
A COMPLETE GUIDE FOR LEADERS

MASTERING YOUR BRAIN

*Learn the art and science of how to
show up and execute powerfully*

Rebecca Eckstein, MA, PCC

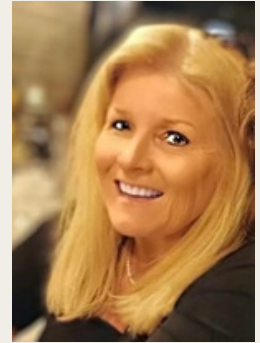


Table of CONTENTS

01

Welcome and Introduction

The current state of our minds and the world in which we navigate daily and how to begin the transformation.



02

Brain Science

How we nourish our brains with self-care to increase cognition for enhanced productivity.

03

Emotional Control

Managing our Emotions even in difficult scenarios to promote executive presence and confidence.



I'm Rebecca Eckstein

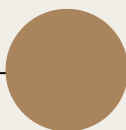
Welcome

I am an ICF professional certified coach, and I began my journey, after working in senior leadership in education for 25 years. I was inspired to become an executive coach to assist leaders and aspiring leaders in their search for success. Many of my colleagues were failing, and they were failing miserably. I wanted to help more. And, there is still so much work to do to help organizations get healthier.

How I can Help *You?*

I help leaders and aspiring leaders develop their executive presence, increase their confidence, create influence, manage their emotions, set goals, plan, execute and create success. Often results are bonuses, elevated roles, salary increases, work-life-balance, happiness and increased productivity.

Rebecca Eckstein



TRUTH QUOTE



"I used to think I could fix anything in my life if I just tried a little harder or gave it more time. But, some things aren't meant to be fixed. Sometimes, all you can do is make peace with it and move forward, knowing you did the best that you could."



The Science Behind Your Brain



We live in an infocratic world. The world consists of uncertain, ambiguous, complex and volatile moments, and our brains process all of this at rapid speed. There has been and continues to be an information explosion. It is estimated that our brains' velocity of neural integration may be close to the speed of light. You are carrying your own hard-drive around with you and it is connected to many others. The higher your processing speed, the more efficiently you are able to work and learn. Let's discuss how to make that happen.



Guide to Better Brain Cognition



As leaders, our brains need to be cognitively competent and efficient every working minute of the day, without constant disruption. We need to be rested well to handle our emotions, and we need to be oxygenated. There are 5 essential ingredients for showing up everyday ready for the unknowns, and irrational situations that can occur. They are: sleep, exercise, nutrition, hydration and simplification.

Let's begin with sleep. Sleep is like a car wash for your brain. Sleep removes all of the non-essential information of the day (the dirt), and cleans and clarifies to begin anew. The human body needs 6-8 hours of uninterrupted sleep, nightly. For those of you who are nightowls, you are doing your brain a disservice. When you are tired, you cannot handle your emotions as well.

Exercise oxygenates your brain and body, and there is a connection between the two. Your body and muscles need movement and stretching but your brain needs oxygen which is increased during times of movement. Find ways to make it fun. Walk with a colleague at lunch, go for a swim, play a round of golf, practice yoga and meditation, learn pickle ball. Block an hour everyday to oxygenate your brain.



Brain Cognition

I used to eat like a 5 year old without a mother at dinner, and then I continued for breakfast with a jelly doughnut. I wonder now the impact I had on my brain. Nutrition is the 3rd ingredient that leaders need to maximize their abilities. I am talking lean proteins, vegetables, fruits, healthy fats, grains and nuts. The old saying, "you are what you eat," well, imagine your brain as a jelly doughnut, next time you pick one up.

Hydration is key. Fewer things will kill you faster, than lack of hydration. Your brain needs water to produce. According to the Journal of the American College of Nutrition, "even just 2% dehydration takes a toll on our brain." Symptoms include: memory loss, poor focus, slow processing, and irritability. If you manage a team, you need to eliminate all of these symptoms. Most of us need 6-8 glasses of water daily. You can't count caffeine, sodas, or sugary juices, and alcohol must be minimized to stay hydrated.

The last ingredient is simplification. And, you ask why? If we have simplification in our lives, our brains do not have to concentrate on the clutter, of unorganization. We can concentrate and focus on the bigger tasks by eliminating detailed choices. How, you ask? Organize your work area with the minimum of distractions, pack your lunch the evening before, decide on your attire, and plan your week on Sunday.



Setting Up Your Brain for Success



01

Why do You Need Elevated Brain Cognition?

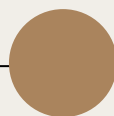
Such a good question. Have you ever tried to work with no sleep, a hangover, or an illness? It is difficult, and even if you thought you got through the day okay, you didn't. Who are you kidding? Who were you short with? Were you smiling? Did you make any little mistakes? What about your processing speed? Could you have met that deadline, if you were cognitively competent?

And if you don't want to do it for your career success, do it for your future self. Study the research on self-care and neuroscience on the impact in our brains as we age. It is not getting easier. Learn to navigate difficult situations with grace and diplomacy.

02

Cognitive Competence and Executive Presence

Often I am asked to coach a client to improve their executive presence. They want to own the room. But, how can they own the room, if they don't even master their own brain. First, and foremost to become confident, courageous, walk with a little swagger, respond efficiently and dress with elegance, we have to feel like we can "win the day."



Some Helpful Resources



Join my network and find my blog:

www.AdmissionNetwork.org



Read the book: Neuroscience for Leaders; A brain-adaptive leadership approach by Nikolaos Dimitriadis and Alexandros Psychosis



Take a Class: MIT; Neuroscience in Business; Executive Leadership Certificate Program





Become a Member of Admission Network and Master Your Brain

I encourage you to act on what you have read in this short guide and join Admission Network, where I Educate Students and Empower Executives to find their best self, master their brain and elevate their success through productivity, confidence and executive presence to win every day. I work with all ages, students, professionals, and teams, leaders and aspiring leaders, in all industries virtually and globally.

"The ability to learn faster than your competitor is the only sustainable competitive advantage." -- Arie De Geus

BECOME A MEMBER

