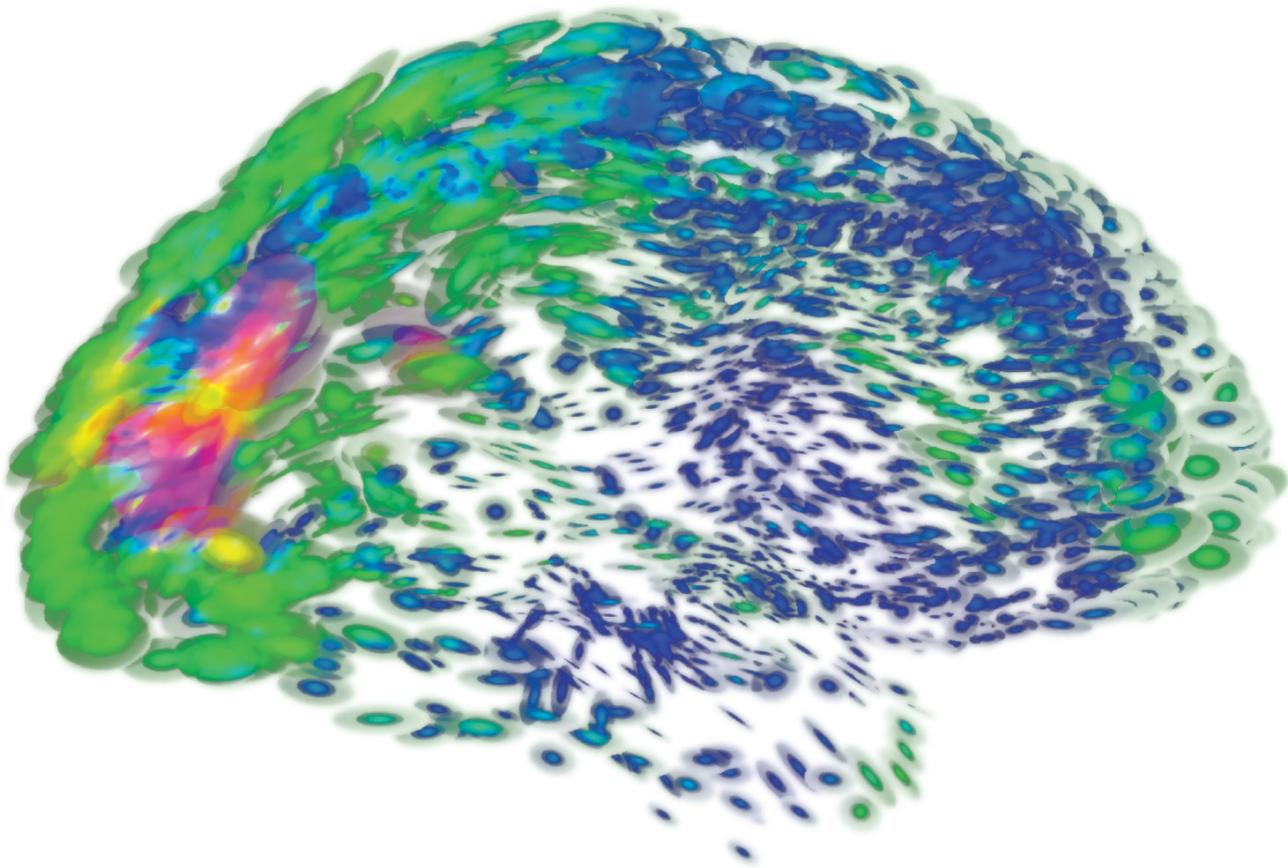


Your Ultimate Brain Book

Learning Guide

Your quick and easy-to-use guide to a better brain ...
and getting more of what you want – in less time!



By Jim Muckle CD, CAEN, CPF, MBA

For Mom

“From the brain, and the brain alone, arises our pleasures, joys, laughter and jests, as well as our sorrow, pain, grief, and tears ... The brain is also the seat of madness and delirium, of the fears and terrors which assail by night or by day ...”

- *Hippocrates* (Greek physician, 460-377 B.C.)

- Learning Guide cover Tensor Map of the Brain courtesy, Dr. Arthur W. Toga, Laboratory of Neuro Imaging at UCLA

Your *Ultimate Brain Book* Learning Guide

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Your Personal Capacity Building, Brain Health & and Productivity Improvement Planning Map: Understanding, Developing, Enhancing, Leveraging and Managing Your Lifelong Capacity, Brain Health & Productivity

We live, learn, and work in a globally competitive, knowledge-intensive, brain-based community and economy. Our lives are about our capacity – how much we have and what we do with it. Our levels of personal wellness, family and team productivity, and community and organizational health reflect the degree to which we value and commit ourselves to learning, leading, managing, parenting, inspiring, supporting, encouraging, communicating, presenting, training, facilitating, thinking, remembering, and making decisions - with the brain in mind.

Our health is our most important asset. Our health determines our longevity and quality of life. There is no more important task that each of us will undertake in our lifetime than to make decisions and choices each day to understand, develop, enhance, leverage, and continue to manage our health in general, and the health of our brain in particular.

Our brain determines what our life looks like: our personality, our character, our intelligence, our experiences, our memories, our future. We continue to learn more about what each of us can do to help our own brain, and the brains around us that are important to us, to be healthier and more effective in getting us from where we are to where we want to be.

The brain-friendly strategies, methods, tools, skills, and competencies accessed through *Your Personal Capacity Building, Brain Health & Productivity Improvement Planning Map* will change your life. Putting ***The Ultimate Brain Book*** to work for you can increase your effectiveness in these life-shaping tasks by:

- Expanding and leveraging your capacity (e.g. learning to read faster, using visually-based methods to understand more information in less time and enjoy better results, managing your sleep and exercise to improve your brain health and support better brain function, and using and applying more of your natural memory capacity), improving your biological age, and using other day-to-day decisions (including how you use your time) to help you and those around you to produce more of your, and their, desired results.
- Learning to learn more quickly and more effectively, and by using these strategies, methods and tools to create, develop and take advantage of

more opportunities for ourselves and our family members – by expanding and leveraging our individual and collective capacity.

- Nurturing and maintaining healthier and more productive individuals, families, teams, organizations and communities.

The topics listed on the ***Planning Map*** are provided as a guide and checklist to assist those who wish to improve their understanding of brain health, and to learn more about living, learning, and working with their brain in mind.

This Guide and the articles, videos and other learning resources associated with it are provided **for information purposes only**. This information is not intended to take the place of full consultation with appropriate health care professionals. **Any planned changes to your routine**, particularly with regard to managing your nutrition, sleep, exercise or other aspects of day-to-day living, **should be discussed with your health care professional(s) in advance of making those changes.**

The Ultimate Brain Book – Getting Started

Welcome to ***The Ultimate Brain Book*** – your quick and easy-to-use guide to learning about your brain on the Internet. The following steps will help you to enjoy as much value as possible from your time and other investments in ***The Ultimate Brain Book***.

You may wish to open a separate sub-directory on your computer as a place to save your ***Ultimate Brain Book***-related files. And you may wish to set up a 3-ring binder, with Group and Chapter tabs, to keep your printed ***Ultimate Brain Book*** materials organized.

(1) Preparation

- a. Begin by going to www.UltimateBrainBook.com. Go to the 'Free Downloads' page for links to various downloads, videos and other learning resources.
- b. Watch the short video on '**How to Use Your Ultimate Brain Book.**'
- c. Download, save (right click and select 'save target as'), and review a copy of ***Your Ultimate Brain Book Learning Guide*** (this document).
- d. Download, save and print your '**Ultimate Brain Book** binder cover page' if useful.

(2) Try It Out

If you're familiar with both mind mapping and .pdf files, open 'TheUltimateBrainBook.pdf,' click on one of the 35 hyperlinked topic/chapter branches, and you're on your way.

(3) Mind Mapping and .pdf Files

The Ultimate Brain Book mind map is provided in Portable Document Format (hence .pdf), to be portable across computer platforms – thus providing PC and Mac compatibility.

You will need a .pdf reader to be able to open and use the 'TheUltimateBrainBook.pdf' file. If required, a free .pdf reader is available at <http://get.adobe.com/reader/>.

If you are not yet familiar with mind mapping, you may find this layout confusing because your brain has not yet learned to think in this format.

Learning to mind map is like learning another language, but in less time. Mind mapping puts more of your brain's natural capacity to learn faster and better to work for you.

To learn more about mind mapping, click on the link to watch '**How To Mind Map With Tony Buzan.**' As with some of the other very worthwhile online learning materials, there may be a brief commercial message before the video.

(4) Sign up for *The Capacity Builder*

(also at www.UltimateBrainBook.com – Home Page) to make sure that you receive weekly chapter reminders, learning tips, and notices of free ***Ultimate Brain Book*** updates, and free and discounted learning resources.

The Capacity Builder also makes it easy to share ***The Ultimate Brain Book*** with family members, friends and colleagues.

(5) If you have any questions, feedback or suggestions ...

please contact us via <http://Blog.UltimateBrainBook.com>.

The Ultimate Brain Book –
Your quick and easy-to-use guide to a better brain ...
and getting more of what you want – in less time!

What is The Ultimate Brain Book?

The Ultimate Brain Book consists of two components:

- a. ***The Ultimate Brain Book Table of Contents/Guide*** (also known as ***Your Personal Capacity Building, Brain Health & Productivity Improvement Planning Map***), is a mind map of 35 topics in five groupings. A listing of these 35 topics and five groupings is provided on pages 11-12 of this ***Learning Guide***. Each topic branch is hyperlinked to a separate web page with its own links to online articles and videos, and a listing of additional learning resources, including books, DVDs and audio CDs that you can purchase directly from Amazon.ca, if you'd like to take your learning beyond the articles and videos.
- b. The online content that you access by clicking on the ***Guide*** topic of your choice, and then clicking on links to articles, videos and other learning resources that interest you.

What is Included in Your Purchase?

Your purchase of ***The Ultimate Brain Book*** provides you with ***The Ultimate Brain Book Table of Contents/Guide*** that facilitates your fast and easy access to selected, pre-screened online learning materials and resources from among the more than 250 million 'hits' that you'll find in response to a Google search on 'brain.'

The online content is not part of your purchase. Online content remains the property of the originators and their online partners who make it available to the public. This content will change over time as new articles, videos and other learning resources become available, as previously current online materials are either removed or overtaken by events, and as we update the links on each of the 35 topic web pages.

Why Will You See Some Advertising Content?

Note that some online providers of articles, videos and other resources have included advertising content in their materials. For example, an article may be offered online together with some advertising content to help cover the cost of developing and providing the content. Also, after clicking on a link to a topic video, you may see a brief advertisement before being able to watch the topic-related content of the video. We have generally avoided video advertising, but where we've concluded that the topic-related content is worthwhile, we've included links to those videos, notwithstanding the advertising content.

We have made every effort to avoid offensive materials. If you come across any offensive materials by using the links we've provided, please let us know by going to <http://Blog.UltimateBrainBook.com>, clicking on 'Add Comment' after the most recent post, and helping us to remedy the situation.

How Can You Provide Feedback and Suggestions?

We invite you to provide us with your feedback and suggestions concerning any aspect of ***The Ultimate Brain Book***, including articles, videos, books, DVDs, CDs and other learning resources, as well as any typos, wording or content that you'd like to draw to our attention.

Your feedback and suggestions can be provided to us easily by going to <http://Blog.UltimateBrainBook.com> and clicking on 'Add Comment' below the most recent post. Thank you for helping us to make ***The Ultimate Brain Book*** the best guide to learning about your brain on the Internet that it can be.

Updates, Chapter Reminders, Learning Tips, Discounts and Freebies

Register for updates to content of your ***Ultimate Brain Book*** to make sure that you know when your favourite sections and chapters have been amended and improved.

To register, go to www.UltimateBrainBook.com (Home Page) and sign up for our free E-Zine, ***The Capacity Builder***. You'll receive weekly chapter reminders, useful learning tips, and information about free and discounted learning resources to support you in learning about your brain and those other important brains around you.

Supporting Your Learning – Building Your Own Brain-Learning Network

Learning about your brain, and how to make more and better use of its enormous natural capacity, will make a difference in your life and in the lives of those around you. Building your own brain-learning network will help you and those other important brains around you to learn, grow, be healthier, and generally do better together.

Now that you have a copy of ***The Ultimate Brain Book***, you will get more out of it if you have several people around you – family members, friends, colleagues at work and elsewhere – who want to learn together and to learn from each other.

To get started on building your own brain-learning network, we offer discounts on packages of two or more copies of ***The Ultimate Brain Book***, and of course you can always forward copies of ***The Capacity Builder*** to members of your network and invite them to sign up so you can learn together.

Working with *The Ultimate Brain Book*

You may find it useful to:

- a. Write down your learning goals so that you can develop plans, using ***The Ultimate Brain Book***, to achieve them. For example, you may want to learn to play a musical instrument, learn another language, improve your relationships, have better marks in school, work on your motivation, learn how to manage your aging brain, help your children get off to a great start in their lives, learn to read faster with better comprehension and recall, improve your memory, develop a longevity plan, manage your money better, deal more effectively with an addiction, learn to write and speak more effectively, become a better coach or presenter, learn to lead your team with their brains in mind, use more of your creative capacity to be more innovative, learn to exercise your brain regularly, sleep better, and much more.

Writing down your goals helps your brain to understand that they are both real and important to you. Writing them down in the form of a mind map does even more to activate your non-conscious thinking capacity to work on your goals while you're sleeping or while your conscious capacity is engaged and working on other issues. If you'd like to learn more about mind mapping, see page 9.

- b. Start a binder organized into five sections and 35 chapters of ***The Ultimate Brain Book***.
- c. Print out the individual Topic pages for each of the 35 chapters.
- d. Review the Topic pages to identify which subjects will best support you in the achievement of your written goals.
- e. Identify the articles, videos and other learning resources that align with the achievement of your goals.
- f. Develop a plan and timeline for your learning, to help you get through these learning materials in a timely manner.
- g. Use the direct links to Amazon.ca on each of the 35 topic web pages to order any of the books, DVDs, CDs or other learning resources that will be of use to you.
- h. In your learning plan, build in rewards for yourself to recognize your progress and your achievement of measurable results.
- i. Consider using the 1-page Guide on the next page to help you with your learning.

Your Ultimate Brain Book Learning Guide

**Investing in Building Your Capacity,
Improving Your Brain Health and Increasing Your Productivity***

Your Learning This Week – Working with the Best Topic For You

1. Quickly examine this week's topic learning materials – what's there?
2. Explore the links and consider the references most useful to you.
3. Summarize your learning. Would a book, DVD or Audio CD be useful?

Your Action This Week – Putting Your Learning to Work for You

1. What specific, measurable results will you achieve? By when?
2. Find at least five opportunities to apply your learning.
3. Achieving more of your desired results – which topic is next for you?

Sharing Your Learning – Building Your Brain Learning Network

1. Your brain thanks you for doing this. Other brains will too.
2. Post your suggestions at (<http://Blog.UltimateBrainBook.com>).
3. Share your most useful learning with friends, family and colleagues.

* See *Your Personal Capacity Building, Brain Health & Productivity Improvement Planning Map*

Accelerating Your Learning with *The Ultimate Brain Book*

If you're already familiar with accelerated learning methods, you will probably understand that using mind mapping and learning to read faster with better comprehension and recall are two of the most effective ways to help you understand more information in less time, and to produce better results for the time, money and other resources that you invest in your learning.

You may know that we already offer the following accelerated learning programs on some of our other web sites:

- a. ***MUCKLE Mapping: Getting more done in less time with better results – guaranteed!*** by Jim Muckle. Jim uses the "M U C K L E" acronym to help both new and experienced mind mappers to easily remember the key elements of mind mapping.

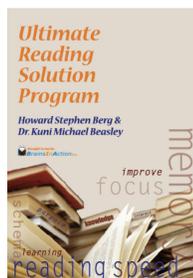


This 4-part, 50 minute DVD Program is designed to guide the mind mapping learner through several practical, hands-on examples of mind mapping, with several pause-and-map opportunities. This Program is the next best thing to having your personal mind mapping coach, and includes the following segments:

- i. What is mapping?
- ii. Why could mapping change your life?
- iii. How to *MUCKLE* map.
- iv. Where *MUCKLE Mapping* could help you.

More information on the *MUCKLE Mapping* Program is available at www.MuckleMapping.com.

- b. The ***Ultimate Reading Solution Program*** by Howard Berg (World's Fastest Reader, Guinness, 1990).



This high performance, 3-disc Speed Learning Program includes two DVDs with a total of 200 minutes of video instruction from learning leaders Howard Stephen Berg and Dr. Kuni Michael Beasley on how to train your brain to read, understand and recall what you're learning – faster and better. Dr. Beasley is the Dean of the New College Preparatory Academy, where Howard's ***Ultimate Reading Solution Program*** is part of the learn-how-to-learn program given to all students ... students who, on average, complete their entire high school program in 2 ½ years.

The first DVD includes a 16-minute drill that learners can use to practice and get faster and better in minutes a day. This is the same Program that Howard delivers in person to help learners to at least double their reading speed, with improved comprehension and recall, in less than 4 hours. The Program includes a data disc with a workbook and three practice reading texts that are designed to help both new and experienced speed readers to master the basics and become faster and better with a minimum investment of time and effort. More information on the ***Ultimate Reading Solution Program*** is available at www.LearningFasterAndBetter.com.

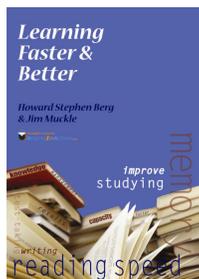
As a current or future owner of ***The Ultimate Brain Book***, we're offering you a less-than-half-price package of the ***MUCKLE Mapping*** and ***Ultimate Reading Solution*** DVD Programs.

And, if you haven't yet purchased ***The Ultimate Brain Book*** but you've read this far, you're probably also interested in learning to learn faster and better, so we're offering you the same less-than-half-price package, too.

To order this special ***Accelerate Your Learning*** Package, click on the following link. This link and access to this outstanding value are not found anywhere else.

http://ultimatebrainbook.com/Accelerate_Your_Learning.html

And because we do our best to reward action, we'll add an additional learning bonus (a copy of Howard and Jim's ***Learning Faster & Better DVD*** – a \$25 value) at no cost to you.



Take advantage of this special offer while it's fresh in your mind **and while supplies last** – your brain will thank you!

The Ultimate Brain Book Table of Contents/Guide:

Your Personal Capacity Building, Brain Health & Productivity Improvement Planning Map

Group 1: Understanding Your Brain & Its Capacity

- a. **Topic 1-1:** Brain Basics: How does my brain work?
- b. **Topic 1-2:** What systems help me to do what I do?
- c. **Topic 1-3:** What aspects of my brain's performance can I influence?
- d. **Topic 1-4:** What is important to me about my brain?

Group 2: Lifelong Brain Development

- a. **Topic 2-1:** Pre-Birth & Baby Brains: At the beginning.
- b. **Topic 2-2:** Early Childhood: Hanging out with older brains.
- c. **Topic 2-3:** The Adolescent/Teenage Years: Testing the boundaries.
- d. **Topic 2-4:** Take Charge of My Aging Brain: Understanding and managing my risks.
- e. **Topic 2-5:** Brain Health Conditions (AD/HD, Autism, Addiction, Allergies, Anxiety, Depression, Asthma, Asperger's, Dyslexia, Alzheimer's and other forms of Dementia, Brain Injuries, more ...): What we're learning and how it can help.

Group 3: Enhancing Your Capacity

- a. **Topic 3-1:** Manage Change – with my brain in mind.
- b. **Topic 3-2:** Manage My Nutrition (I am what I eat).
- c. **Topic 3-3:** Manage My Sleep (to help manage my brain health, my immune system, more ...).
- d. **Topic 3-4:** Manage My Physical Exercise (to help manage my blood pressure, my blood sugar, my cholesterol, more ...).
- e. **Topic 3-5:** Manage My Love Life and Develop & Enjoy Other Healthy Social Interactions.
- f. **Topic 3-6:** Manage My Environment (Physical, Mental, Emotional, Spiritual).
- g. **Topic 3-7:** Manage My Time & My Productivity – with my brain in mind.
- h. **Topic 3-8:** Manage My Female or My Male Brain – how my gender makes a difference.
- i. **Topic 3-9:** Have a Longevity Plan: Manage my Biological Age vs my Chronological Age.

Group 4: Leveraging Your Capacity

- a. **Topic 4-1:** Learn to Think, Learn & Work Visually (mind mapping, graphic recording, graphic organizers, memory techniques, more ...).
- b. **Topic 4-2:** Learn to Read, Learn & Mange Knowledge Faster & Better.
- c. **Topic 4-3:** Learn to Analyze & Study More Effectively.

- d. **Topic 4-4:** Learn to Apply My Understanding & Take Tests and Exams More Effectively.
- e. **Topic 4-5:** Learn to Produce More Effective Written & Verbal Reports, Summaries, Letters, Presentations, Speeches, and other Communications Material Faster & Better.
- f. **Topic 4-6:** Learn to Use More of My Memory & Recall Capacity.
- g. **Topic 4-7:** Learn to Use More of My Creative and Innovative Capacity.
- h. **Topic 4-8:** Learn to Manage My Thinking, Intuition, Attitudes, Beliefs, Perception, Concentration & Decision-Making More Effectively.

Group 5: Continuing to Manage Your Capacity

- a. **Topic 5-1:** Set Specific and Measurable Goals – Tell My Brain Where I Want It To Take Me.
- b. **Topic 5-2:** Manage My State (including anxiety, confusion, challenge, frustration, happiness, relaxed alertness, sadness, more ...) – The Key To My Capacity.
- c. **Topic 5-3:** Manage My Stress – Or My Stress Will Manage Me.
- d. **Topic 5-4:** Use Music To Tune, Feed, Prime, Exercise and Otherwise Manage My Brain.
- e. **Topic 5-5:** Manage My Brain Fitness Using Neurobics, Brain Gym & Brain Exercise.
- f. **Topic 5-6:** Develop My Emotional Intelligence (Self-Awareness, Self-Regulation, Motivation, Empathy, Social Skills, Self-Confidence, Self-Esteem) – Understand and Work With How I Relate to Me and To Those Around Me.
- g. **Topic 5-7:** Lead & Manage Teams and Work Formally With At Least One Coach – with my brain in mind (be present and commit to having the life I want).
- h. **Topic 5-8:** Teaching, Training & the Learning Brain – Maximize the Return on My Investment.
- i. **Topic 5-9:** Identify Brain-Related Resources (conferences, workshops, magazines, web sites, and more) To Support Me in Living, Learning & Working With My Brain In Mind.

Thank you for your interest in learning more about your brain, and about those other important brains around you.

We wish you every success in the care, feeding and enjoyment of your brain!