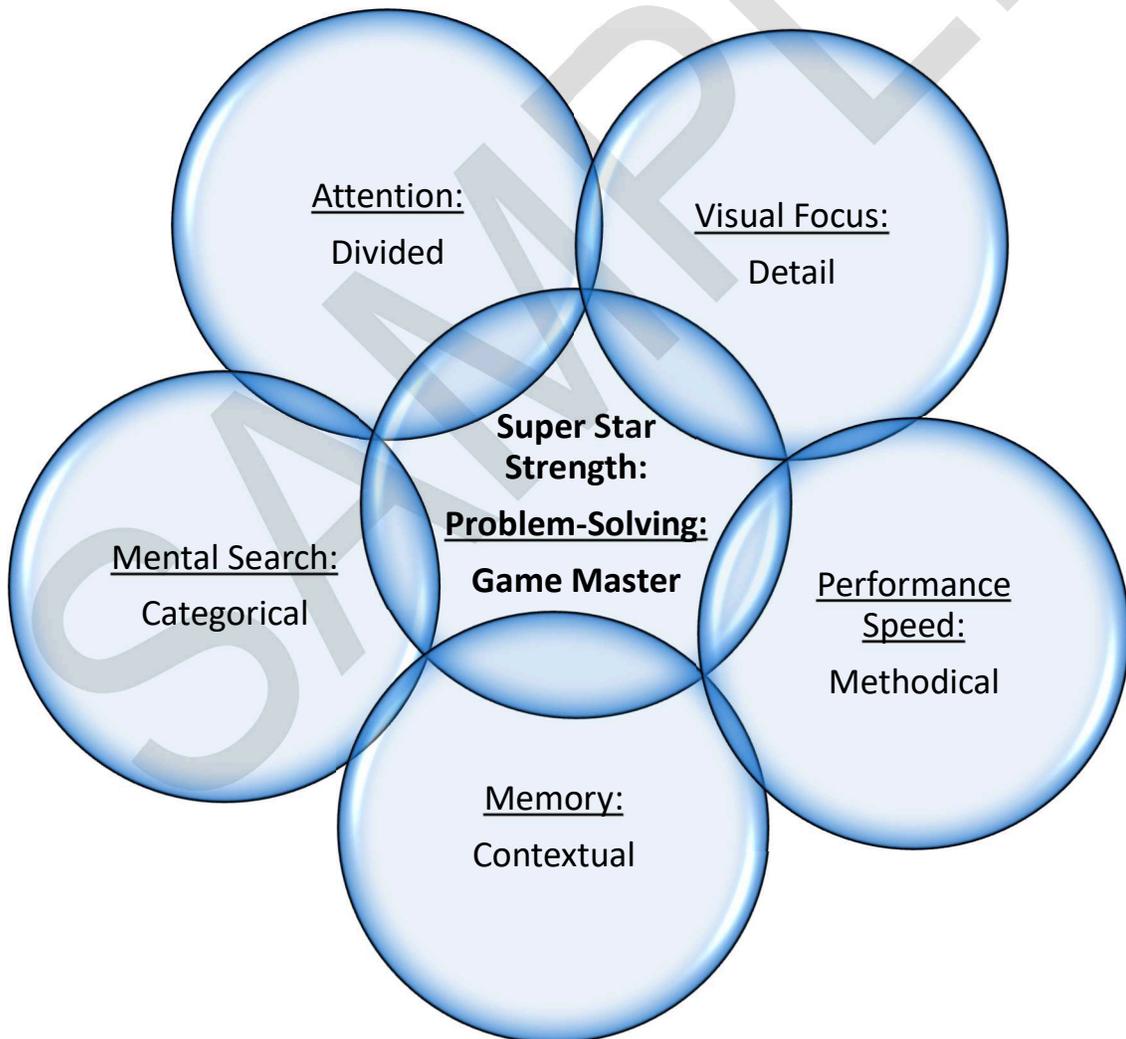




BRAIN POWER
ADVISORS
TM

Super SixTM



Background of the BPA Super Six™:



The Super Six highlights Super Strengths™ in each of six areas of thinking or “cognitive domains.” The six domains were chosen based on their relevance to business leadership and were determined through a qualitative thematic analysis of neuropsychologically interpreted cognitive profiles.

Each Super Six profile is based on 44 standard scores that result from 18 neuropsychological tests administered at the time of the initial Assessment. The standard scores are derived by comparing objective performance data with normative samples that match a person’s demographics (age, education, gender, race, etc.).

A qualified neuropsychologist then analyzes the standard scores to look for patterns of performance in each of the six cognitive domains to determine which description best describes that person’s Super Strength in that particular domain. This process is repeated for each cognitive domain. The most prominent strength is identified as that individual’s Super Star Strength.

At times, people may demonstrate “Mixed” strengths in a domain. This means that they had equally stellar skills in multiple areas within that domain. In those cases, the Mixed strengths will each be explained in the report.

How to Use This Report:

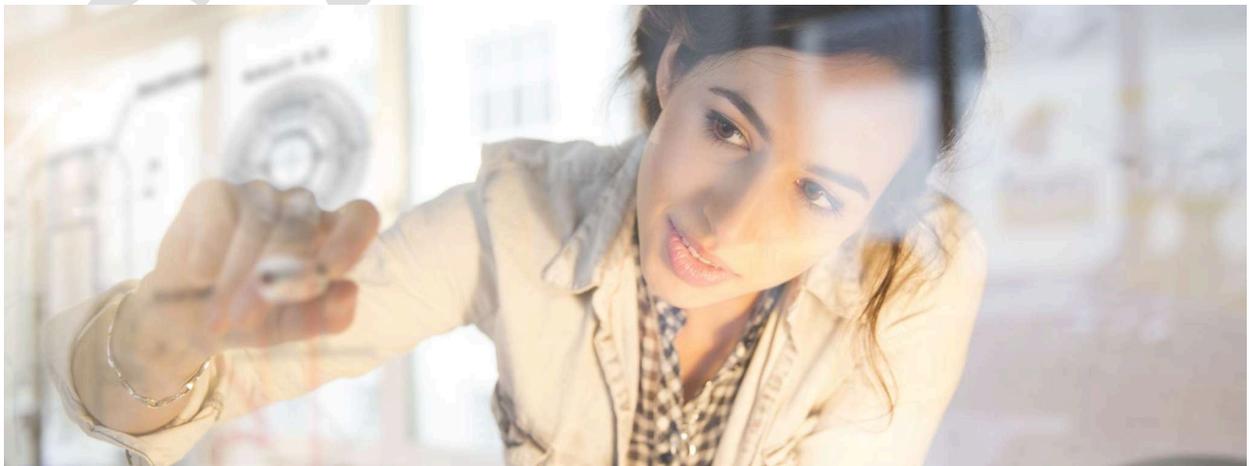
Your BPA Super Six includes the Super Strengths that you demonstrated in each of the six cognitive domains: Problem-Solving, Attention, Performance Speed, Mental Search, Visual Focus, and Memory.

It is important to remember that this report focuses only on your Super Strengths because research supports developing strengths, rather than compensating for weaknesses.

Do NOT misinterpret the results to mean that you have a weakness in areas that were not identified as Super Strengths. In fact, many business leaders have strong cognitive skills across the board. This information is simply designed to teach individuals the unique ways that their brains use energy so that they can leverage that information to maximize effectiveness.

Something that is identified as a Super Strength means that a person's brain does that type of cognitive processing naturally, using less energy. Relying on that process, when possible, will allow a person to conserve precious brain energy.

For example, someone whose memory Super Strength is identified as "Contextual" will remember stories better than other types of information, but this does not mean that they cannot remember or use visual cues, it just means that remembering details in story format will be the most efficient way for them.



BPA Super Six™ Breakdown:



Super Star Strength: Game Master Problem-Solving

Game Master Problem-Solvers will approach obstacles like a game. You relish the chance to challenge yourself with something new. You can quickly and easily pivot to new solutions when something does not seem to be working or you encounter resistance. You will function best when you have less structure and are able to feel free to use your imagination and creativity.

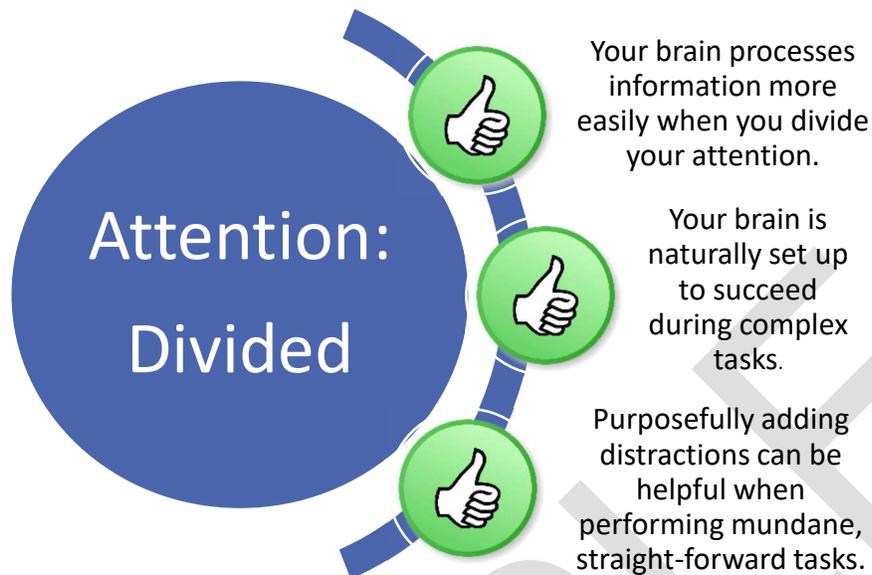
Quick Overview

- Enjoy challenges
- Quick to pivot
- Need less structure
- Creative

Recommendations:

- Having a loose goal with feedback to guide if you get off track will be the best way to help you function most effectively.
- Reward systems are often good approaches for Game Masters because their brains are naturally driven by winning and therefore positive reinforcement can be an ideal motivator.
- Don't forget to use your problem-solving creativity to your advantage. Sometimes Game Masters forget to apply this super strength to all aspects of their lives.

Example: If you are feeling disorganized, approach the disorganization as a problem that needs solving. Pretend it is someone else's problem, if that helps. You will probably surprise yourself with how quickly you can generate and implement an effective solution.



Attention Super Strength: Divided

When your Attention Super Strength is “Divided”, your brain naturally processes multiple sets of information easily. You are set up well to complete complex tasks that require management of multiple details. You respond well to interruptions, easily able to resume the task you were working on. However, be warned, just because your brain can do this (manage interruptions), doesn’t mean it isn’t a drain on your mental energy. It is still best to avoid interruptions when possible.

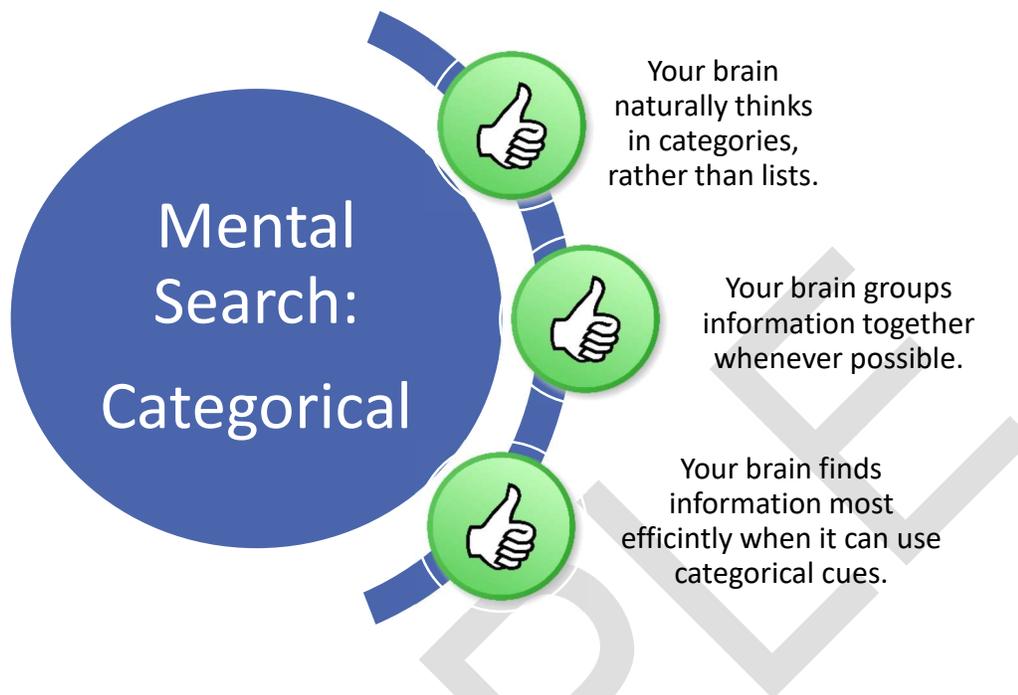
Quick Overview:

- Divides attention well
- Complex tasks improve focus
- Avoid interruptions when possible
- Manage multiple details well

Recommendations:

- When completing mundane or routine tasks that are very straightforward, consider adding a distraction such as music to help your brain process quicker.
- Keep an eye out for allowing too many interruptions; remember, just because your brain can handle this, doesn’t mean it’s the most efficient thing to do and it’s easy for people with a super strength in divided attention to fall into that trap.

Example: If you are editing a document, you may find that your mind starts wandering and you start thinking about other things that you need to do; your grocery list, perhaps. Then you suddenly realize that you haven’t been concentrating on the document and you have to go back and re-read part that you have read before so this seemingly simple task ends up taking much longer than it should. This is a situation where you may need to introduce a distraction to help your brain focus more easily. Try turning on some music in the background (many people use classical music because it does not have words, but as long as the words are not distracting to you, any music will do). The background distraction should prevent your brain from inventing something else to concentrate on and you will be able to successfully edit the document as efficiently as possible.



Mental Search Super Strength: Categorical

Categorical Mental Searchers have an easier time finding and processing information in their brains when it is in a category, as opposed to a list. Your brain tends to put details in groups based on a similar construct, rather than independently processing each detail in a certain order.

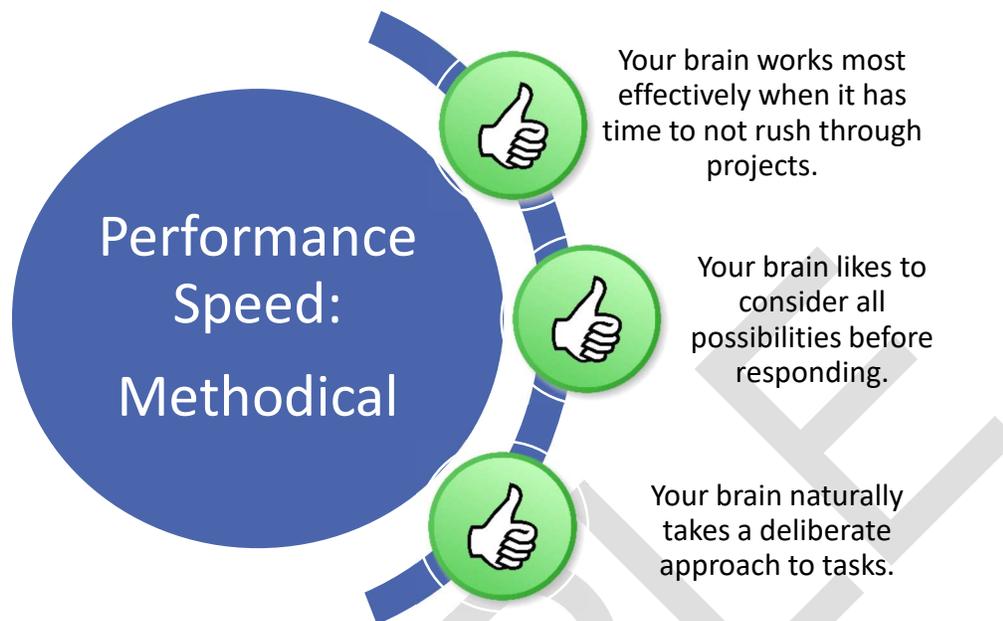
Quick Overview:

- Use categories
- Groups details

Recommendations:

- When trying to remember a name or detail, think of names or items in a similar category and this may help you “find” it quicker.
- When making to-do lists, instead of writing down tasks in order, group tasks based on a criteria that makes sense in your field (see example below).
- Adding color to differentiate groups of tasks in a to-do list can assist with ease of prioritizing (e.g. red = highly important/do these tasks first, yellow = medium importance/do second, green = low importance/do third or as time permits)

Example: When you are writing a to-do list, group items by priority level (e.g. high priority, medium priority and low priority), due date (e.g. today, this week, this month), expected time to complete (e.g. lengthy, moderate, quick), complexity (Easy, Moderate, Difficult), or some other criteria, rather than numbering a list that you need to follow in order. Then, put only the group of tasks that you want to focus on first in front of you and work on those in whatever order feels most appealing.



Performance Speed Super Strength: Methodical

Individuals with a Methodical super strength in performance speed have brains that take care to filter through information before responding. They tend to plan their approach before executing it. They will perform best when allowed ample time to formulate solutions before having to implement them. Methodical individuals will be most effective when they allow themselves to take the necessary time for their brains to consider all information and develop a plan before responding to complex prompts or before trying to execute complex solutions.

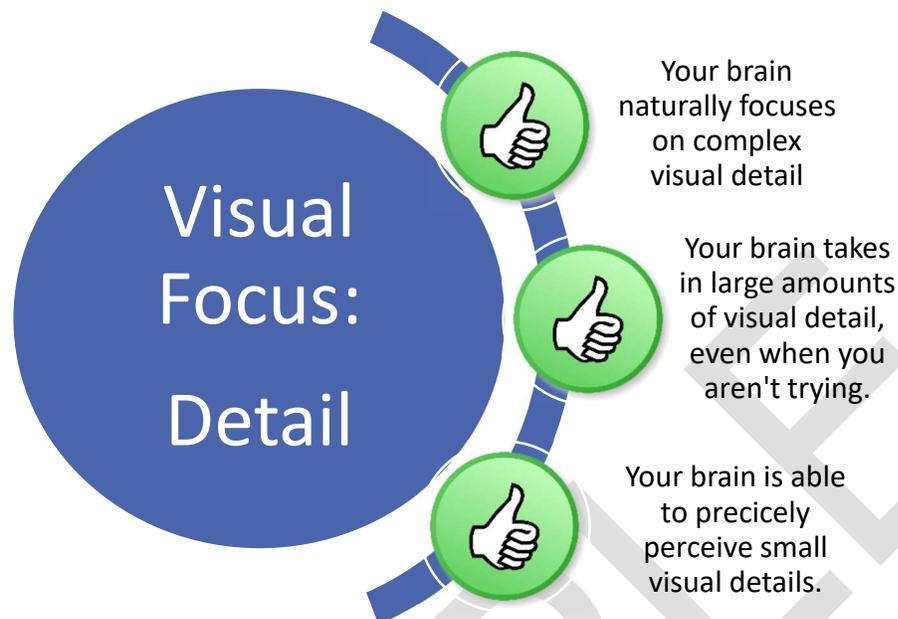
Quick Overview:

- Deliberate task completion
- Plans ahead
- Considers all variables

Recommendations:

- Allow extra time
- Slow down on purpose
- Trust your process

Example: If your co-workers or supervisors frequently approach you with questions about ways to solve problems or ask for ideas on the spur of the moment regarding projects or policies, get in the habit of telling them that you need some time to develop your thoughts on the matter. Then, tell them how much time you need, keeping in mind that more complex situations may require more time to let your brain sort through the details to provide your most effective solutions or ideas. Sometimes you may only need a quiet 5 minutes to sort it out, but other times, you may need to take a day; it will depend on the scenario. As you begin to set those boundaries with others and help them learn that the result will be better when your brain has time to adequately think through everything, you will find that everyone involved will benefit from you allowing your brain to function naturally at its best.



Visual Focus Super Strength: Detail

When you have a Super Strength in Detail Visual Focus, your brain naturally perceives and processes visual details, whether they are in your direct line of focus or your peripheral vision. Therefore, you need to ensure that your visual environment does not contain too many visual details or your brain will waste energy trying to process it all, even if it is not your immediate focus. You will function best in a visually organized environment, but can hone your super strength when needing to visually align anything or notice small visual mistakes.

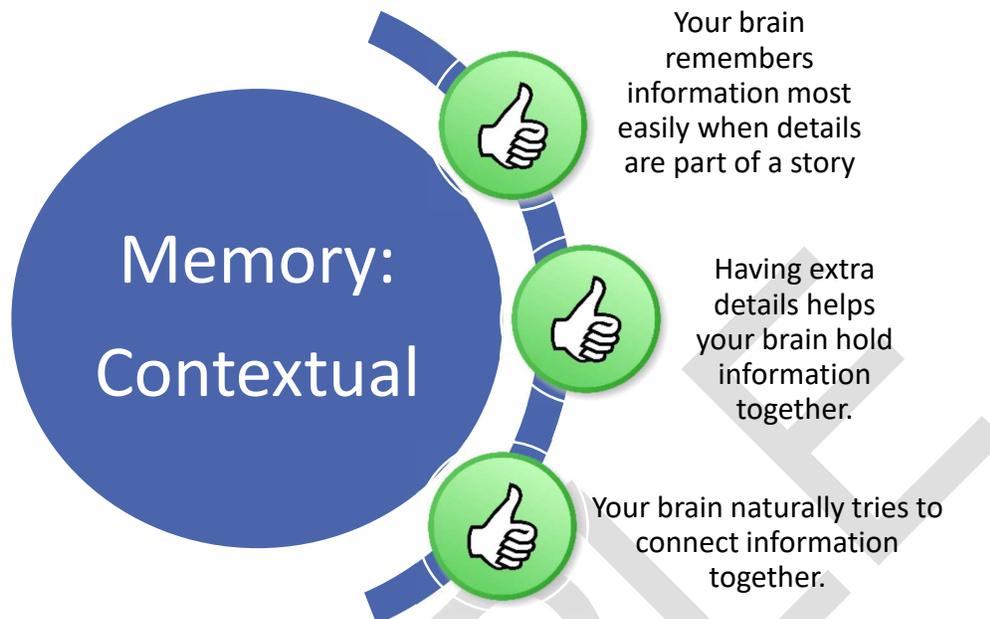
Quick Overview:

- Naturally process visual details
- Function best in visually organized environment
- Can notice small visual mistakes
- Skilled in visual alignment

Recommendations:

- Only keep in front of you what you are working on in-the-moment.
- Keep your work area as free from clutter as possible to avoid wasting mental energy processing unnecessary visual information.
- When reading, consider covering up portions of the text that you are not reading until you get there so your brain doesn't try to skip ahead.

Example: If you have to have a lot of papers on your desk because you access them frequently, create a filing system so that they are not strewn about on your desk. Have open only the file you are working on currently. This way, your brain is not distracted because it is trying to process all of the other visual details it is taking in and can hone in on the visual details you WANT it to absorb for the current task-at-hand.



Memory Super Strength: Contextual

Individuals that remember contextual information best are usually story tellers or at least, story listeners. Your brain likes it when details are held together with some kind of contextual “mental glue” so that you can use the story to recall the information later. You will remember information best when you can make up a story to surround important details. Hint: The more exaggerated, emotional, or personal a story is, the richer the context (the stronger the mental glue) and therefore, the better you will remember it.

Quick Overview:

- Remembers Stories
- Uses contextual “glue” as cues to recall information
- Exaggerated, Emotional, or Personal glue is best

Recommendations:

- Make up stories to surround details you need to remember
- Use the Method of Loci to connect unrelated information in your brain
- Gather extra details in conversation to use as glue to recall details later

Example: If you are walking down the hallway at work and four people stop you and ask you to do something when you get back to your desk, make up a story about everything that needs to get done so you can remember it all when you arrive. For example, let’s suppose that the things you need to do are: Send email to Tom, review proposal, return call from Vanessa, and send calendar invite for meeting. Maybe you can make up a story in your mind about the cat, Tom, from “Tom and Jerry” (*cue for email Tom*) and imagine that, in a strange twist, he proposes (*cue for review proposal*) to Jerry in a van (*cue for call Vanessa*), but Jerry refuses, because he can’t figure out where to pencil it in on his calendar (*cue for send calendar invite*). When you get to your desk, go through the story in your mind and write down all the things you need to do. Remember, just because your brain remembers stories well does not mean that you should not use written notes whenever possible...save your brain’s energy from having to remember things!