

N3 Philosophy

DATA + RESEARCH = RESULTS

We use neurological and corporate data to quantify the impact on business. After two decades of academic and business research, we have set new standards in leadership development. All N3 programs are bespoke and ensure sustainable results.

N3 Phases

The process is defined in 2 phases. In the 1st phase the brain finds balance and creates new habits. The 2nd phase builds cognitive skills to ensure optimal leadership ability. Together this measurably improves business performance.



NeuroFIT

**Health, Stress Resilience & Emotional Intelligence (EQ)**

This phase brings body and brain into balance by solving stress related issues:

- Burnout
- Insomnia
- Migraine
- Anxiety
- Hypertension
- Weight Gain
- Emotional Distress
- Lack of Happiness

CogFIT

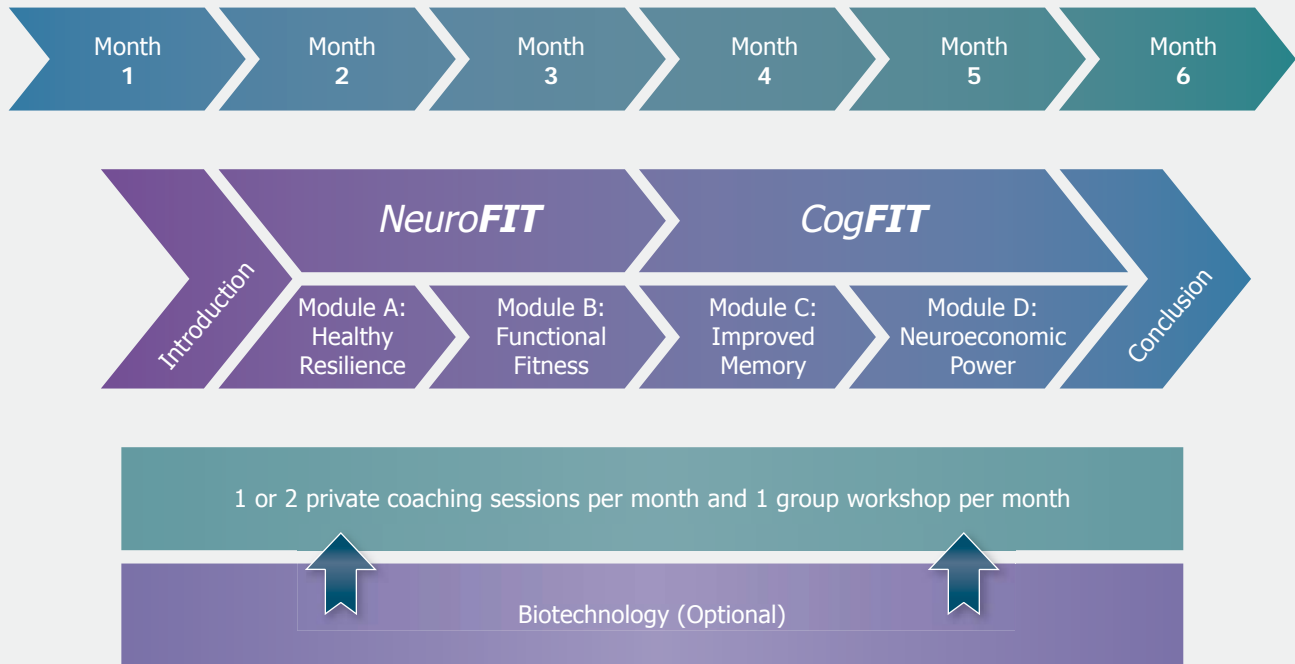
**Executive Brain Functions & Intelligence (IQ)**

This phase ensures optimal leadership ability by sustainably improving:

- IQ
- Working Memory
- Problem Solving Skills
- Critical Thinking
- Social Intelligence
- Creativity
- Innovation
- Strategic Decision Making

**N3 Process**

The standard process takes +/- 6 months with 1 to 2 sessions a month. Each coaching program is defined by the executive's needs and kept relevant to the business requirements.



**N3 Biotechnology**

N3 applies leading biotechnology to quantify the intervention benefits medically, behaviorally and financially. N3 uses biotechnology proven to:

**Measurably increase Happiness**

- Boost energy and sustain burnout resilience
- Increase IQ and problem solving skills
- Reduce stress and improve overall health
- Enhance memory
- Ensure quality sleep

N3 technology is already applied by NASA, Navy Seals, Olympians and football clubs including Barcelona FC and their players such as Lionel Messi.

Neuroscience is popular in business today, yet most coaches have limited expertise. At N3 we bring the science to life. We focus on business needs and ensure sustainable results. Globally we are setting new standards in leadership development."

- Prof Dr. Justin James Kennedy -

## **N3** EXT EXECUTIVE COACHING

Research shows that executives are at high risk of burnout, with occupational stress being a global epidemic. According to Harvard, executives in the region are in the highest risk category. Our coaching results show improved health, resilience, IQ, memory and leadership, which is all based on brain data. Our executive clients leave a legacy by creating happier, healthier and more productive organizations.



## **N3** MBA COACHING

Professional degrees are invaluable. They help executives move into the C-suite. This is often very demanding. Many fail because they burn-out. Our published data shows how the coaching process improves academic performance and exam results. MBA coaching delivers improved cognitive and problem solving skills while under pressure. Our clients find control over symptoms of performance anxiety and sustain their resilience.



## **N3** TLT COACHING

Millenials thi**Nk** different! They want balanced lives not just professional existence. The goals of previous generations are not always relevant. TLT coaching ensures your corporate talent learns from the C-Suite and even influences them. This coaching is often in parallel with mentoring from a senior executive. **N3** takes your corporate talent to the next level in their careers. This is done in line with your organizational vision and their personal philosophies, offering measurable business benefit.



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**N3** Performance Coaching Programs

**N3EXT**



**EXECUTIVE COACHING**

**TARGET GROUP:**

Executives, Health Care Professionals, Organizational Leaders

**FOCUS AREAS:**

Sustained Health  
Increased Performance  
Effective Leadership

**INCLUDED:**

**N3EXT** Journal  
12 Coaching Sessions  
24h Consultation Availability  
Brain Scan Technology  
Flexible Session Timing

**N3MBA**



**MBA COACHING PROGRAM**

**TARGET GROUP:**

MBA & PhD Graduates, Students, Education Professionals

**FOCUS AREAS:**

Improved Exam Results  
Reduced Anxiety  
Burnout Prevention

**INCLUDED:**

**N3MBA** Workbook  
10 Coaching Sessions  
2 Group Workshops  
Access to Brain Technology  
Session Timing set as agreed

**N3TLT**



**TALENT DEVELOPMENT**

**TARGET GROUP:**

High Potentials, Mid-Level Managers, Graduate Professionals

**FOCUS AREAS:**

Career Progression  
Resilience and Balance  
Increased Performance

**INCLUDED:**

**N3TLT** Workbook  
10 Coaching Sessions  
3 Group Coaching Workshops  
Access to Brain Technology  
Session Timing set as agreed

## **N3 WORKSHOPS**

The **N3** Workshops are designed for specific needs of a company or leadership audience. What counts is not reading but taking action and practicing new brain habits. Our workshops are a great help to start improving brain habits. We offer practical workshops that directly impact behavior change. Learning about the working brain along with biotechnology ensures sustainable and measurable results. All workshops are for no more than 20 attendants and complimented with case studies and interactive discussions. Workshops focus on active brain based theory in a hands-on way, where delegates leave with a personal behavior plan.



## **N3 SEMINARS**

Our seminars overview the latest discoveries in neuroscience and show how this knowledge impacts the brain at work. How the brain is triggered to shape behavior is demonstrated using biotechnology.

The seminars are a great way to learn how to change old neural pathways into new thinking and behavioral habits. Companies can choose a seminar from the portfolio overleaf. Alternatively tailored solutions can be offered. Corporate seminars are usually one or two days for approximately one hundred people.



## **N3 KEYNOTES**

Keynote presentations feature a topic relevant to a conference or gala event. These presentations explore the relevance of neuroscience for organizational performance. At a recent conference the topic: "Neuromarketing – Where is the Brain's Buying Trigger?" was presented for the sales and marketing executives at Novartis. For an Oberoi Hotel Gala Event, a keynote: "New Year New Brain - How Building New Work Relationships Really Works" was offered. A TED Talk in 2014 featured the Neuroscience of Leadership Development, demonstrating how the brain is triggered into states of stress, happiness or performance. Biotechnology can be included. Topics are always kept relevant to the audience, with a bit of science and the right kind of humor to engage the brains' memory centers.



**N3 Seminars, Workshops, Keynotes OVERVIEW**

N1	N2	N3
Health Triggers	Thinking Triggers	Performance Triggers
Focus: Functional Brain Fitness	Focus: Maximizing Brain Potential	Focus: Neuroscience for Business Leaders
De-Stress Your Brain - Prevent Burnout & Exhaustion	Brain Speed - Improve Decision Making Skills	Turn On Your HSP Axis - Happiness - Stress - Performance
Hormones Of Happy Brains - Switch To Happy-Mode	Improving Brain Performance - Reach Your Brain's Full Potential	Innovation Needs Neuroscience
Does Stress Keep You Up At Night?	Memory Magic - How To Improve Short And Long Term Memory	Leadership Is Applied Neuroscience
Anxiety - Your Worst Enemy	The Brain's Operating Systems (Language & Logic)	Brains Like Brains - The Social Neuroscience Of Teams
Control Your Emotions - Choose Your Feelings	Neurotech - How The Use Of Technology Improves Brain Power	Ten Habits Of Highly Effective Brains
Train Your Brain Slim	Brainy Rules For Thinking Smarter	Neuromarketing - How To Trigger The Buying Brain
Smoking-Hot Solutions For Cigarette Addicts	Why Health Improves IQ - Best Exercises For Brain Health	Building Legacy Via Talented Brains - Creating Corporate Culture

WORKSHOPS: 1/2 to 1 day, groups up to 20 participants

SEMINARS: 1 to 5 days, groups up to 100 participants

KEYNOTES: upon agreement, large auditorium

N1	Health Triggers   Focus: Functional Brain Fitness
De-Stress Your Brain - Prevent Burnout & Exhaustion	If the brain is under chronic stress it will shrink. Stress reduces thinking skills and the ability to remember details. This workshop shows simple skills on how to train the brain, change the mind, de-stress and find a felt sense of emotional wellbeing.
Hormones Of Happy Brains - Switch To Happy-Mode	Not all stress is bad, but chronic stress re-wires the brain reducing the brain's capacity to be happy. Too much cortisol (a stress hormone) causes brain decay. This workshop measures the brain, showing delegates how to de-stress and trigger happiness.
Does Stress Keep You Up At Night?	Sleep is essential to your body's overall wellness, both physically and emotionally. Quality sleep improves cognitive performance. Memories cannot become consolidated in your brain without enough sleep. This workshop demonstrates the importance of sleep.
Anxiety - Your Worst Enemy	The brain is first an emotional organ and then only much later does it think. This workshop explains why the brain has a fear response that causes the mind to become overly anxious. Delegates find best techniques to control anxiety by exploring ways to remain calm and emotionally in control under any circumstance irrelevant of the trigger.
Control Your Emotions - Choose Your Feelings	This workshop asks: What is the difference between emotions and feelings? Delegates most often don't know. By the end of the session all delegates control fear better and find their happy trigger.
Train Your Brain Slim	The foundation of a healthy brain is a healthy well-nourished body. Neuroscience points towards the optimal nourishment for brain health. In this workshop we look at what triggers the stress response which causes weight gain.
Smoking-Hot Solutions For Cigarette Addicts	Cigarettes help one relax. Sadly smoking of any kind is a killer. In this workshop delegates find out how to stop smoking by learning Dr. Benson's Relaxation Response he developed at Harvard. Changing habits permanently.
N2	Thinking Triggers   Focus: Maximizing Brain Potential
Brain Speed - Improve Decision Making Skills	The processing power of your brain can accelerate your full potential. The brain is flexible and able to birth new brain cells with correct instruction. In this workshop delegates learn how to increase their IQ levels, problem solving skills and strengthen their memory capacity.
Improving Brain Performance - Reach Your Brain's Full Potential	Here focusing skills teach the brain to improve capacity. The brain needs to learn where to focus and what to forget. This workshop helps delegates pay correct attention and improve memory capacity. The structured activities ensure all delegates achieve their brain's full potential.
Memory Magic - How To Improve Short And Long Term Memory	Your brain is not hard-wired. Neurons are 'plastic' and can change, which underlies learning and memory. This workshop is about rewiring your brain and the neuroplasticity process to improve memory skills.
The Brain's Operating Systems (Language & Logic)	Without hope your brain cannot focus. In this workshop you will do extraordinary things! Set fantastic, passionate goals and work like crazy to achieve them. If you challenge brains they stay mentally active building memories, learning to flourish and perform at the optimal level.
Neurotech - How The Use Of Technology Improves Brain Power	In this workshop we overview the latest biotechnology that has shown to measurably improve cognitive function, emotional intelligence, memory, sleep and many other neurological functions. Delegates will have chance to experience the power of NASA biotechnology used by astronauts.
Brainy Rules For Thinking Smarter	In this workshop we show how the architecture of the brain causes thinking errors and what rules will control your cognitive illusions. This workshop ensures all delegates can think about their thinking and even birth new brain cells.
Why Health Improves IQ - Best Exercises For Brain Health	Regular exercise improves brain functions. Neuroscience shows what are the best physical activities and what you can do to help the birth of neurons. This workshop explains what movement is best for you and why cardio exercises are very dangerous to your brain!
N3	Performance Triggers   Focus: Neuroscience for Business Leaders
Turn On Your HSP Axis - Happiness - Stress - Performance	Stress is simply the over expense of available energy. Performance happens when you get in-the-zone and find a state of flow. Happiness is the observation of this control system. When the brain is in the zone a neurotransmission, happiness occurs naturally. Delegates learn how to find this state and repeat it on demand.
Innovation Needs Neuroscience	Creativity leads to innovation but not visa versa. This workshop explores how different sides of the brain function during the inventive process. Many think the left side of the brain is mathematical and the right is artistic. This myth is explored and you learn how to use your brain's full potential as a direct result.
Leadership Is Applied Neuroscience	Leaders are brilliant when they excite passion in others. Here we explore what are the neurological skills to be an expert leader to motivate others performance. We explore Mirror Neuron Theory, Social Neuroscience and apply it to ensure each leader returns to their organisations in charge of their ability to lead elegantly.
Brains Like Brains - The Social Neuroscience Of Teams	Having friends and social connections helps you live longer. Socialising reduces stress. This mentally stimulating workshop has activities that build up a reserve of oxytocin, the happy hormone and lead to a friendlier workplace.
Ten Habits Of Highly Effective Brains	We explore the ten most important habits of genius and ensure delegates have an action plan how to use their brain more effectively. This workshop ensures each delegate learns how to trigger their brains unconscious habits that ensure being in-the-zone of peak performance.
Neuromarketing - How To Trigger The Buying Brain	Finding out what triggers our attention and the behavior to purchase is the quest of every business. This workshop explains how the brain is triggered. We work through what triggers the brain and why emotions are always part of the sales and marketing mix.
Building Legacy Via Talented Brains - Creating Corporate Culture	Leaving a legacy is the responsibility and gift that every intelligent leader can offer. This workshop explores how leaders build a legacy based on trust and respect, leaving their footprint in the company for decades if not longer by creating the corporate culture.

## **N3** TECHNOLOGY

All programs will train your brain, and heal your heart to ensure you can reach your full potential. Depending on the executive's needs, these brain and biotechnologies are applied to measure and improve their healthy performance.

### **N3** BRAIN POTENTIAL

**N3** programs apply a user friendly mobile phone technology to assess electrical functions of the central nervous system. The brain is measured via direct current. Non-invasive recorded brain data helps manage attention and memory in a matter of minutes. The data is recorded on a phone in real time and the coaching process helps the executive be resilient and ready to perform each day. The technology also measures metabolic and heart rate to ensure the executive can sustain healthy performance. This technology is already used extensively in the Olympics and by professional footballers like Lionel Messi.



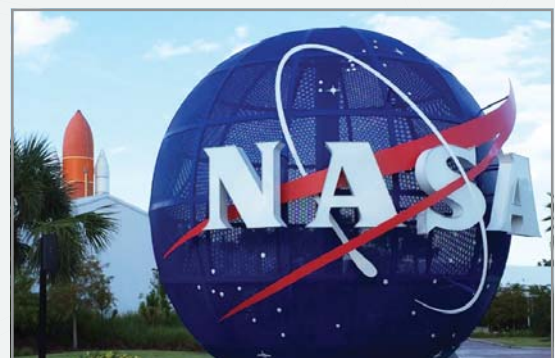
### **N3** BRAIN STIMULATION



Dubai's Museum of the Future is already suggesting that this technology will be in common use very soon. The technology lightly stimulates the brain to boost concentration, improve sleep and find calm emotional state if applied appropriately as part of coaching. It is already applied extensively in the military and medicine. Transcranial direct current stimulation (tDCS) is a form of brain stimulation using very safe, low electrical current to the scalp. Research shows tDCS helps patients with brain injuries and depression. There is evidence that it is useful for cognitive enhancement and memory improvement for executives in demanding working environments. This non-invasive technology helps executives find the right brain state for peak cognitive performance.

### **N3** NASA BIOTECH

This NASA funded technology was designed to help astronauts find sleep on purpose in space without natural sunlight cues. As sleep is vital for brain health we use the technology to explore the neurobiological functions associated with your sleep cycle. The data and coding results have shown to help our clients ensure their brains get the right amount of healthy sleep. As a result peak performance, improved memory and happiness states are triggered in the brains of our executive clients.



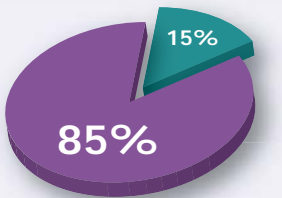
**EXECUTIVE COACHING**

**N3 EXT COACHING DATA**



**Health and Burnout**

Our data confirms that we can maximize the brain's full potential. Biotechnology results show that we can build resilience to burnout and all other stress related concerns. These results have been presented at Harvard.



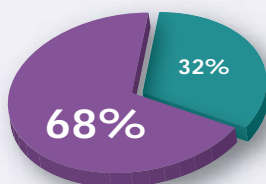
■ Improved Health & Resilience  
■ Poor Health & Low Resilience  
**Health & Resilience**

**Executive Performance**

While experiencing professional challenges, our clients observed improved IQ enhanced decision-making, and better memory skills from the coaching program. This has a direct impact on corporate goals being achieved.

**Corporate Leadership**

From our 360 degree data, leaders find they are able to have a greater influence with improved interpersonal effectiveness. The data reports show improved influential ability even in times of economic distress.



■ Improved Executive Performance  
■ Executive Performance  
**Executive Performance**

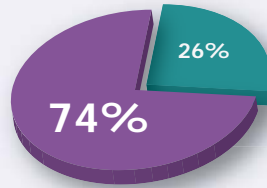
**MBA COACHING**

**N3 MBA COACHING DATA**



**Exam and Test Results**

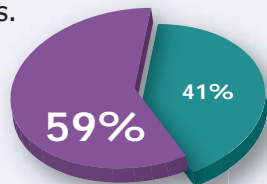
Student performance confirms the benefits of having the coaching support during a demanding post grad or MBA program.



■ Improved Exam Results  
■ Exam Results  
**Exam Results**

**Performance Anxiety**

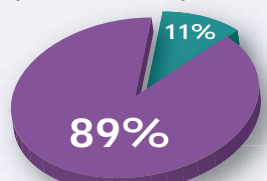
Most post graduate students have many professional and domestic responsibilities. This often results in losing control, causing the brain to panic and not perform at its best during exams. This coaching helps students feel calm, improving memory and exam results.



■ Improved Performance Anxiety  
■ Performance Anxiety  
**Performance Anxiety**

**Burnout Resilience**

Post graduate studies along with work and home demands cause many students to be exhausted, drop out or collapse from chronic stress. The data from our biotechnology supports the fact that students learn how to not only cope but actually thrive.



■ Improved Burnout Resilience  
■ Burnout Resilience  
**Burnout Resilience**

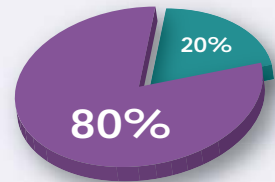
**TALENT COACHING**

**N3 TLT COACHING DATA**



**Career and Promotion**

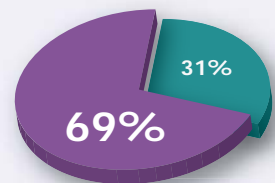
Next generation leaders who complete this coaching show a substantially higher chance or career advancement, compared to their (control group) peers who were less likely to get promoted. One of the key indexes was the incremental ability to influence senior executive opinion.



■ Improved Career Progression  
■ Unchanged Career Progression  
**Career Progression**

**Balance and Resilience**

Talented millennials are under massive demand to perform. Many become exhausted, from chronic stress. The coaching ensures they find the ability to remain in a state of balance. The data from the NASA technology protocols shows they learn how to not only cope but find improved sleep quality.



■ Improved Balance & Resilience  
■ Unchanged Balance & Resilience  
**Balance & Resilience**

**Job Performance**

The coaching process has shown to measurably improve IQ, thinking skills, memory and innovation. As a result clients all find their zone of calm focus. Results show that they can consistently deliver results in demanding situations.