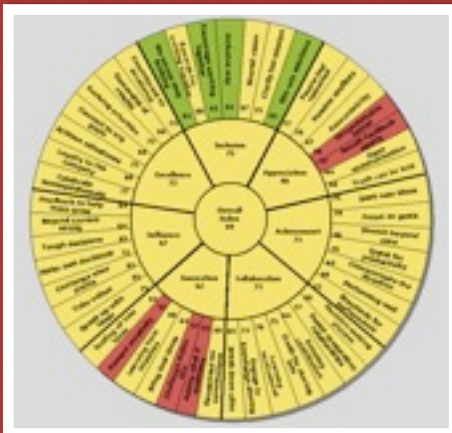


DYNAMIC LEARNING

# NEUROSCIENCE OF WE



Infotool/DNA: the first of it's kind pioneering and effective tools for Mapping Your Conversations at Work!



Powerful tools and processes for bringing conversations to life - web-based tools for scanning, measuring sharing and enhancing your conversations at work: 'red' = low level of coherence; 'green' = hi coherence; yellow = mixed perceptions/lack of clarity/confusion.



BENCHMARK COMMUNICATIONS, INC. & CREATING WE INSTITUTE

WHERE THE ART OF ENGAGEMENT AND THE SPIRIT OF INNOVATION BUILD COLLECTIVE WISDOM IN THE WORKPLACE. WE CALL THIS WE-CENTRIC LEADERSHIP.

WE-CENTRIC THINKING CHANGES THE VERY NATURE OF LEADERSHIP, CULTURE AND BRAND - AND CREATES SUSTAINABLE BUSINESS RESULTS.

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