

LEVEL #1:

COGNITION

BEGINNER MENTAL GYMNASTICS FUN CLASS PREP WORK:

As you prepare for your first week's lesson: Cognition, let's give your memory, mood, attention and focus a boost with beginner gymnastics for your brain. At www.JanineDriver.com, under your class tab, "VIP7WeekG1" are 9 SIMPLE and FUN exercises to do, each day between now and class.

FUN FACT:

Researchers from Duke University have identified how your gut actually communicates with your brain in approximately 100 milliseconds.





BLI's NEW Competitive Advantage System **Level #1: Cognition**

*You Say More Than You Think**



**"What you do speaks so loud that
I cannot hear what you say."**

— Ralph Waldo Emerson



Because the ongoing efforts to mitigate the spread of COVID-19 have resulted in social distancing, you are likely working from home or you have a spouse working from home or your children are suddenly being homeschooled.

Right?

This means your environment is more important than ever. What chair, couch, or bench (or even bed) you are sitting on while working will influence the way you think and the decisions your making. And how you are moving your body and how often you are moving is impacting your work-in-place success.

Here's the deal...

Research shows that our body's perceptual (sight, sound, smell, taste, and tactile) and motor systems (structures in the nervous system that support movement) are instrumental when it comes to cognition (processing information, problem-solving, action planning, and memory).

This is called "**Embodied Cognition.**"

Embodied cognition identifies humans as "embodied," which means we shape our environment and our environment shapes us. Bottom-line, your body influences your mind and your mind influences your body. This means what touches your body, how your body feels, and how you move your body ultimately influences your behavior, your thoughts, and your decisions.

During your first class, we'll also unpack how your conscious and unconscious mind is organized when it comes to interpreting, comprehending, and influencing both verbal and nonverbal communication in any situation where you are trying to persuade or influence someone.

Imagine: If you had the **power** to build rapport and trust during Facetime or a video conference — all without a handshake.

Imagine: If you were able to sway peoples' subconscious minds by understanding when to set up your virtual meetings and when speaking to your clients might not be the best idea.

Imagine: If you could do it by using simple embodied cognition principles and body language moves that activate involuntary reflexes to act now in their brains.

You probably don't believe this can actually happen. But you will discover that it can — because this information has been helping coaches, leaders, and salespeople, just like you, explode their success out of the water for decades and it can do the same for you.

*Based on the underground sales secrets inside the *New York Times* Best-Selling book *You Say More Than You Think* by Janine Driver.

MEASURABLE LEARNING OBJECTIVES:

- What exactly is "embodied cognition."
- Why you should care.
- How can you use your new information to your benefit personally and professionally.
- How to avoid being manipulated by other people who are using embodied cognition principles to influence your decisions and behavior.
- Match your body language (i.e. posture, gestures, body rhythm) to enhance rapport.
- Where to look during a video conferencing to build your likeability factor and trust.
- Understand what camera angle you should use and hand gestures to make to increase your perceived value in a videoconference and immediately gain the attention of the decision-makers at the table.
- Use body language to get other people to stop interrupting you when you are speaking to clients, customers, or even the boss – all online!

Level #1: Cognition

- Maximize your pitch and tone every time you speak: increase your ability to motivate and persuade others with your voice.
- Evaluate your first impression — what does it say about you? — and make changes to positively influence your career and social life.
- Decipher probing points and master the art of asking powerful questions.
- Understand the necessity of norming: by not norming have you left money on the table or destroyed personal and professional relationships?
- Know your own norm and increase your awareness to maintain good, healthy relationships.
- Analyze photos and videos to practice decoding the “Hot Spots.”
- Discover and avoid inattentional blindness.
- Change your language to get people to do what you want them to do, not what you don’t want them to do.
- 6 body language tricks to instantly turn the tide during your next video conference, when the communication, negotiations, or sales meeting.
- And more!





Did you know?

People who tend to take up more space (territory) through their daily activities also tend to be more self-assured, more confident, and of higher social status. This has been demonstrated throughout history and in most cultures.



Did you know?

Crossing your finger is a way of making the Sign of the Cross. It began as a way to ask God for protection without attracting the attention of pagans.



Did you know?

A recent study suggests a strong correlation between wearing certain clothes and emotional states. For example, it revealed that women who are depressed or sad are more likely to wear baggy tops, sweatshirts, or jeans. Women who had more positive emotions were more likely to wear a favorite dress or jewelry and generally look nicer.



Did you know?

Subconscious pacifying behaviors take various forms, such as massaging/stroking our necks or playing with our hair. Sometimes people pacify by rubbing their cheeks or lips from inside with their tongues. All these pacifying behaviors release calming endorphins to soothe the brain.



Did you know?

Subconscious "evasive" actions include closing the eyes, rubbing the eyes, placing objects (i.e., a purse) on a lap, turning bellybutton to the exit, and leaning away from a person.



Did you know?

A woman is instinctively four times more likely to mirror another woman than a man is to mirror another man.



Did you know?

Sometimes called the "regal stance," arms behind the back means "don't come near." Royalty often uses this stance to keep people at a distance.



Did you know?

Squinting can be very brief, just 1/8 of a second, but in real time may reflect negative thoughts or emotions. We squint when we are angry or even when we hear voices, sounds, or music we don't like.



Did you know?

The first book on body language appeared more than 350 years ago. John Bulwer's "Chirologia: Or the Natural Language of the Hand" (1644).