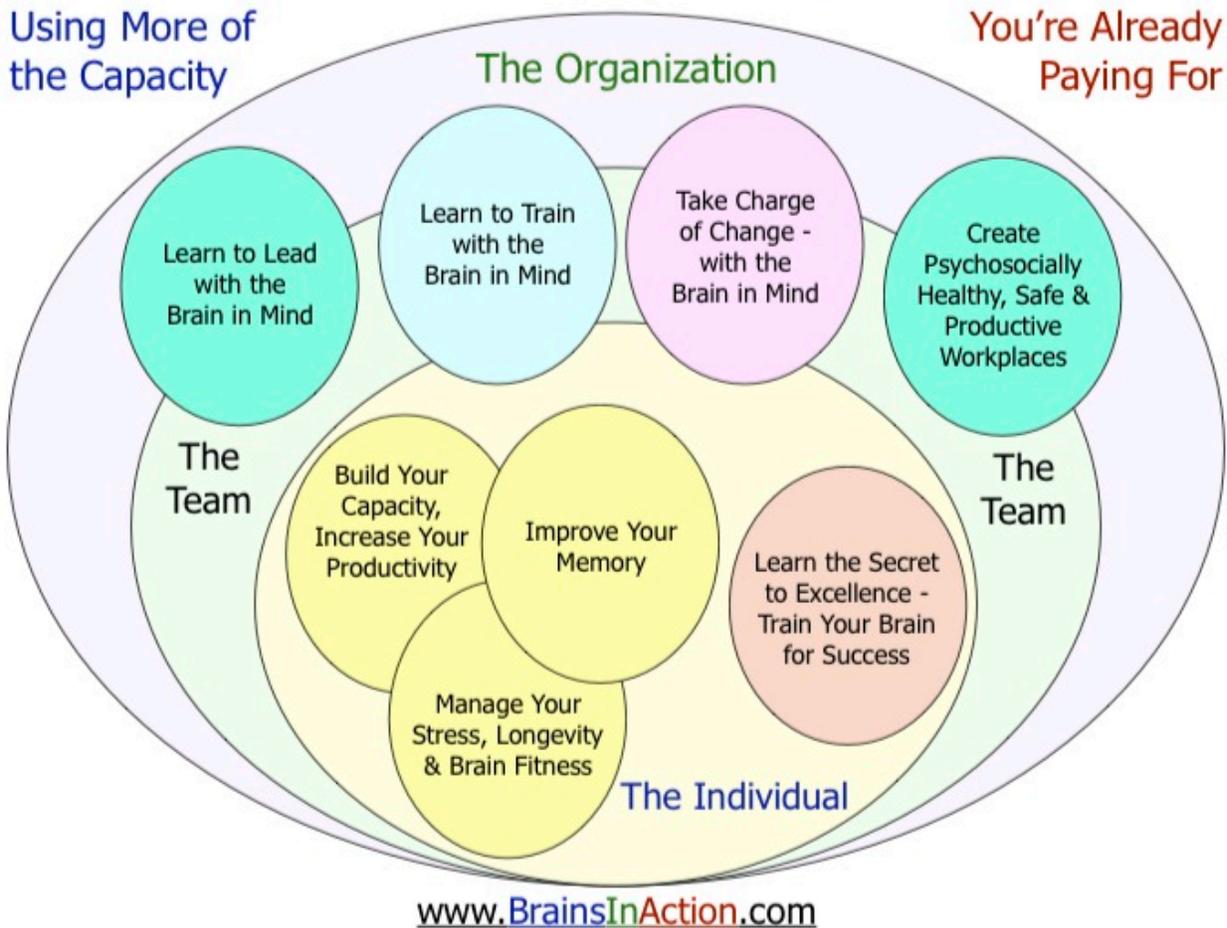


## Brains, Business, and Your Bottom Line:

Your Success Depends on Your Capacity - How Much You Have, and What You Do With It



### Investments in People

As a business person, or government or other leader or manager, each dollar that you spend buys you more capacity to deliver your products and/or services. Almost all of your spending is on your people; some would say that all of your spending is on your people. You invest in their salaries, their office space, their equipment, their training, their time off, their benefits, and much more.

All of these investments give you capacity and productivity with which to generate your bottom-line results. Your business or other workplace is about building and applying that capacity.



[Jim Muckle](#)

### The Changing Nature of Success

In the industrial economy working environments of the 20<sup>th</sup> century, capacity and productivity issues were often addressed by focusing on production process issues, on managing time and other scarce resources, on training content, on making sure that employees had the right answers, and on ensuring appropriate supervision.

In today's more competitive and knowledge- and intelligence-based working environments, most of the heavy lifting is done above the shoulders. The nature of success in today's workplaces has changed. Almost everyone is a knowledge professional, and the bottom-line results for most workplaces reflect the capacity and productivity of the brains that are leading, managing, and otherwise delivering the company's or the organization's products and/or services.

### **Capacity and Productivity**

Better technology means more insights into how the brain learns, thinks, remembers, and makes decisions. These insights mean better answers to today's most pressing business question: "How can I use more of the capacity I'm already paying for?"

Individual and team capacity and productivity reflect efficiency and effectiveness in learning, and in the application of that learning. And yet many businesses take learning for granted – by assuming that everyone knows how to learn. Learning to learn is important; learning to learn faster and better is today's business imperative.

### **Protecting and Leveraging Your Investments in People**

By enhancing and leveraging your individual, team, and organizational capacity, you and your colleagues will be more productive and hence more competitive. Developing a team of high performance learners and producers will help you to get more done in less time, with better bottom-line business/organizational results. You'll enjoy a better return on all of your investments in people; you'll benefit from improved motivation and commitment; and you'll be using more of the capacity you're already paying for.

### **Is It Time?**

If you're looking for ways to get more done, in less time, with even better results, the neuroscience of leadership and learning will make a difference for you.

For more information, visit us online at [www.BrainsInAction.com](http://www.BrainsInAction.com), or contact us at: (T/M) (613) 841-4332 / (TF) 1-888-384-6666 / [jim.muckle@BrainsInAction.com](mailto:jim.muckle@BrainsInAction.com)

IS YOUR **Brain**  
Doing Its **BEST** ?  
Work For You ?