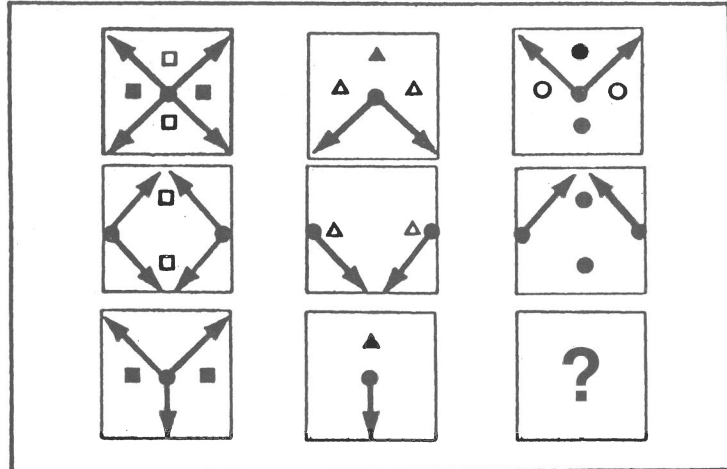




DESIGNS FOR STRONG MINDS

Your people probably spend several hours a week working out or jogging, but how often do they exercise their minds?



Feuerstein, Reuven. The Learning Potential Assessment Device (LPAD). Jerusalem: Hadassah-Wizo-Canada Research Institute, 1972c.

Just like your body, the mind must be exercised in order to remain fit and productive, but most people don't exercise their mind and they become dull and barren. These inactive minds contribute to poor communication skills, inflexibility, fear of action, inability to adapt and change, and lack of introspection, all of which can be devastating to business. Through its mediated learning course, *Designs for Strong Minds* will help your associates flex their mental muscles and will literally change your business's corporate culture.

484 Hillside Drive
Highland Park, Illinois 60035
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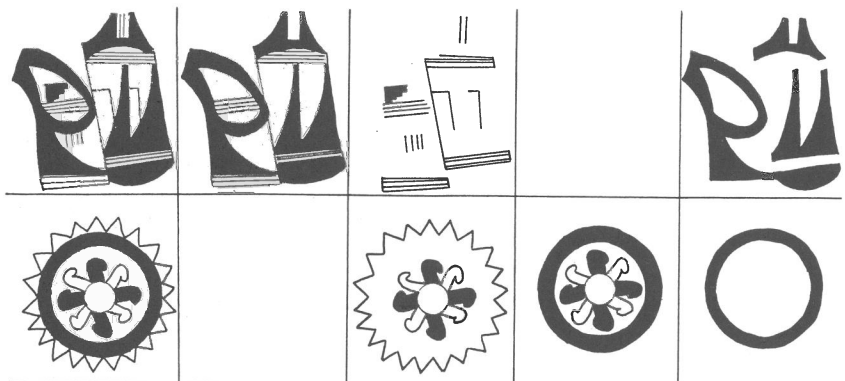
HOW DOES IT WORK?

By using content-free game-like exercises, like those you see here, *Designs for Strong Minds* challenges individuals to take more risks and to become more creative and innovative.

The program works with creative tension, much like that you use to solve puzzles, and in an atmosphere that is both interesting and fun, the participants learn how their mind works.

The basic program is 36 hours which can be spread out over a designated time period. We also offer a 4 hour awareness session to introduce the participants to the experience. We can accommodate up to 24 participants per group and can arrange individual sessions.

We will design a course that best fits the needs of the particular group and business.





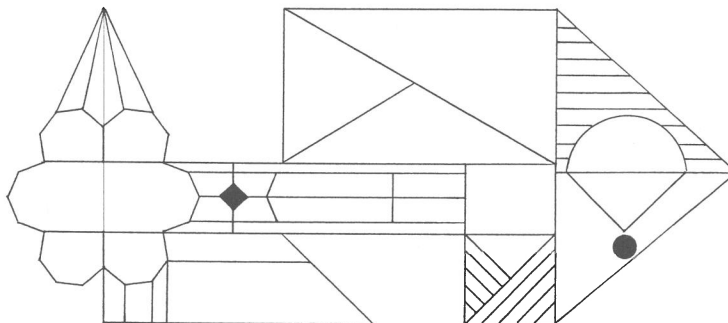
Designs For Strong Minds

D O N A L E E M A R K U S , P h . D . & A S S O C I A T E S

MAKING THE MOST OF HUMAN POTENTIAL

In today's highly competitive and budget conscious marketplace what could be more important than optimizing your business's human potential?

In the past 25 years, millions have been spent on technology, but human potential, our greatest resource, has barely been tapped. We can access this potential by increasing our intelligence. Most people think they know how to think, but they really don't pay much attention to how their minds work. Each of us has a unique processing style, and by understanding how we think, we can incorporate new methods and therefore enhance our abilities.



Designs for Strong Minds can maximize your associates' intelligence by simply making them aware of how they think. We enhance their ability to deliver quality!

Designs for Strong Minds increases intelligence by:

- Allowing individuals to understand their thought processes
- Giving them insight into their problem solving strategies
- Giving them the courage to take risks
- Presenting them with options for change

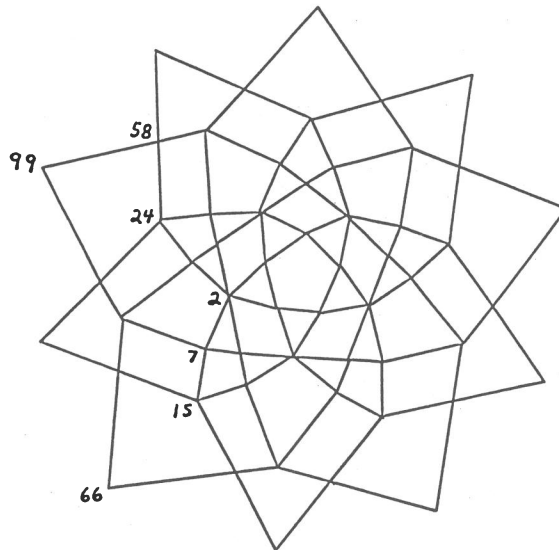
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MAKE ALL YOUR ASSOCIATES INFORMATION MANAGERS

Designs for Strong Minds will allow them to:

- Hold more information
- Sort information in innovative ways
- Organize information in novel ways
- Collect information from a broader base without being overwhelmed.



Your associates must have the ability to constantly integrate new information and to communicate productively by hearing what people really say. We can show them how!

Designs for Strong Minds:

- Enhances communication skills
- Increases flexibility and risk-taking
- Enriches analytical ability
- Optimizes creativity and innovation.

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CHANGE HAPPENS!

Change used to be generational, now technologies change every five years.

Will you and your associates be ready, when the pace increases?

The Learning Organization

Total Quality Management

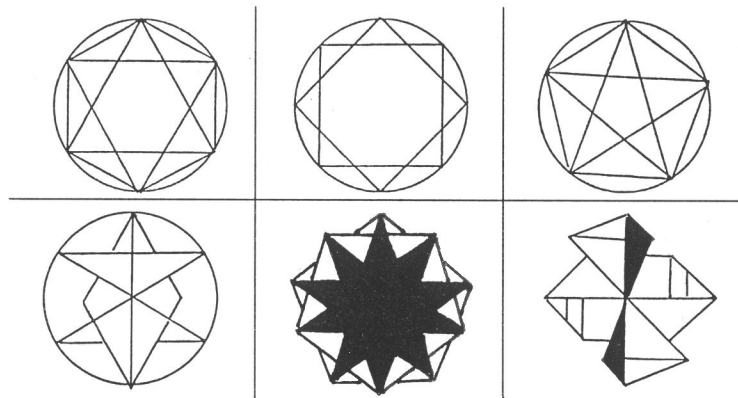
Reengineering

Organizational Architecture

Time-Based Competition

As *Business Week* notes, if you aren't familiar with these buzzwords, you can hardly consider yourself a modern manager. But familiarity isn't enough. You can say that you're going to reinvent your business, but are you and your associates ready and willing to make the necessary changes?

Change in businesses is most often hindered by unwillingness to take risks, but this isn't caused by obstinacy, cowardice, or bad will. People avoid taking risks because to do so removes them from their comfort zones. But no business can change without taking risks. How can you ready your business so that the necessary changes won't be quite so painful?



Designs for Strong Minds Uses a game-like atmosphere to create opportunities for your associates to leave the comfort zones and expand their horizons in a non threatening environment. Program participants become more flexible, creative, and daring.

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**HERE'S
WHAT OUR
PARTICIPANTS
HAVE TO SAY:**

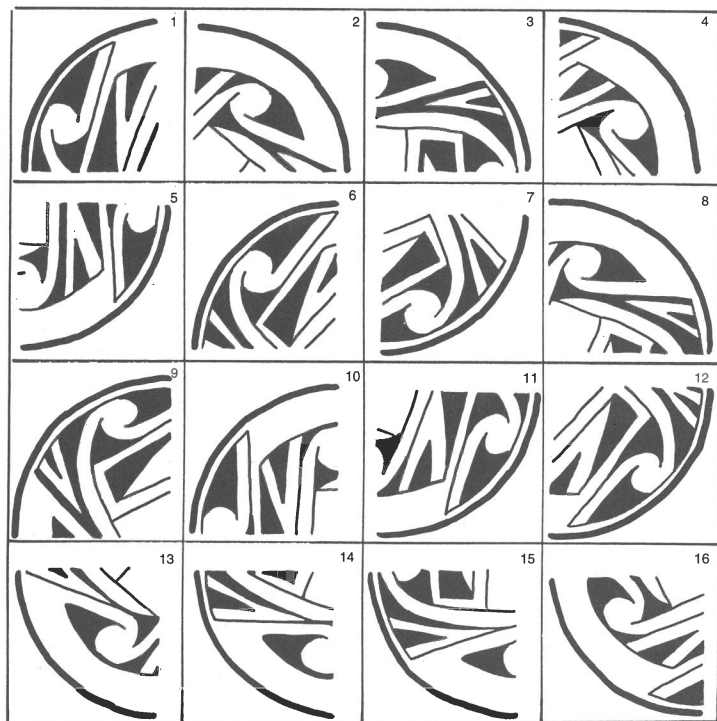
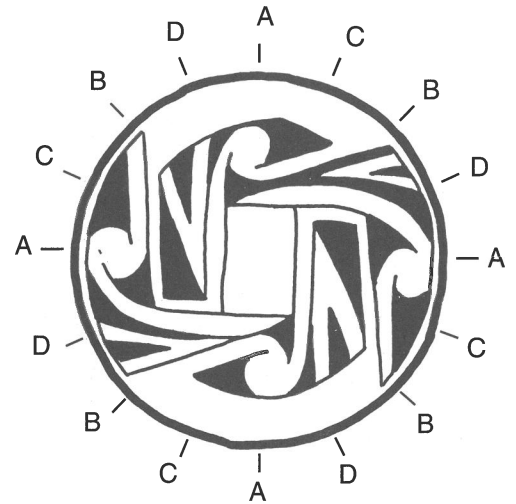
While many individuals come to *Designs for Strong Minds* for specific reasons, they find that the solutions permeate their lives.

In the workplace:

- they relate better to clients
- they more readily accept others' ideas
- they become better problem solvers
- they see themselves as more creative and innovative

In their personal lives:

- they are more flexible
- they are less impulsive
- they feel more self-esteem
- they experience more self-confidence



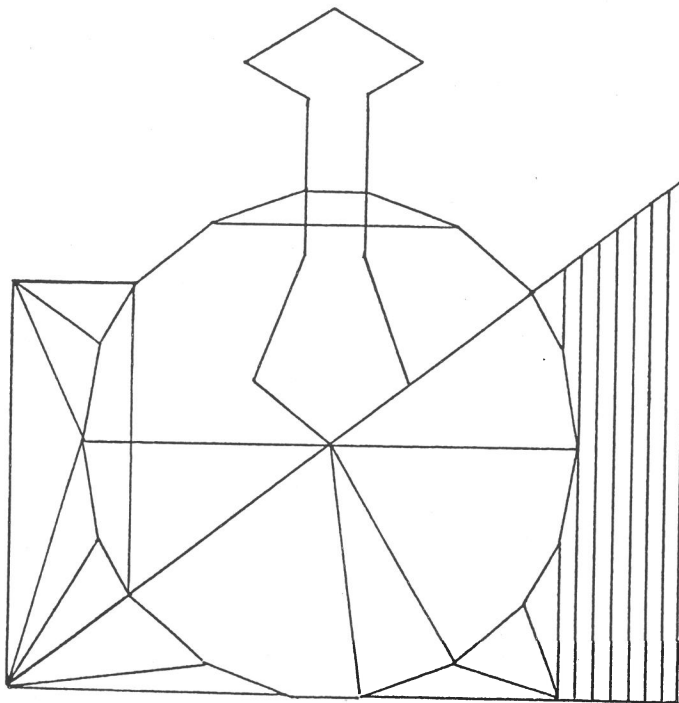
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Designs For Strong Minds

D O N A L E E M A R K U S , P h . D . & A S S O C I A T E S

OUR HISTORY



Designs for Strong Minds was inspired by and builds on Dr. Reuven Feuerstein's *Instrumental Enrichment*. Donalee Markus received her Ph.D. from Northwestern University in Administrative and Management Sciences, and is a certified Instrumental Enrichment Clinician and Trainer. Dr. Markus has presented symposiums both nationally and internationally on adult education, and has designed programs for many organizations including, Ameritech Corporation, Coopers and Lybrand, Encyclopaedia Britannica, the Federal Judiciary System, Household International, Los Alamos National Laboratory, McDonalds Corporation, Mervyn's Corporation, Quaker Oats, University of Chicago Hospital Administration.

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