

# Case study

## Global media and business services organization

### The Goal: Significantly increase the personal effectiveness of culturally diverse, entry-level high potentials using virtual learning

#### The project

This global media and business services organization provides rich information for businesses and professionals, combining industry expertise with innovative technology to deliver critical information to leading decision-makers in the financial, legal, tax and accounting, healthcare, science and media markets.

In 2012 a pilot initiative was launched entitled *Maximize Your Brain*. The initiative focused on providing intensive personal effectiveness training for entry-level professionals, across the Asia-Pacific region. The objective was to provide quality human-skills development to early career employees in three locations in Asia, across India, the Philippines and China.

The key objectives of the initiative were:

- Significantly increase self and social awareness
- Lay the foundations for sustained individual performance
- Deeply impact people both professionally and personally

*Maximize Your Brain* provides the tools to be more productive personally, interpersonally and professionally through a greater insight into what's happening in the brain. It is a 12-week intensive learning experience delivered virtually, that provides experiential learning around the key ideas in *Your Brain at Work*™. The program is based on six 90-minute interactive webinars, using the NeuroLeadership Groups' HIVE technologies (High Impact Virtual Experiences).

This program utilizes the latest research, practical applications and learning experiences to understand the brain's functions, limitations and capacity. The program shares how to 'direct' your own brain chemistry in order to achieve optimal performance, fulfillment and success. Those who understand the brain, its quirks and limitations are more productive in every aspect of their work and lives, are able to solve problems quicker, stay cool under pressure more easily, drive change and collaborate with and influence others more effectively.

#### Participant feedback

The participants were engaged and enthusiastic during the webinar training.

There was full accountability and commitment in the actions between the sessions – blogging the insights, having paired and group discussions, challenging themselves to new behavior in the workplace and sending feedback to the trainers. There was almost 100 percent attendance at all sessions – only one participant missed a call due to a hospitalization.

*"...it seems to have a fantastic effect on my brain functioning and overall health since I am more happy and energetic. I think paying more attention on these times and try to organize our time is very important."*

Tianxia

*"I would like to thank you for all the wonderful teachings and sharing of your thoughts during these sessions. These sessions have been very knowledgeable and useful for us in managing our professional life and personal ones."*

Vaishali

*"Thank you for your training which is really very useful for us and the last session about mindfulness created some awareness which is making me to do mindfulness daily. The exercises which we did are really useful and interesting. It gave a measurable improvement towards achieving success."*

Anbhazagan



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### About the training

The program was delivered via a webinar and teleconference format to 16 team members, in their early to mid 20s. They were from Bangalore, Manila and China. For most participants, English was a second and sometimes a third language.

The program started with a 30-minute *MyBrainSolutions* assessment (an online brain training solution) to be completed before the start of the webinars. This same assessment will be completed after the webinars.

The learning was then delivered as six webinar events (1.5 hours each) over 12 weeks.

In addition to attending the learning sessions, each week participants would complete their assignments which would include: reading relevant chapters, blogging their insights, debriefing with their partners and groups, and taking specific actions in their workplace. Following the webinars, the participants would be offered one-to-one coaching, delivered by telephone for six sessions over 12 weeks (this stage has not yet commenced.) In total, participants are receiving six months of intensive development, without any need for travel or significant time out of their schedule.

### Initiative summary

- 1st brain assessment
- *Maximize Your Brain* webinars over 12 weeks
- 2nd brain assessment
- Six one-to-one coaching sessions over 12 weeks

### More participant feedback

*"Everything about the training has been very helpful to us in different ways. It's been a life changing experience... What's best about it is that you've got to use and apply every bit of the information you get in your real life and also you've got to hear other people's experiences as well. It has been giving you a chance to see things differently and help you become more mature and positive in life... An experience and knowledge I'd be very glad to share with the people around me."*

**Kristine**

*"Practicing this exercise every week will surely help me increase resilience to change and also strengthen my faith and self-confidence. It has helped me to identify and develop more attention to simple things what we do or go around in our day-to-day life."*

**Thabreez**

*"This has been a wonderful experience to learn, practice and then sharing the insights."*

**Bharathkumar**

*"All the training sessions were very interesting and all of us learned many things which will be very useful for us in both in our personal life and professional life."*

**Karthikeyan**

*"I'd like to thank the two of you for your enthusiastic way of explaining all the modules we have finished. It's not a typical boring classroom type of discussion, rather, it is a challenging one, making us think quickly every session. I'd like to particularly point out how each person, despite being called involuntarily, is recognized during the next sessions for their inputs. Although these sessions are not competition kind of thing, it actually creates some positive impression on us so we can do better next time and be the next to be recognized."*

**Janice Espiritu**

