



Winning the Brain Game

*a half-day workshop
with author & strategist*

MATTHEW E. MAY



think. rethink. outthink.
take your thinking game to the next level

Science confirms the distinction between the biological brain and the conscious mind. Each day, a game of mind versus matter plays out on a field defined by the problems we must solve. Most are routine, and don't demand a more mindful approach. It's when we're faced with more difficult challenges that our thinking becomes vulnerable to brain patterns that can lead us astray.

We leap to solutions that simply don't work. We fixate on old mindsets that keep us stuck in neutral. We overthink problems and make them worse. We kill the ideas of others, as well as our own. Worse, we keep doing these things, over and over again, naturally and instinctively.

But it doesn't have to be that way.

*what appears to be the problem, isn't
what appears to be solution, isn't
what appears to be impossible, isn't*

—WINNING THE BRAIN GAME
Matthew E. May

Based on the book by the same name, the *Brain Game* workshop covers "fatal flaws" of thinking, catalogued over the course of ten years and hundreds of interactive creative sessions in which professionals engaged in thought challenges. Not only did less than 5% arrive at the best and most elegant solution, but the solutions given were remarkably similar, revealing seven observable problem-solving patterns that can block our best thinking.

Calling on modern neuropsychology, the workshop draws insights from some of the world's most innovative thinkers and then blends them into a super-curated, field-tested set of "fixes" proven through hundreds of creative sessions to raise our thinking game to a more mindful level. Regardless of playing field, mindful thinking is the new competitive advantage, and the seven fixes are a magic set of tools for achieving it.

Given the universal applicability of the principles involved and tools used, the *BRAIN GAME* workshop is appropriate for nearly all audience levels, and may be delivered to both individuals and teams.

Workshop Flow

In this high-energy half-day workshop, participants begin by tackling thought challenges in order to experience the seven fatal thinking flaws. Each of the flaws is then explained and explored, followed by each of the fixes, along with time to practice them. Participants leave with a mental toolkit enabling them to realize higher levels of creativity, better decision making, clearer strategies, and overall success in business, work and life.

The Flaws & Fixes



LEAPING



Framestorming



FIXATION



Inversion



OVERTHINKING



Prototesting



SATISFICING



Synthesizing



DOWNGRADING



Jumpstarting



NOT INVENTED HERE



Proudly Found Elsewhere



SELF-CENSORING



Self-Distancing

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