



The Dottino Group Proudly Presents

**Minds over Matters – and why it matters:  
Neuroscience Based Leadership Programs  
for the 21st Century**

# The Dottino Group

Proudly Presents

## Minds over Matters – and why it matters: Neuroscience Based Leadership Programs for the 21st Century

### The Challenges

The challenges to meaningful organizational performance are multiplying.

### For Management

- Engaging employees to create outstanding customer experiences.
- Aligning the frontline with company goals.
- Dealing with a lack of ownership and accountability at all levels.
- Or, typically, all of these and more.

### For the Frontline

- Dealing with managers who seem to prize negativity.
- Feeling that management never listens.
- Fearing that if they do speak up, there will be blowback.

### Change for Success

Getting beyond these challenges – and on with business transformation – requires fundamental shifts in thinking and feeling, the kind of changes that DCG is expert in bringing into being.

### The Benefits

- Build strong lasting networks through the power of remembering names and faces.
- Learn faster and retain longer than you ever thought possible.
- Enhance confidence in presentation delivery and public speaking.
- Speed the mastery of new skills and learning outcomes.
- Remember details of products, equipment, tools and their assembly.
- Boost self-confidence and enjoy soaring levels of assurance.
- Build and strengthen cognitive skill sets and enhance overall brain health.
- And more!



**DOTTINO**  
CONSULTING GROUP  
Minds over Matters™

# Neuroscience Based Leadership Programs

Bootcamp for the Brain .....	4
Maximum Memory Mastery (M3) Program .....	5
Leadership Frameworks™ .....	6
Living the Mission Employee Engagement .....	7
Living the Mission Patient/Customer Experience .....	8
Grass Roots Innovation™ (GRI™) .....	9
Bring the USA Memory Championship to your Organization .....	10
The Dottino Consulting Group .....	11

# BOOT CAMP

# for the BRAIN



## Live. Interactive. Powerful. Effective.

### Seven 2-Hour Modules

Boot Camp for the Brain is a curriculum of seven two-hour modules that provide comprehensive instruction of the brain, memory, and techniques for improving recall for a variety of topics (e.g., the correct order of a list of items, names and faces, numbers).

### Robust, Self-Contained Instruction

Each two-hour module is self-contained, and can be taught independently. The curriculum as a whole is intended to provide robust instruction for someone who wishes to improve their memory in all aspects of life.

### Memory Training Beginners and Advanced Learners

For beginners to memory, the two modules we recommend starting with are Roman Room and Names and Faces (with Memory Overview also included). These three modules can be combined into a four hour session.



### Practice and Theory Combined

Course instruction consists of a combination of “practice” and “theory”. Each session has two instructors; one who is an expert in teaching memory techniques (Tony Dottino), and the second who is an expert in demonstrating practical applications of those techniques (Jim Karol). Our experience shows that course attendees learn differently. Some learn better from theory; others learn better by demonstration.





# Maximum Memory Mastery (M3) Program

## Maximum Memory Mastery

M<sup>3</sup> Program



### **Practical. Personal. Proven.**

The USAMC is pleased to announce that for the first time, our memory training course will be available to both students and memory enthusiasts alike! This program is based on what we've learned from 20 years of experience running the USA Memory Championship. We've selected only the best techniques to create a comprehensive memory toolbox. These tools are reinforced with immediate application to real-life situations. M3 is available in two formats – an instructor-led workshop in a classroom setting, or as an online course. The online course features video instruction accompanied by quizzes, exercises, and other downloadables that lets you learn at your own pace. Both formats are designed for anyone who wants to improve his/her memory and has little-to-no previous mnemonic training.

The lessons will help you significantly improve your retention and recall of data in your professional and personal life. You may develop such proficiency that you'll remember the name of every new person you meet or memorize an entire deck of 52 cards!

### **Section 1 – Theoretical Understanding of How Memory Works**

Brain Fundamentals | Foundation of Memory

### **Section 2 – Memory Tool Box**

Memory Tools (Loci, Roman Room, Journey, Visual Image, Chunking, Advanced)

### **Section 3 – Real World Applications of Memory Tools**

Remembering Lists/Procedures In Sequence

Master Networking (Names and Faces)

Master Influencer (Mind Mapping Your Personal/Professional Contacts)

Powerful Presentations

Remembering Numbers and Metrics

### **Bonus Lessons**

Bonus 1 – Case Studies

Bonus 2 – Remembering a Deck of Cards



# Leadership Frameworks™

## High Impact

One of DCG's highest impact offerings, this workshop is focused on teaching critical leadership skills to managers/executives throughout the organization. The workshop is conducted in three sections that are weeks apart, which enables work assignments to be given between each of the segments. The workshop teaches leaders frames of thinking that guide them in their day-to-day decisions that lead to optimal results.

## Optimum Organization Through Neuroscience

- The 4 stages of brain-to-brain communication
- Techniques for creating employee focus
- Defining and achieving alignment for the organization's "Big S" (Success)
- The 7 brain principles
- Gaining employee commitment
- Sustaining results

A typical workshop can accommodate up to 25 managers.  
This workshop complements Grass Roots Innovation (GRI) efforts.

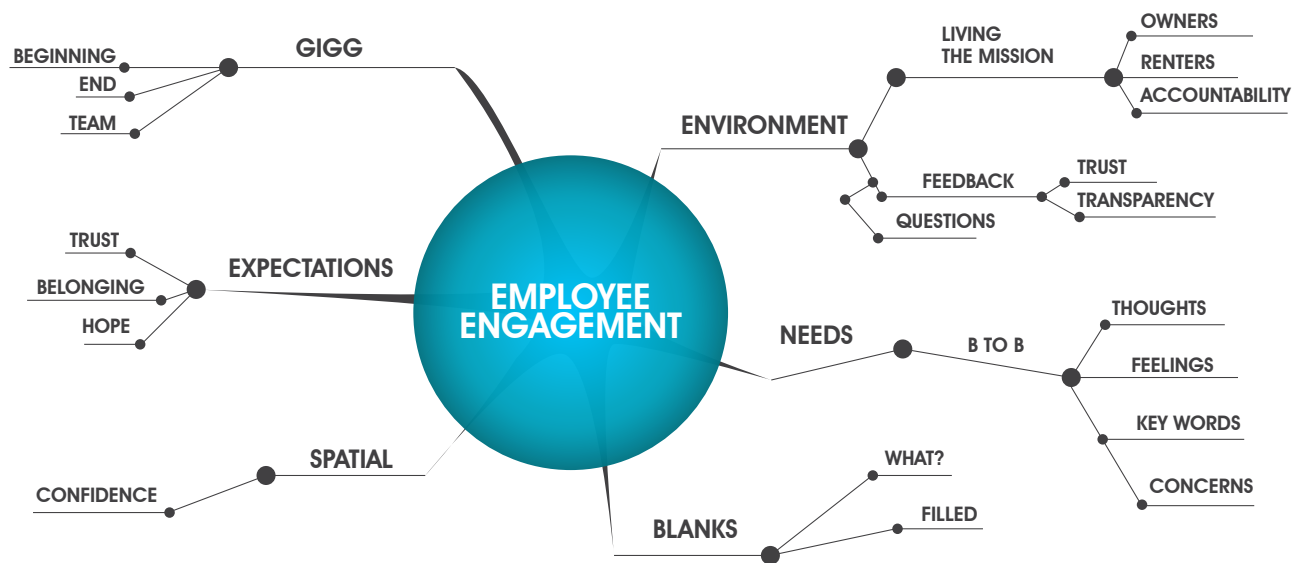
# Living the Mission

## Employee Engagement

Welcome to our inspiring employee engagement workshop where your organization creates a new culture of owners. Here's how your organization will change:

- ✓ Employees go from 'renter' to 'owner' mindset
- ✓ Creativity becomes the new norm
- ✓ Teams build bridges between process silos
- ✓ Communication becomes transparent
- ✓ Team performance is optimized
- ✓ Leaders are developed or discovered
- ✓ Employee satisfaction survey results soar

### THE DCG ENGAGEMENT AND PERFORMANCE MODEL



#### CRITICAL COMMUNICATION MODULE

How do people communicate?  
 What do they hear and comprehend?  
 What about their emotions?  
 Building trust and confidence leads to creating an ownership mentality

#### GOAL SETTING THROUGH NEUROSCIENCE MODULE

Key Question → How do we inspire our team members is answered in this module  
 Formation of organizational culture and cultural change strategies  
 Neuroscience supported goal-setting techniques  
 Feedback with integrity becomes the lifeline to success  
 Utilize the infinite creativity of your front line

### SKILLS AND TAKEAWAY OUTCOMES

How to significantly improve employee retention | How to identify hidden needs  
 How to set neuro-formatted goals | How to go from a reactive to a proactive ownership culture  
 How to identify and use the newly acquired skills | How to create an effective outcomes model

And more...

This fun, energizing one-day program is customizable to any organization or industry and highly scalable to any size group, team, or organization.

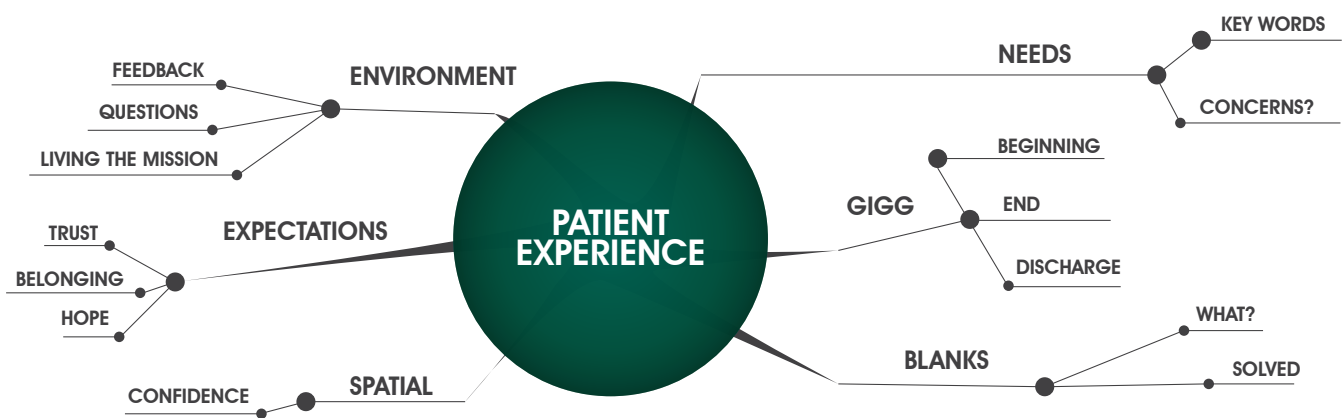
# Living the Mission

## Patient/Customer Experience

Welcome to our workshop designed to build the skills which will allow every employee to actively engage with every patient/customer during every interaction. Here's how your organization will change:

- ✓ Employees go from 'renter' to 'owner' mindset in care for patients/customers
- ✓ Creativity becomes the new norm in solving patient/customer problems
- ✓ Teams build bridges between process silos with a focus on patient/customer
- ✓ Communication becomes transparent between staff and patient/customer
- ✓ Patient/customer outcomes are optimized
- ✓ Patient/customer satisfaction survey results soar

### THE DCG PATIENT/CUSTOMER IMPROVEMENT MODEL



#### CRITICAL COMMUNICATION MODULE

How do patients/customers communicate?  
What do they hear and comprehend?  
What about their emotions?  
Building trust and confidence leads to improved patient/customer feedback

#### GOAL SETTING THROUGH NEUROSCIENCE MODULE

- \* The Brain synergizes information and knowledge - It is highly sensitive to the type of input it receives
- \* It is up to the front line to help patients/customers GIGG
- \* Who influences patient/customer GIGG?
- \* What questions can patients/customers help your team answer?
- \* What questions can you ask patients/customers?

### SKILLS AND TAKEAWAY OUTCOMES

- Did our team instill trust in patients/customers?
- Did our team make patients/customers feel safe with their care or experience?
- Were patients/customers confident with their outcomes?
- How were difficulties handled?
- What emotions do patients/customers have as they depart?
- How to utilize key words to identify improvement opportunities
- What did team members do to verify patients/customers were leaving with the right GIGG-CONNECTION?

And more...

This fun, energizing one-day program is customizable to any organization or industry and highly scalable to any size group, team, or organization.



# Grass Roots Innovation™ (GRI™)

## **The Three Day Miracle**

Popularly referred to as "The Three Day Miracle," GRI™ is a workshop for frontline employees and their immediate manager/supervisor to identify and eliminate barriers to customer/client experience, eliminate process inefficiencies and improve financial performance.

## **Frontline Innovation**

Frontline employees learn process innovation and emotional intelligence skills to address issues within their real-life work activities and deliver measurable results.

## **Skill Building for Success**

The first three days of the workshop are consecutive, and work teams use the skills learned in GRI to develop specific action plans that are presented for approval to executive sponsors at the end of Day Three.

## **Follow-Up Benefits**

Day Four is a follow-up session approximately six weeks later, where teams report out on their results using the measurements identified in their action plans. After the completion of these action plans, new projects are identified to deploy the GRI skills. Such follow-up assignments reinforce the GRI approach, enabling its sustainability and the accumulation of additional benefits from subsequent project improvements.

## **Lasting Results**

It's common to see teams continue to create and implement successful projects, on their own initiative, years after their initial GRI training.

A typical workshop includes up to 25 participants broken into 4-6 teams.



# Host Your Own Memory Competition



We've got a special version of the **Boot Camp For The Brain** that allows you to host your own Memory Competition.

*Challenge your teams*

*Challenge your competitors*

*Challenge your internal departments*

*Challenge yourself*

## Competition. Learning. Excellence.

This event combines the most popular content of the Boot Camp for the Brain curriculum (Names and Faces, Roman Room, Deck of Cards) with a live mini-competition. The offering is approximately four hours and can accommodate up to 150 guests.

## Introduction to the Power of the Brain

Tony Dottino provides an overview of the USA Memory Championship (USAMC) and how it has positively impacted organizations, schools, students and people of all ages. Jim Karol talks about the incredible power of the human brain and his own personal journey to developing his memory.

## Meet the Memory Master

Jim engages the attendees that were greeted prior to the session. Beyond addressing each person by name, Jim asks them questions about the details they had previously shared with him. This provides a powerful demonstration of mental ability that will entertain and inspire the audience.

## The Memory Competition Events

- Competition Event #1 – Names and Faces
- Competition Event #2 – Memorization Of Key Facts In Order
- Finale – Demonstration of Memorization of a Deck of Cards
- Session Wrap-up – Q&A





**DOTTINO**  
CONSULTING GROUP

*Minds over Matters™*



**Tony Dottino**  
Founder and  
President

Tony Dottino, head of the Dottino Consulting Group founded the USA Memory Championship in November 1997. He has the conviction that each of us has the potential for far greater intellectual achievements than we ever thought possible. The USA Memory Championship emerged as an ideal venue for raising public awareness about memory and its critical role as the foundation for all our mental abilities.

In 1993, Tony launched the Florida based Dottino Consulting Group, which specializes in creativity, culture change, brain-to-brain communication and process innovation. He has co-authored two books, *The BrainSmart Leader* (1999) and *Grass Roots Leaders: The BrainSmart Revolution in Business* (2007), both which provide practical instruction by applying knowledge of how the brain works to improve business results.

Tony has been featured in the *New York Times*, *Investor's Business Daily*, *Business News*, *USA Today*, *Newsweek*, *Vogue*, and *Human Capital* magazines, as well as on television and radio programs. Tony has adapted these skills to the health care industry and is teaching health care providers how to utilize these skills to improve patient care and their hospital experience.

[www.DottinoConsultingGroup.com](http://www.DottinoConsultingGroup.com)

[www.USAMemoryChampionship.com](http://www.USAMemoryChampionship.com)





**DOTTINO**  
CONSULTING GROUP

Minds over Matters™