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IGNITING YOUR BUSINESS BRAIN

by Brian Thwaites

Using our brains was certainly something we should have done when we were in school, but its relevance to our accomplishments in the business world is even *more* significant. In fact, it's *impossible* to achieve success in business without boosting our brainpower so that it works better, faster and smarter than that of our competitors.

As we move to the conclusion of what's been called The Decade Of The Brain, it's imperative that we take stock of the explosion of research (one expert calls it 'an international new-knowledge bush fire') that's taken place. In a nutshell, this is what we need to know:

The way we use our brains has EVERYTHING to do with EVERYTHING we do!

It obviously influences the way we think, but there's *much* more to it than that. It also affects how we focus attention and remember facts; how we learn and train; how we organize information and manage time; how we read memos and write reports; how we speak and make presentations; how we solve problems and make decisions.

Using our brains better enhances individual performance in the workplace in immeasurable ways and has applications to just about every facet of whatever kind of business we're in — whether it's a large corporation, a medium-sized company or just a one-person operation. It impacts *everything*: sales, marketing, advertising, customer service, communication, etc., etc., etc.

As a matter of fact, try to think of *any* aspect of the work you do or the service your company offers that *wouldn't* be dramatically improved if you learned to use your brain to its maximum potential!

One more thought: The world's information base is going to double within the next two years. Today's bad dream of having too much to do in too little time will be tomorrow's worst nightmare unless we learn to harness the amazing potential of the brain and put it to use.