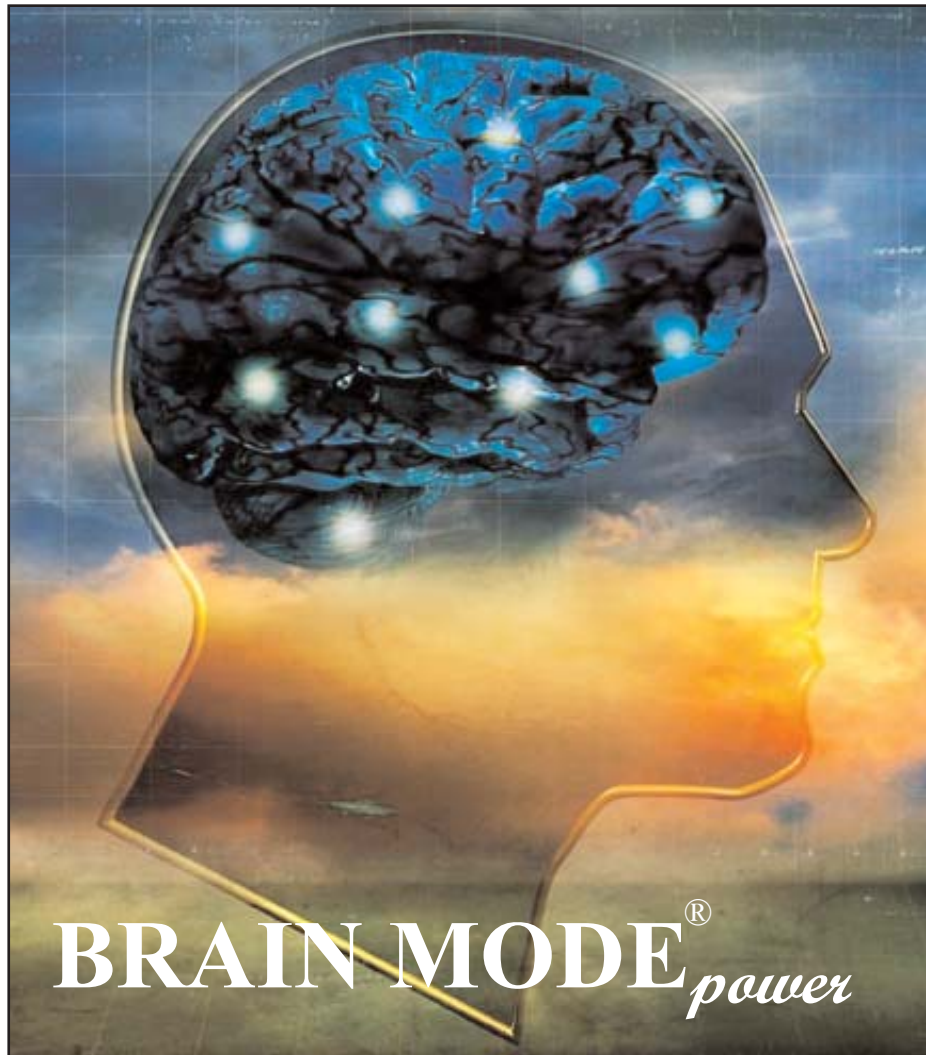


Individual Profile
for
Ken Long
April 22, 2011

PROFESSIONAL DEVELOPMENT



Tortoise Capital Management

Ken Long

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Web: www.tortoisecapital.org



Powered by The HADRON Group, Inc.

Creators of brain-based human development products

Congratulations, Ken .

You have completed the **BRAIN MODE®power** survey. **BRAIN MODE power** is a neuro-science based program that has evolved since 1994 into this statistically-validated and reliable system. It was designed for people like you who want to learn more about their brain and how to utilize their own strengths.

Your report contains:

- Part I - Your Profile Summary (page 2)**
- Part II - Your Profile Interpretation (page 3)**
- Part III - Your Application Tools (page 8)**

SENSORY MODES are the ways you take in information and express yourself. Your Sensory Mode *sequence* indicates the order in which you prefer to take in information (Example: KVA, VKA, AVK).



Visual (V) – See and Show



Auditory (A) – Hear and Tell



Kinesthetic (K) – Do and Demonstrate

THINKING MODES are the ways you think about Sensory input.



Global – Big Picture, Non-Linear, Multi-Task



Sequential – Logical, Linear, Single-Task



Integrated – Balance between Global and Sequential

Please keep in mind that everyone has his or her own distinct and unique ways to learn, think, work and communicate. There are no good or bad Sensory or Thinking modes. Self-awareness of your strengths is the starting point for self-improvement. **BRAIN MODE power** has the potential to:

- Decrease your learning curve with difficult material
- Improve communication
- Access creativity
- Leverage your thinking power
- Increase your adaptability and success in all situations.

You may benefit from first scanning your entire report. Try highlighting key points and strategies so you can refer back to them for implementation. It is recommended that you have a thorough understanding of Part I and Part II before using your Application Tools in Part III. You may want to pull out and laminate your Profile Summary (page 2).

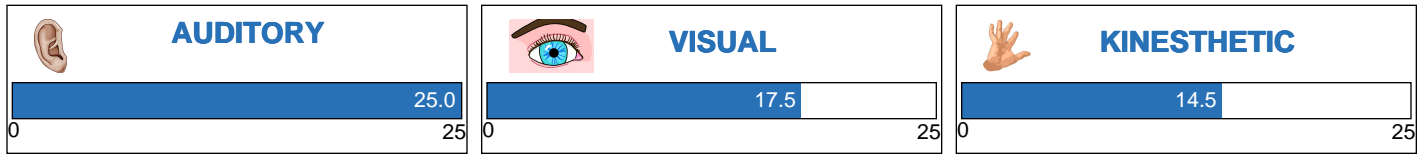
Do you know how you prefer to take in and think about information?

“In a world that is constantly changing, there is no one subject that will serve you for the foreseeable future, let alone for the rest of your life. The most important skill to acquire now is learning how to learn.”

John Naisbitt

**Part I - Profile Summary for
 Ken Long**

SENSORY MODES



Ken , your preferred sensory mode sequence is **Auditory, Visual** and then **Kinesthetic**.

Your Strengths: Your primary strength is Auditory. It provides you the ability to listen to what people have to say and analyze their tone of voice. You gain understanding and clarity by developing and asking questions. Your capacity to recall and replay conversations is a communication asset. You remember and trust what you hear. Your secondary strength is Visual. It helps you learn and sort information through seeing, observing and watching. You easily remember what you see, including images, color, people’s faces and nature scenes. Using your Auditory and Visual mode preferences together helps you lock in information.

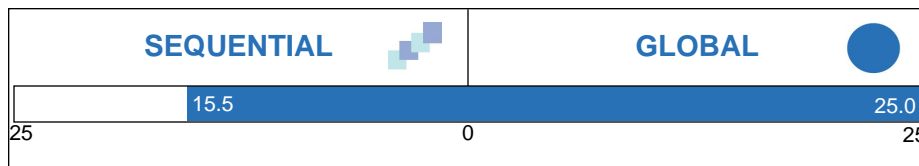
Your Distractions and Difficulties: Interruptions while talking, inability to ask questions, feeling rushed during discussions, noise while listening and random sound while working might be distracting for you. Unattractive surroundings, unclear work material, inability to find things and a cluttered environment may also be a source of irritation. You may also experience awkwardness with hands-on activities like fixing and handling things.

Your Learning and Communication Slogan: “Tell Me” and “Show Me”

Your Best Learning and Working Environment: Quiet surroundings, background classical music, tape recorder to capture ideas, organized and attractive space are the environments best suited for your Auditory and Visual strengths.

Your Creative Mode: Using the program strategies for your Kinesthetic Creative mode will enable you to gain new perspectives, overcome writer’s block and solve challenging problems.

THINKING MODES



Ken , your preferred thinking mode is **Global**.

Your Strengths: Your Global thinking mode provides the natural ability to see and create possibilities and options within a bigger systemic picture. You pay attention to broad goals, concepts and ideas and have the ability to work on several tasks at the same time. Global thinkers contribute to work groups and teams that value creativity, innovation, change and new ways of doing things.

Your Distractions and Difficulties: Single tasks that take a long time to complete and highly structured work using well-defined processes and procedures may be difficult for you. Insufficient options and possibilities for original thinking may be a source of irritation. You may find it difficult and challenging to understand and work with strong Sequential thinkers.

Your Thinking Mode Communication Slogan: “Give me the big picture and possibilities”

Your Best Learning and Working Environment: You do best in an environment where you can create possibilities and options within a bigger systemic picture. An environment of variety and choice of tasks, implementation methods and flexible schedules may appeal to you.

Your Primary Goal: Learn, think, work and communicate within your comfort and competency zone of Global by using your Application Tools. Strengthen your Global mode by coaching others and interacting with stronger Global thinkers.

Sensory Modes

How to Interpret Your Sensory Scores and Profile

The horizontal bar graphs on pages 3, 4 and 5 show the strengths of your Primary, Secondary and Creative sensory modes. The maximum score is 25.

The highest strength is your Primary mode; next highest is your Secondary mode; the lowest is your Creative mode.

Two scores within three numerical points of each other indicate you pay about the same amount of attention to these modes when taking in information.

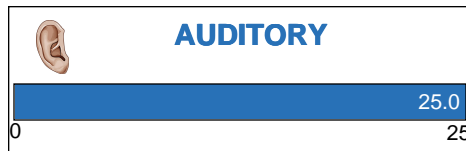
A Creative mode score of 15 or higher is an indicator of learning adaptability and agility.

There are no good or bad sequences or strengths. Your Application Tools provide powerful ways to use and leverage strengths.

Characteristics of your Primary and Secondary modes are generalities. They will be apparent to the strength that is reflected in your sensory scores.

Primary Sensory Mode

Ken, your primary mode is **Auditory**. Your Primary Sensory mode is what you pay most attention to, and is your first preference when taking in new information.



You Learn by:

- Listening
- Discussions
- Asking questions

You Remember:

- What was heard
- Words and sounds
- Tone of voice

You Show Emotion:

- By tone of voice

Your Irritations:

- Interruptions while talking
- Noise while listening
- Random sound while working

Your Vocal Tone and Speed:

- Rhythmic
- Even tempo

You Respond Positively to:

- Discussions
- Attentive listening

Your Typical Vocabulary: Music to my ears. Tell me. Listen to this. Sounds good. You are not listening to me. I hear you. So I hear you saying...

What do you pay the most attention to in a presentation?

“The wider your understandings of human nature, the biological processes, the history of individual living, the wider your knowledge of your own reaction, of your own potentials, the better you will practice and the better you will live.”

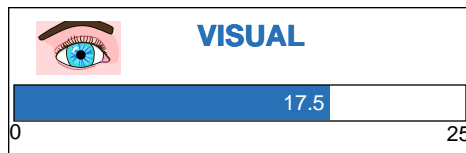
Milton Erickson

Your Working and Learning Difficulties: Insufficient discussions and confusing verbal instructions. Not enough time to ask questions and process the meaning of words and concepts.

Your Instinctive Strengths: Listening and remembering what people say and their tone of voice. Understanding the meaning of spoken and written words. Ability to develop and ask questions for gaining clarity. Capacity to recall and replay conversations in your mind.

Secondary Sensory Mode

Ken, your secondary mode is **Visual**. Your Secondary Sensory mode is what you pay next most attention to when taking in new information. It is sometimes called your "backup mode." Your secondary mode helps you sort, integrate and lock in learning.



You Learn by:

- Seeing
- Observing
- Looking

You Remember:

- What was seen
- Pictures, graphics, colors
- Design, texture, composition

You Show Emotion:

- By facial expressions

Your Irritations:

- Visual disorder
- Unattractive surroundings
- Can't find things

Your Vocal Tone and Speed:

- Rapid tempo
- Quick bursts

You Respond Positively to:

- Visual and organized material
- Attractive and colorful surroundings

Your Typical Vocabulary: Looks good. Draw me a picture. I see where you're coming from. Look at it this way. That's clear to me.

Your Working and Learning Difficulties: Insufficient, uninteresting and unclear visual material. Absence of visual progress reports, instructions and communications from others. Cluttered environment.

Your Instinctive Strengths: Seeing color, hues, texture, composition, design and content in visual media, clothes, nature, art and photography. Ability to proofread accurately and quickly see mistakes and errors other people may not have seen.

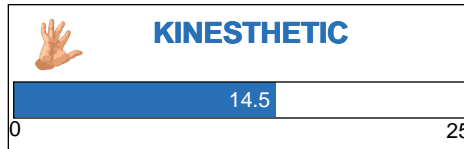
What two things most help you remember information?

"Like fingerprints and voices, each person's learning preference is different. It determines how one approaches a task and remembers information."

Lynn O'Brien

Creative Sensory Mode

Ken , your creative mode is **Kinesthetic**. The Creative mode functions on the subconscious level when you pay more attention to your Primary Sensory modes. Because Kinesthetic is your least used mode, it contains expanded insights and perspectives to overcome challenges like “writers block” and solving difficult problems.



The description below lists characteristics you may experience with Kinesthetic, your Creative mode. These characteristics are opposite to what you would typically experience if Kinesthetic were a Primary or Secondary strength. This is because Kinesthetic is not as fully developed as your two strongest modes.

Typical Characteristics: You may experience physical awkwardness and clumsiness while moving and doing hands-on activities like fixing things, handling mechanical and electronic devices. If you participate in sports you may tend to avoid physical contact and highly competitive events. It may be easier to talk about how you feel than actually experiencing physical body sensations. You may have a high physical pain threshold, particularly if your Kinesthetic score is significantly lower than your Primary and Secondary mode scores. You may feel uncomfortable when someone you do not know touches you.

Application Tool #5 (page 18) provides strategies that use your Kinesthetic mode for creative problem solving. Using your least preferred mode will give you valuable information and new perspectives. These strategies have the potential to strengthen all of your modes.

What kinds of information do you often feel you miss in presentations or conversations?

“I forget what I hear, I remember what I see, but I understand what I do.”

Attributed to Confucius

Thinking Modes

How well do your work tasks align with your thinking mode?

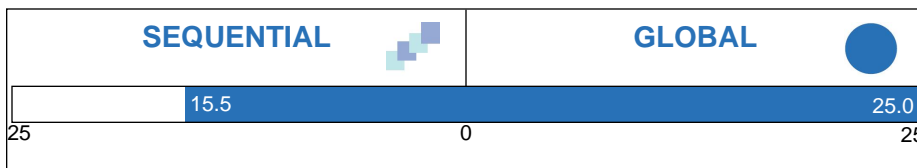
How to Interpret your Thinking Mode Scores and Profile

Thinking modes are the preferred ways you process new and stored sensory information. They are fundamental, physiological and neurological.

The **BRAIN MODE power** survey reliably measures Sequential and Global brain hemispheric preferences. Communication between the hemispheres occurs through a bundle of nerves called the corpus callosum, which joins the left and right hemispheres. Everyone uses both hemispheres, even though most people have a preference for one thinking mode or the other.

The horizontal bar graph shows the strengths of your Sequential and Global thinking preferences. There are no good or bad thinking or processing preferences. The maximum score for each thinking mode is 25.

Ken, your thinking mode preference is **Global**. This means that you have strong preferences for Global thinking. You should be able to relate to several of the Global characteristics.



Your Global Characteristics

- Possibilities and options
- Multi-level analysis
- Trends and concepts
- Systemic thinking
- Imagination
- New ways to do things
- Multi-tasking

Your Global Thinking mode provides the natural ability to see and create possibilities and options within a bigger systemic picture. You pay attention to broad goals, concepts and ideas and have the ability to work on several tasks at the same time. Global thinkers contribute to work groups and teams that value creativity, innovation, change, and new ways of doing things.

Application Tool #1 (Page 9) provides you with powerful ways to use and leverage your unique thinking mode strengths.

“They know enough, who know how to learn.”

Henry Adams

Sensory and Thinking Mode Insights

BRAIN MODE power is a representational system for life. It is *Chapter 1* for professional and personal life success because it focuses on the most fundamental physiological and neurological ways humans function.

The system comprises an integration of Sensory and Thinking modes. These modes impact on how you prefer to learn, think, communicate and work. They affect what you enjoy doing, pay attention to, remember and the careers you select.

The **BRAIN MODE power** system provides you with self awareness of your sensory and thinking mode strengths. Powerful application tools follow that focus on and use your strengths. The system acknowledges and honors the power and potential of the human brain to achieve positive growth and a higher quality of life.

Taking in sensory mode information is the first step in learning. Thinking modes process and make sense of your sensory mode inputs. Sensory and Thinking modes can be likened to a hand and glove analogy. Sensory modes are the hands and thinking modes are the gloves.

The hands take in and store sensory information. The gloves contain and process sensory information. Processing provides meaning and interpretation to sensory inputs, helps you complete tasks, solve problems, make decisions and move ahead.

Communications

- When people transmit and receive on each other's preferred wavelength, the result is good rapport and improved communication.
- Business communications that are aligned with each other's strengths increase comprehension and decrease misunderstanding and costly mistakes.
- Statistically, combinations of Visual and Kinesthetic preferences are the most prevalent. It is important for these people to be able to see it and do it in order to get it, understand it and act on it.
- People having strong Auditory preferences may experience not being listened to, loss of respect, being rushed and not having enough time to ask questions.
- Unaware, strong Global and Sequential thinkers often clash. Aware, strong Global and Sequential thinkers combine their strengths to achieve superior outcomes.

Team Performance

- *The greater the diversity the greater the potential.*
- Diverse teams who know how to leverage their strengths outperform other teams.

Learning and Working

- Environments that best support your strengths and what you have to do (Global and Sequential work) accelerate success.
- Educational resources and methods of instruction should align with your strongest preferences.

Creative Problem Solving

- Creative modes are powerful tools to gain new insights and achieve breakthrough thinking.

“Self-directed learning calls for the learner to take increasing responsibility for their learning. They must be able to identify their learning needs.”

John Read

BRAIN MODE[®]power Application Tools

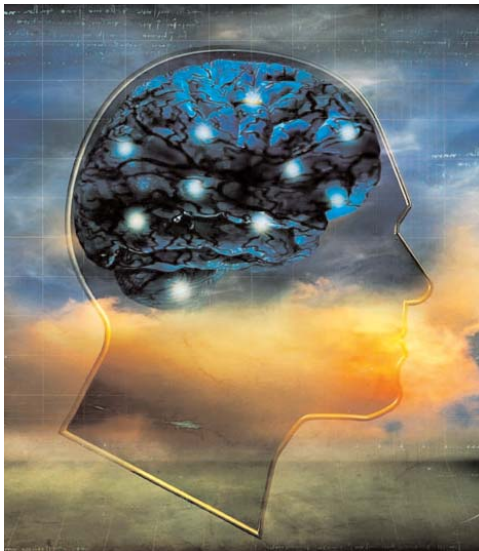
Tool 1 - Leveraging Thinking Mode Power_____ Page 9

Tool 2 - Creating Effective Working and Learning Environments_____Page 11

Tool 3 - Improving Personal Communication Effectiveness_____Page 13

Tool 4 - Accelerating Learning_____Page 15

Tool 5 - Accessing Creativity_____Page 18



Step 1 - Knowing how you prefer to learn and think.

Step 2 - Using the customized tools for greater effectiveness and productivity

It is important to know that your modes will strengthen with use, like muscles that become stronger with exercise. Start where you are and know that you can accelerate your ability to learn, think, work and communicate by using these tools.

“Develop your own technique. Don't use somebody else's technique. Be your own natural self. It's the individual responding to the individual.”

Milton Erickson

Tool #1 — Leveraging Thinking Mode Power

Principles and Guidelines

Find your point on the Thinking mode graph. This is the area where you function most naturally and comfortably.

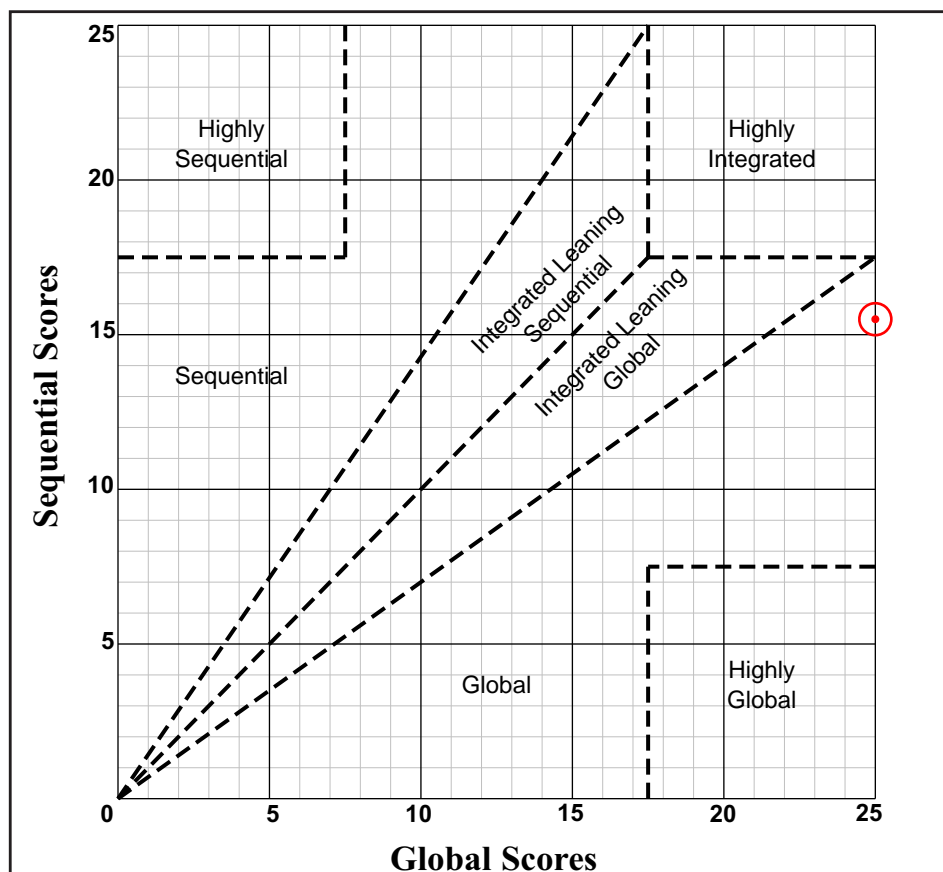
When you adopt the primary goal of learning, thinking, working and communicating within your comfort zone, you operate from a position of strength.

When you are required to function outside of your thinking mode zone, you may find tasks and communications difficult and more stressful.

Your brain is constantly changing and you have control over its growth, strength and health. These Application Tools enable you to function more effectively within and outside of your comfort zone. By using the strategies you will strengthen your strengths and expand your thinking power.

Your score point on the graph is the intersection point of your Sequential and Global scores.

Ken, you can see from the graph your Thinking mode is **Global**. You have strong preferences for Global thinking. You will find strategies to strengthen and expand your thinking in the next section.



Where on the graph would your co-workers place you?

“You cannot teach a man anything. You can only help him discover it within himself.”

Galileo Galilei

Tool #1 — Leveraging Thinking Mode Power (cont.)

Strategies to Expand and Strengthen Global Thinking

■ **Interact with:**

- Stronger Global thinkers than yourself.
- Look for people who have the characteristics you want such as: big picture thinker, brainstormer, idea generator, creative, multi-tasker, innovative, original, revolutionary, strategic, systemic, visionary, imaginative.

■ **Volunteer for a task or project that is:**

- Highly Global, staffed with highly Global people.
- Listen for and observe best Global practices. Incorporate the best of those practices to create expanded patterns of thinking and behavior.

■ **Consider being a coach or teacher.**

This is the highest form of learning. Teaching will naturally draw from your strongest competencies and have the motivation to expand knowledge by self study and reflection. Look for people who want to increase Global skills of being more creative, imaginative and innovative.

- **You can further strengthen your Sequential and Global thinking by:** creating the environment that is best for Sequential and Global tasks or work. You will be able to accomplish tasks quicker and with higher levels of performance, even if the task is something you least like to do. **Tool #2 - Creating Effective Working and Learning Environments** shows you how to accomplish this.

In what situations and with whom would you be more effective if you strengthened your way of thinking?

“Being able to tell what one’s strengths are is probably the most important thing to know about one’s self.”

Peter Drucker

Tool #2 - Creating Effective Working and Learning Environments

Principles and Guidelines

The physical and outer environment in which you work, learn, think and communicate has a direct effect on your performance.

Aligning your sensory modes with their preferred environments will increase your productivity and efficiency.

Aligning what you have to do or accomplish – Sequential or Global tasks – with their ideal environments will help you succeed even if your strongest thinking mode does not match the required task.

Sensory Mode Strategies

Ken , your profile shows your strongest Sensory modes as **Auditory** and **Visual**.

Your Distractions:

- Random sound
- Interruptions
- Clutter
- Unattractive environments

Your Ideal Environments:

- Quiet surroundings, interruption-free
- Background classical music
- Organized space
- Attractive space

Your Implementation Ideas:

- Use earplugs in noisy areas.
- White noise generator or recording of nature sounds.
- Go to a quiet workplace area to concentrate.
- Use a tape recorder to capture ideas, practice presentations.
- Identify a co-worker with strong Auditory preferences as a sounding board.
- Remove/store unneeded clutter. Organize files and business material.
- Use a white board, flip chart, artist pad, post-its.
- Decorate space with art, photographs and motivational posters.
- Use colored pens, pencils, highlighters.
- Keep tasks, goals, timetables, critical information in clear view.

Do you know what environments increase your productivity?

“I never teach others. I only attempt to provide them conditions in which they can learn.”

Albert Einstein

Tool #2 - Creating Effective Working and Learning Environments (cont.)

Thinking Mode Strategies

Ken , the information and strategies that follow are among the most important and powerful in the **BRAIN MODE power** system.

These tools show you how to consciously and deliberately create ideal environments for all types of tasks, projects and learning situations regardless of your thinking mode.

Instructions:

1. If you are engaging in Sequential activities, set up or go to a Sequential environment.
2. If you are engaging in Global activities, set up or go to a Global environment.

Sequential Activities:

- Single-tasking
- Analysis and reasoning
- Organizing and compiling
- Processes and procedures
- Math and spreadsheets
- Details and accuracy
- Tasks requiring focus and concentration

Global Activities:

- Multi-tasking
- Multi-level analysis
- Brainstorming and new ideas
- Strategic planning
- Designing and inventing
- Systemic thinking
- Tasks requiring imagination and creativity

Sequential Environments:

- Quiet usually aids concentration, accuracy and attention to detail
- Formal ergonomic furniture (straight back chair, table)
- Bright light (incandescent, full spectrum fluorescent, sunlight)
- Refreshments and snacks during breaks or after task completion
- Cool and comfortable temperature

Global Environments:

- Classical music activates creative process
- Informal furniture (lounge chair, sofa, floor)
- Low, soft and adequate light stimulates imagination
- Refreshments and snacks while working, learning
- Warm and comfortable temperature

Who are the people you work with best? Are they Global, Sequential or Integrated thinkers?

“The greater the contrast, the greater the potential.”

Carl G. Jung

Tool #3 — Improving Personal Communication Effectiveness

Principles and Guidelines

Everyone has his or her preferred ways to take in and process information, instructions and directions through their sensory and thinking modes.

What you receive from others is more understandable, meaningful and clear when the communication is transmitted using your preferred modes or wavelength.

Ask co-workers, friends and family members to communicate with you on your wavelength to increase your understanding and comprehension.

Select the ways you want people to communicate with you using the strategies below.

Ken , your two strongest Sensory modes are **Auditory** and **Visual**.

Sensory Mode Strategies

To satisfy your Auditory needs, ask for:

- Verbal instructions, explanations and progress reports
- Opportunities to talk through a problem or situation
- Clarification of the meaning of words and terminology
- A quiet environment for discussions
- Voice mail and short discussions to exchange information

To satisfy your Visual needs, ask for:

- Written instructions, explanations and progress reports
- Visual material, pictures, diagrams and charts
- Flip chart or white board for meetings
- E-mail, memos, computer documents, graphs and photos
- Attractive and organized environments for meetings

How do you like information to be given to you in a work situation?

“Each person is an individual. Everything should be tailored to meet the uniqueness of the individual’s needs.”

Milton Erickson

Tool #3 — Improving Personal Communication Effectiveness (cont.)

Thinking Mode Strategies

To satisfy your Global thinking needs, ask for Global inputs.

Global Inputs

- Understanding of overall picture or outcome of a work task, problem or project
- An explanation of how all the pieces fit together to form the bigger picture
- Ability to multi-task and/or do multi-level analysis
- Broad goals, purpose, application and benefits
- Parameters and boundaries for developing and implementing new and better ways to do things

How would life change if those who depend on you and those you depend on gave you information that met your sensory and thinking modes?

“Ah, if you could only dance all that you’ve just said, then I’d understand.”

**Nikos Kazantakis
“Zorba the Greek”**

Tool #4 — Accelerating Learning

Principles and Guidelines

Your self-awareness of your strongest Sensory and Thinking modes is a foundational building block to becoming an agile, adaptable and successful self-directed learner.

When you know your preferred modes you can apply proven and powerful methods that support and strengthen your preferences. Combine your Primary and Secondary sensory strategies for the most effective learning.

WIIFM means “What’s In It For Me?” It is essential that you keep in mind your desired outcome to stay motivated and focused when learning something new and challenging.

Accelerated learning is essential for success in the Information Age. Today’s professional must be able to learn and apply key concepts, research methodologies and processes quickly, accurately and effectively.

Review and Memorization Strategies

Deepest and fastest learning occurs in the Alpha brain wave state. The timeless research based strategies below facilitate learning and memorization in the Alpha state.

Your Review Methodology: Try using your Primary and Secondary sensory modes together when reviewing, memorizing and learning.

Your Best Time-of-Day: Immediately after rising or just prior to going to sleep.

Your Review Frequency: 10 minutes, one day, one week and one month after learning something new for long-term retention.

Your Best State-of-Mind: A calm and relaxed state accelerates receptivity and retention. The use of classical music helps to create and sustain a calm and receptive brain.

Music to Study and Memorize By: Music and rhythm significantly affect learning, memory and creativity. Use your review methodology to the sound and rhythm of classical music that appeals to you. Most Mozart, Beethoven and Vivaldi selections are well-suited for active learning and memorization.

What helps you learn quickly?

“To ask ‘How do I perform?’ And ‘How do I learn?’ are the most important first questions to ask.”

Peter Drucker

Tool #4 — Accelerating Learning (cont.)

Sensory Mode Strategies

Your two strongest Sensory modes are **Auditory and Visual**.

Select strategies from both categories that best fit your learning situation. Use your Auditory and Visual learning modes together when learning, reviewing and memorizing.

Your Auditory Learning Tool Box

Compatible Resources: Audio tapes and lectures. Small group discussion. Video with audio component. Utilize your natural ability to listen, discuss, ask questions and process the meaning of words and key concepts.

Avoid: Resources with a minimum or absence of lecture, discussions and ability to ask questions. Activities and resources which do not allow you to use your Auditory mode.

Strategies:

- Read material and notes aloud.
- Record and listen to key points.
- Discuss learning concepts with others.
- Ask questions to gain clarity and understanding.
- Seek meaning and significance of key words, concepts and terminology.
- Think: What sounds important?

Your Visual Learning Tool Box

Compatible Resources: Video/DVD. Visual material with interesting, organized and attractive visuals. Summaries of key learning points. Opportunity to take notes.

Avoid: Unexciting, unappealing and disorganized material. Activities and resources which do not allow you to use your Visual mode.

Strategies:

- Look over visual material before class, discussions, meetings or presentations.
- Highlight or record key points with color.
- Create notes and key learning points using symbols, diagrams with a minimum of words.
- Exchange notes with others. Edit and expand ideas.
- Maintain a neat and orderly learning environment.
- Think: What's the picture here?

What learning resources best support your strengths?

“The most wonderful buried treasure is in each individual human mind. When we learn to make connections, we can dig up that treasure.”

Peter Kline

Tool #4 — Accelerating Learning (cont.)

Thinking Mode Strategies

Ken , your Thinking mode preference is **Global**. Your Global Learning Tool Box will help you to select learning resources and develop a learning plan.

Your Global Learning Tool Box

Compatible Resources: Big picture and systemic view evident from concepts and modules. Options to select module order and sequence. Resources and environment that stimulate imagination.

Avoid: Highly structured and process-driven learning resources. Formal and traditional classroom learning environments.

Strategies:

- Refer to Application Tool #2, Creating Effective Working and Learning Environments.
 - Scan modules to see how the parts connect into the bigger picture.
 - Compile and summarize the key learning points.
 - Understand the big picture and main concepts before delving into the details.
 - Multi-tasking provides variety and supports motivation.
 - Create a chart or table to keep track of progress to stay motivated.
-

“The ability to think in sensory images instead of in words is an absolutely essential first step to higher states of consciousness and self-control.”

C. Maxwell Cade

Tool #5 — Accessing Creativity

Principles and Guidelines

Creativity, within the context of the **BRAIN MODE power** system, is the ability to gain expanded insights and perspectives using your Creative mode.

The Creative mode is your least preferred way to take in, process, access and store information. This mode operates in the subconscious when your Primary and Secondary modes are working together to take in information.

Accessing your Creative mode is a unique vacation experience. Visiting what you typically pay least attention to will act as a catalyst for fresh thinking and new awareness.

Your Creativity Strategies

Ken, your Creative mode is **Kinesthetic**. This was your lowest score from your **BRAIN MODE power** survey results.

The following three steps will enable you to access and use your Creative mode to achieve desired goals and solve challenging problems.

Step 1 – Describe the Desired Outcomes

Desired outcomes are what you want to achieve as a final result. Outcomes give your brain a focal point while accessing and acting on helpful information.

Outcomes are expressed using present tense language as if the result has been achieved. Examples are: “I am, I have, I experience, I see, I hear and I feel.” Desired outcomes should be constructed using positive and precise language that defines exactly “what you want” instead of “what you don’t want.”

Describe what you will hear, see and feel when your outcome has been achieved. Desired outcomes become even more powerful when you include sensory evidence. Enriching your outcomes with sensory components accelerates the creative process.

It is essential that you have a consistent visual picture of your outcome because the brain believes internal visual pictures are as real as external pictures. You may also use photographs and symbols to provide deeper and greater meaning.

Example #1: I am experiencing cooperative and respectful communications with _____ (individual name). I feel respect and a friendship growing.

Example #2: I have accumulated \$50,000 in liquid assets in six months. I breathe easier and have the freedom to invest and spend these assets wisely.

Example #3: My new job uses my strengths and skills. I am a valuable contributor to the organization. I am paid \$X per year and can see a long and happy future.

Write and edit your desired outcomes before you proceed to the next step.

What settings or situations have helped you develop new creative insights in the past?

“Genius is seeing what everyone else has seen, and thinking what no one else has thought.”

**Albert Saint-Gyorgi
Discoverer of Vitamin C**

Tool #5 — Accessing Creativity (cont.)

Step 2 – Environmental Conditions for Creativity

Experiencing your Kinesthetic Creative mode in a Kinesthetic environment acts as a catalyst for creativity. Create or experience a Kinesthetic environment while moving through this creative process. The most important elements of a Kinesthetic environment are:

- Comfortable clothes.
- Physically comfortable space.
- Adequate space to move about.
- Hands-on activities and body movement.

Step 3 – Accessing Your Creative Mode

- Because Kinesthetic is your Creative mode, it is important to integrate body movement while reviewing and thinking about your desired outcomes. The expression of your insights may emerge through any of your Sensory modes.
- Think about your desired outcomes (Step 1) as you engage in Kinesthetic activities such as:
 - Walking
 - Exercising
 - Biking
 - Riding in car
 - Gardening
 - Painting
- Pay attention to ideas, insights and perspectives that come to mind as you engage in these Kinesthetic activities.
- Write and/or talk about your insights.
- When new insights or solutions emerge, you have used your Creative mode to assist in achieving your desired outcome.
- Continue focusing on your desired outcome as you take action on your ideas and fresh thinking. This focus will act as a navigational aid.

What are some applications and situations where using these strategies will benefit you?

$L \geq C$

"The amount of learning must be greater than or equal to the amount of change."

Reg Revans

Which mode combinations are best?

There are no best or worst sensory and thinking styles. However, many working, learning and communicating situations don't always accommodate "your style." Once you know your strongest modes you can:

- Align them with situations, careers, jobs and people that support your strongest preferences.
- Strengthen your modes to increase efficiency, creativity, learning, communications, understanding and performance in a wider range of life situations. Exercises for strengthening the sensory modes are contained in your report.

Will my BRAIN MODE[®] *power* scores change over time?

Yes, usually. After you understand your Personal Profile and use your **BRAIN MODE *power*** Application Tools, your awareness will increase. With practice using the **BRAIN MODE *power*** application tools, your modes will get stronger - just like exercising a muscle. Usually a strong Primary style stays primary over time; however, it is likely to get stronger.

Are there simple rules to help me use my Personal Profile and Application Tools?

Yes, the following rules of thumb may be helpful:

1. Pay attention to and use your strongest modes to learn, problem-solve and make decisions.
2. You can strengthen and balance modes easily by using your Application Tools.
3. Experiment with using your Creative mode for new insights and breakthrough thinking. Using your Creative mode is like approaching a situation from a new perspective.
4. Have fun. **BRAIN MODE *power*** strategies are powerful and extremely helpful.

Where can I learn more?

For additional information on learning and thinking styles, **BRAIN MODE *power*** products, training sessions or train-the-trainer certification, contact:



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