

About The New Brain for Business Institute

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| <u>Headquarters:</u> | New Brain for Business Institute 1553 Calle Candela, La Jolla, CA 92037 Phone: (858) 605-6362, Fax: (858) 456-1710 info@newbrainforbusiness.com www.newbrainforbusiness.com |
| <u>Founders:</u> | Richard Trafton, Ph.D. and Diane Marentette |
| <u>Founded:</u> | May 2010 |
| <u>Purpose:</u> | To build an organization that partners with leaders to shift paradigms about maximizing business results through people. |
| <u>Services:</u> | The New Brain for Business Institute translates good science into good business. Via the book, "A New Brain for Business", as well as live and online presentations, content, and personal consulting services, The New Brain for Business Institute helps business owners learn leadership and management skills that reduce conflict and tension, create a work climate of high performance and increase productivity. |

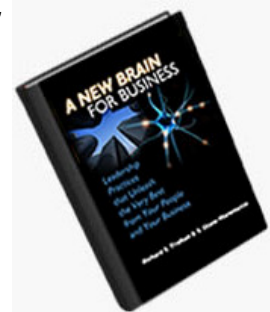
At The New Brain for Business Institute, we translate good science into good business.

Visitors to the site learn leadership and management skills based on brain functioning research, evolutionary biology and human psychology via:

- Free blogs and videos packed with current tips and insider secrets for leadership and management success;
- An exclusive and free "New Brain Newsletter" and the "Creativity and Control: 5 Leadership Myths Revealed!" report;
- "A New Brain for Business" book – Shows real, every-day actions to improve management and leadership skills;
- Personal consulting services to improve business results and reach goals;
- Exciting, live presentations and online Webinars taught by experts Marentette and Trafton; and
- The latest updates on New Brain research and more!

"A New Brain for Business"

"A New Brain for Business" wraps together brain functioning research, knowledge of human psychology and common workplace situations to provide real, everyday actions you can take to truly do and be your best at work.



Our evolutionary path has brought us to the top of the food chain in environments that are now relatively safe. Yet we continue to operate with a brain that pays closest attention to fear, danger, and survival. Our behavior in the workplace demonstrates this daily through a singular focus on problems, shifting the blame on others, under-communicating, and not reaching the greatness we can envision.

This book will provide you with new and different behaviors you can engage in to get the best from yourself and others. The authors provide facts, stories, and suggestions that give a foundation for truly being our best at work.

Media Contact:

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What We Offer

We will partner with you to deliver customized engagements with the goal of driving business performance and building more effective organizations.

Expertise

Based on deep knowledge of the science of human behavior gained from studying the results of current research, our expertise includes the areas of:

- Individual and organization change;
- People at work;
- Meaningful work;
- High sustainable performance;
- Organization design;
- Leadership; and
- Evolutionary psychology



You bring to the partnership the knowledge of your people, markets, products, competitors, systems, and intentions.

Method

We partner with organizational leaders in several ways. These include, but are not limited to:

- Conducting a clear assessment of the issue(s) you are struggling with to identify a New Brain perspective on the drivers and constraints of change;
- Working together to create models of change that will propagate throughout the organization;
- Helping you apply the best thinking and best information to a particular business challenge; and
- Engaging in a variety of approaches that identify and implement solutions you do not see, solutions you see but did not know how to implement, or solutions you cannot implement because of discomfort.

Impact

Examples of impact include:



- Business results increase;
- Morale increases;
- Bickering is reduced;
- Better decisions are made;
- Better alignment is sustained;
- Territorialism or siloing is reduced; and
- More enthusiastically committed people drive the business.

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Our Approach

Our experience, knowledge and passion include:

Strategy

If you are asking yourself, “Why aren’t people working on the right things?” you will find a strategic review and audit helpful.

We will help you clarify your intended strategy and determine what is impeding alignment and action.

We assess and resolve common issues that prevent reaching consensus on a strategy or staying aligned around it once it’s been determined.



People

Every decision made and every action taken has a human being associated with it in some way. Business success is about people. Because each of us brings enormous personal momentum to everything we do, getting results together is hard.

Humans are wired to cooperate *just enough* to get what we want and to avoid pain – this not a natural formula for cooperation. We work with both individuals and teams to shift focus and behavior toward the results you want.

Leadership

Effective leadership can make the difference between business as usual and phenomenal business results. Leadership requires attention, intention and a focus on many complex human interactions to draw out the best in others.

There is no simple formula for great leadership. There are, however, many ways we can help you align the leadership in your organization for predictable, sustainable results.

Execution

We struggle to imagine why, when we are clear about goals and pay big bonuses to get certain results, we can end up not achieving our goals for the organization.

Although it’s easy to blame the market or a specific event, there are some troublemakers in our environment that we allow because they occur at an unconscious level. We work with you and your leaders to identify and mitigate or expunge the cultural norms that, when accepted, reduce effectiveness and results.

Systems/Processes

Often, good people do good work, but because they follow ineffectual processes or use outmoded systems, what results is suboptimal.

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Bios

Meet the Co-founders of The New Brain for Business Institute and authors of “*A New Brain for Business*”



Richard S. Trafton, Ph.D.

Richard has a Ph.D. and an M.A. in Psychology from Southern Illinois University and an A.B. in Psychology from San Diego State University along with over 30 years applying the best principles of psychology to the workplace.

In addition to research positions in psychometrics and human behavior, he has also worked in line and staff positions in the corporate world (Johnson O'Connor Research Foundation, Continental Illinois Bank, and Citicorp, among others).

Richard has also held faculty positions in business and psychology at California State University San Bernardino and Southern Illinois University School of Business.

As the PDI-Ninth House General Manager, a large global consulting firm in Los Angeles, Richard grew the office by 25% in less than two years.

Currently, Richard is a co-founder of Trafton Marentette Consulting and The New Brain for Business Institute. When not helping others in business and non-profit work (Option House, an abused women's shelter, CS Lewis Foundation, Commonweal, Peace Action West, ASCO and Master Media), Richard likes to fish, golf, play music in a “garage” band, and spend time with his family.



S. Diane Marentette

Diane has over 35 years of experience working in industry and has a bachelor's degree in Business from the University of Texas at El Paso.

She spent 11 years in the human resources department at El Paso Natural Gas, one of the largest natural gas transmission companies in the nation.

In addition, she has almost 25 years of experience consulting to the energy industry, as well as manufacturing, high technology, construction, and other industries (via The Hay Group and PDI-Ninth House).

Most recently, Diane was a vice president and regional director for PDI-Ninth House, a large global consulting firm. Here, she opened a key strategic-office and integrated the efforts of the 13 western-most states in serving clients effectively. She has worked with many non-profits including the Susan G. Komen Breast Cancer Foundation, Commonweal and Peace Action West. She enjoys reading and writing as well as singing with her “garage rock band.”

Rich and Diane have tested their leadership points of view in real situations, personally and through work with their clients, and they provide results via exciting, content and live presentations.

To contact Richard and Diane, please visit <http://www.newbrainforbusiness.com/contact-us/>.

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What People Are Saying About The New Brain for Business Institute



“Focus on the future. Nothing in the past changes. You can only change going forward. A clear example of this is, “tell people what you want, not what you don’t like.” This is powerful because what you want is in the future. What you don’t like is in the past. Focusing on the future invites the New Brain. Focusing on the past invites the Old Brain.”

<http://www.startupnation.com/blogs/index.php/2010/09/14/old-brain-vs-new-brain/>



“According to Richard Trafton and Diane Marentette, authors of ‘A New Brain For Business’ and founders of The New Brain for Business Institute, ‘be clear yourself about what matters. If what matters is profit or ‘beating’ the competition, you may have a more difficult time seeing more from your people than if what really matters to you is something that accomplishes a greater good.”

<http://www.therepublic.com/view/story/bizprof102010/bizprof102010>



“Diane Marentette and Richard Trafton, Ph.D., authors of “A New Brain for Business” and founders of The New Brain for Business Institute, www.newbrainforbusiness.com, where they translate good science into good business.”

http://www.hr.com/en/app/blog/2010/11/5-ways-to-stop-charging-backwards_gg27Intw.html

“After working with Diane and Rich, I feel much more equipped to deal with what I assumed to be complicated leadership interactions. Our Leadership Team understands each other much better now and we feel that our effectiveness is at a higher level.”

Michael Harrison, Vice President and General Manager, Valero Energy Corporation, Texas City Refinery

“Rich and Diane hold the mirror up for you to see yourself as you are versus the way you think you are or would like to be. They understand what it takes to run a successful business and are not shy about telling you what you need to do to win. Their advice is actionable, hard hitting and helps deliver results quickly.”

Dennis Drent, CEO, Veterinary Pet Insurance (VPI)

“I read your book and really enjoyed it. Very interesting and useful connection of leadership and behavior to the science behind the behavior. It was also a quick and easy read, and quite practical.”

Ian Ziskin, President, Executive Excellence Group

More at <http://www.newbrainforbusiness.com/testimonials/testimonials/>.

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Using Old Brain Thinking? The New Brain for Business Institute Launches Book, Website and Consulting Services to Help Leaders Succeed

Learn how to lead and manage based on brain research via “A New Brain for Business,” understanding and learning at www.newbrainforbusiness.com

La Jolla, CA – November 23, 2010 – Today The New Brain for Business Institute (NBBI) announced their new book, “*A New Brain for Business*,” and services at www.newbrainforbusiness.com. Created by business, psychology and human resource experts Richard Trafton, Ph.D. and Diane Marentette, NBBI helps people improve leadership, management skills and organizational performance based on brain and behavioral research.

“We’ve taken our 30-plus years of experience and created The New Brain for Business Institute to translate good science into good business,” states Marentette, NBBI Co-founder. “Rather than using our more primitive Old Brain thinking, we teach people how to use their New Brain to be more successful. Through our book, consulting services, presentations, and content, we help business leaders learn management and organizational skills to create a powerful, engaging work environment that drives personal as well as business performance.”

At NBBI, users learn leadership and management skills based on brain functioning research and human psychology via:

- Free blogs and videos packed with current tips and insider secrets for leadership and management success;
- An exclusive and free “*New Brain Newsletter*” and the “*Creativity and Control: 5 Leadership Myths Revealed!*” report;
- “*A New Brain for Business*” book – Shows real, every-day actions to improve management and leadership skills;
- Personal consulting services to improve business results and reach goals;
- Exciting, live presentations and online Webinars taught by experts Marentette and Trafton; and
- The latest updates on New Brain research and more!

“Trafton and Marentette have defined in simple terms how our brain’s design and functionality contribute to the success and failure of effective communication in today’s leadership environment,” states Shannon Gillespie, Valero Energy Operations Director. “Recognition of the patterns defined in the book have allowed my team to move past debilitating organizational behaviors previously thought to be normal.”

“I am already re-reading *A New Brain for Business*,” says Leslie Sullivan, managing director at the Breast Health Global Initiative, Fred Hutchinson Cancer Research Center. “I found it to be a useful business reference that provided logical approaches and solutions within context to each and every business issue outlined. I am outlining key points from the book for my own quick and easy referral. *A New Brain for Business* has a utility that I haven’t found as much in other business books. It was a very worthwhile read.”

Ready to discover leadership and management skills based on New Brain thinking to be more successful? Visit www.newbrainforbusiness.com for more information or call 858-605-6362 to start now.

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