

# Right Brain Aerobics™

Using the Other 90% of Your Brain

## Brain-building for Health and Relationships

Sandra H. Rodman, CEO, Right Brain Aerobics  
“Transformational Dialogues” with Dr. Craig Weiner  
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# ***Key Questions for Dialogue***

- Can creative-intuitive-right brain exercise be as important to health and healers as physical exercise? (This week's "New Scientist" UK science journal says yes!)
- Can creative, affirmative daily communication exercises, higher sensory and environmental awareness levels lead to better personal interaction, romantic relationships, parenting?
- Can we do "brain building" for new "grey matter" at any age? (And what can we do for easy "brain-building"?)

**The answer to all of these is "yes"! Interesting new research is pointing to the power of mental focus/meditation exercise, creative/artistic mental states to build mental acumen in a short period as well as having positive effects on stress reduction, immune system, blood pressure, even happiness.**

**New books say: Change Your Brain, Change Your Health! Right Brain "Aerobics" training was developed by Sandra Rodman while living on Whidbey Island – using decades in creativity/arts, health rehabilitation, strategic learning, communications and technology innovation to create a "how to" training for creative-intuitive brain "aerobics" in practical interdisciplinary language to use for personal life, work life – or if you are a creative health specialist.**

**Today's Focus: Creative new pathways to health and personal relationships that may surprise you. Demonstrating "Right Brain Express" exercises you can start using right away. [www.rightbraineraerobics.com](http://www.rightbraineraerobics.com) First: What ARE Right Brain & Left Brain qualities?**

**“Right Brain” and “Left Brain” are popular metaphors for 2 types of personal or performance thinking – or interpersonal communication.**

**If we integrate them, we can not only solve problems better – but have greater health, relationships – even happiness!**

**First we have to “wake up” the right brain...**



# Integrating Left & Right Brain Abilities: The Path to Integrated Higher Intelligence

## LEFT BRAIN

By-the-book, Routine, Fixed Mind, Low Risk Taking, Individual Focus, Cog-Like, Inflexible, Difficulty Adapting to Change, Logical, Unemotional, Linear, Non-Intuitive, Short-Term Quarterly Focus, One-Step-at-a-Time Repetitive Work, Looking for Efficient Undeviating Routine



“In the Box” Thinking – Applies to Health & Relationships, not just Career

## RIGHT BRAIN ACTIVATED!

Creative, Visionary, Improvisational, Open Mind, High Risk Taking, Collaborative, Team Focused, Compassionate, Flexible, Adaptable, Thrives on Change, Illogical, Passionate, Non-linear, Intuitive-ESP, Long-term Insight, Quantum Leap Advances, Looking for Genius/Variations



“Out of the Box” Thinking... Applies to Health & Relationships, not just career

Integrated for Higher Intelligence, Greater Creative Thinking and Energy, Calmer Mind/Body



New Paradigms, Higher Intelligence, more Creative, Calmer Thinking...

# Right Brain exercise is like a new program for better whole brain activity – affects all areas of health, life, career, relationships

Start here

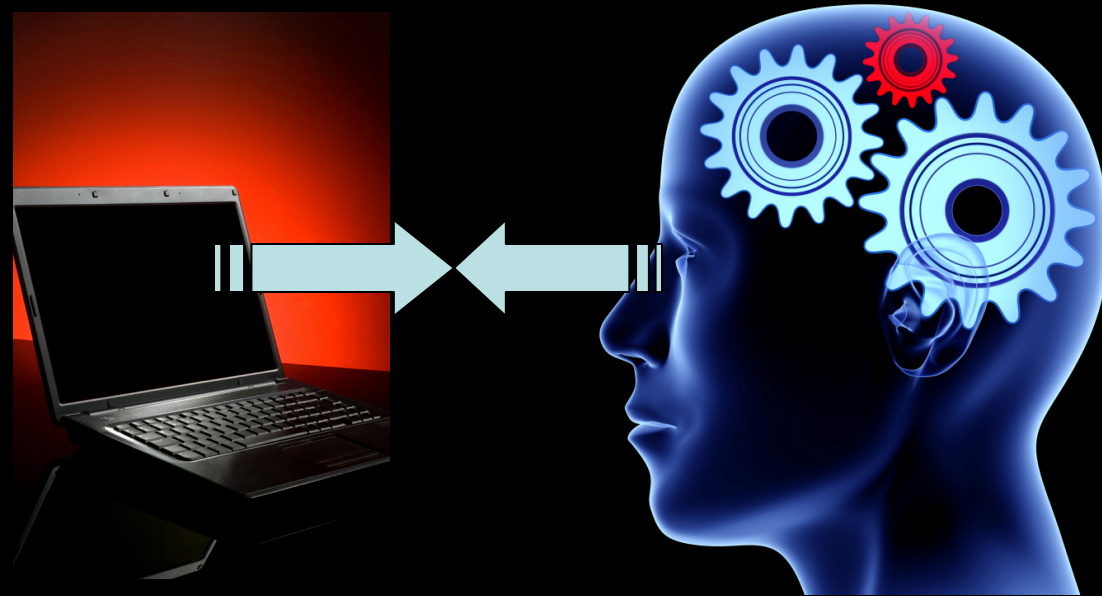


Today & Increasing: More Left Brain, cog-like repetitive functioning with computers, PDAs, standardized forms, check off boxes on lists, repurposing previous ideas, less creating new ideas, less emotion/eyeball connection, less affirmation, creativity – even less happiness.

## Left brain: Our primary mental activity/program.

Using primarily left brain keeps us from extraordinary right brain and whole brain abilities – no differently than if we used only one hand most of the time -- missing the creative ability inherent when combining two for maximum creative activity...

**We are more like computers now.  
We think & learn in small screen minds.**



**But computer-like responses limit human brain creativity, passion, energy, exercise, deeper affirmative human relationships.**

**EXPAND HUMAN BRAIN POWER AND CREATIVITY – for *NEW HUMAN MINDS*.**

- ***Success in health, relationships, career means GOING FAR BEYOND TECHNOLOGY NOT BECOMING TECHNOLOGY. Use it or lose it...***

***The Price: See NY Times Series, “Your Brain on Computers – Hooked on Gadgets & Paying a Mental Price,” & the series of June 2010. Especially important for health & relationships as more human contact is electronic, avoiding personal eyeball-to-eyeball-and-handshake-and-hugs relationships – less natural, creative interpersonal activity. This impacts physical health!***

**The Problems: 80% drop in creativity skills since 1944...?**

**“Among the groups studied, the research concluded that artistic traits such as visual memory, perception and a critical eye for detail declined 80% as compared to research studies conducted in 1944.”**

*“Creative performance: does the computer retard artistic development?” Institute of Electronics & Electrical Engineers (IEEE), Proceedings of 7th Int’l Conference on Information Visualization, 2003, T. Kipp*

*See also NY Times: “Your Brain on Computers: First Steps to Digital Detox,” June 2010. Can we create better technology for healthier human life -- using better brains?...*

# ***What Is Right Brain Exercise?***

**How can we increase these creative-intuitive-meditative-focus abilities?**

**Right Brain Aerobics components illustrate the broad scope necessary – and exciting -- in today’s “right brain” exercise. Greater skills in each RBA component can improve health, relationships, communication across the board.**

# Overview of Right Brain Aerobics 7 Components

## Building New Brainpower Skills from the Ground Up

**“Right Brain Express” Training** includes Exercises from each RBA Component:

7. Institutionalizing Daily Practice

6. Right Brain Strategy / Grids

5. Creativity / Innovation Skills

4. Intuition / Extrasensory Skills

3. Affirmation-Cognition Skills

2. Mental Focus / Visualization

1. Right Brain Start Up

7 Components in sequence address increase in right brain skills & integration with left brain abilities

Exercises target personal goals, creative thinking, solving personal & work problems.

Exercises “pull for” creativity, higher intelligence, insight as natural skills: Health-building as well as brain-building skills.

Start Here →

**Build New Mental Muscles/Skills: Like going to the gym -- daily exercise of right brain skills from the ground up increases untapped abilities/intelligence – integrating activated right brain + left brain = Whole Brain Transformative Skills**

# 7 Right Brain Aerobics™ Components

Illustrate key right brain practice skills for brain-building & using the brain differently

## The Fundamental 4:

**1. Right Brain Start Up, 2. Mental Focus/Visualization, 3. Affirmation/Cognition, 4. Intuition**



1. Right Brain Start Up, Creative Speed Writing/Drawing for Problem-solving, Right Brain Reading, Right Brain Meetings, 6 Impossible Things



2. Mental Focus / Visualization, Mind Strengthening / Expansion, Meditation, Envisioning, Increased Insight, Calm Mind, Better Judgment, fewer Knee-Jerk Responses.



3. Affirmation\*-Cognition, Self-Image Exercises, Identity-based Learning, Breakthrough Thinking, Self-Confidence, Better Able to Affirm Others



4. Intuition Exercises, Expanding Sensory & Extrasensory Awareness – using the brain differently to tap your higher genius...!



**Each Skill or Technique Builds on the Previous**

*\*Adapted from the Strategic Learning Systems Method, created/© by A. Lee Johnson, used with special permission.*

## Creative-Strategic Thinking Abilities:

### 5. Creativity, 6. Right Brain Strategy, 7. Institutionalizing Daily Practice

5. Creativity and Innovation Exercises, Creative Connection Points & Networking, making Art of Life & Work



6. Right Brain Strategy: Learning to integrate Right & Left Brain using Right Brain Strategy Grids – better strategic thinking for all life issues/learning



7. Institutionalizing/Habituating daily practice routines using Right Brain exercise and techniques -- can lead to surprising new abilities, mental energy, greater calmness and creativity in life, relationships – and real “brain-building” (See articles on “building” effects at [www.rightbrainerobics.com/Articles.html](http://www.rightbrainerobics.com/Articles.html))



**Each Skill Builds the Ability to Use the Brain in a New Way  
Increases Communication & Creativity Skills, Brain Building, with every Daily Practice**

# What do Brain-Building & Right Brain exercise mean for Health & Relationships?

- More “right brain” exercise and solutions are becoming mainstream -- for better health & relationships as well as career.
- As if on “cue” for this 8-30-11 talk, the lead article, current “New Scientist” UK Science Journal & Newsletter today:  
<http://www.newscientist.com/special/heal-thyself?DCMP=NLC-nletter&nsref=healthyslf>
  - “Heal Thyself: The Power of Mind over Matter...” (“Heal Thyself: Think Positive -- Trust People – Meditation – Hypnosis – Purpose” – in a mainstream science journal, listing many new studies.)
  - Right Brain Aerobics components, for example, especially Affirmation & Mental focus sections, make it easy to habituate daily practices that reinforce applying each of these techniques in daily personal and work life.
  - The Creativity section focuses on increasing “creative connection points” in life to increase direct social networking/collaborating with more people, relationship building – right brain skills.
  - Both health and career benefit in large ways from making right brain daily practice a regular & new part of personal life and work life.



- Much of “alternative” health uses “right brain” approaches – but “right brain” also includes by-hand creative art, attending live concerts and theater, more collaborative new networking, relationships.



- Now positive effects of such “right brain” exercise is supported by increasing research – and effects may be even greater as ‘right brain” exercise enters the mainstreamed and we can study decades of effects.



- Examples from *New Scientist* article et al.

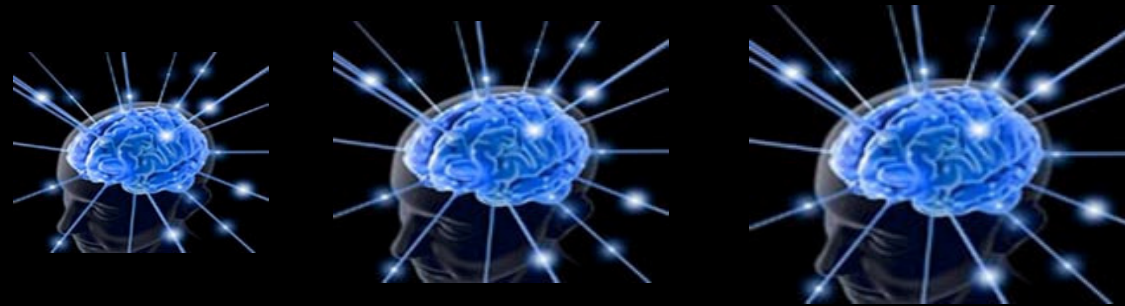
- Positive Thinking/Affirmation: “Optimists [affirmative thinking] recover better from medical procedures such as coronary bypass surgery, have healthier immune systems and live longer, both in general and when suffering from conditions such as cancer, heart disease and kidney failure ([Annals of Behavioral Medicine, vol 39, p 4](#)). “ Affirmation of others is a key *right brain* practice...”

- The ability to affirm self and others also has a profound effect on relationships and interpersonal communication. (See Self-Esteem Balance Beam, [RBA Affirmation Section](#))

- **Meditation:** “Elissa Epel, a psychiatrist at the University of California, San Francisco, believes that **meditation may also boost "pathways of restoration and health enhancement"**, perhaps by triggering a release of growth and sex hormones. ..
- And “Imaging studies show that **meditation can cause structural changes in the brain** after as little as 11 hours of training. .. Epel suggests fitting in short ‘mini-meditations’ throughout the day, taking a few minutes at your desk to focus on your breathing.”
  - **The Right Brain Start Up Exercise** allows you to habituate this kind of easy short-practice routine anytime, anywhere (with better, calmer communication the result) – and Mental Focus exercises include modern language powerful meditation/visualization practice.
- “Meditation **might even slow the ageing process**. Telomeres, the protective caps on the ends of chromosomes, get shorter every time a cell divides and so play a role in ageing. Clifford Saron of the Center for Mind and Brain at the University of California, Davis, and colleagues recently showed that levels of an enzyme that builds up telomeres were higher in people who attended a three-month meditation retreat than in a control group.” (*Psychoneuroendocrinology*, vol 36, p 664).



- **Brain-building? Yes – brain-building through right brain exercise such as meditation is now being documented...**



- **"How to build a bigger brain -- Study shows that meditation may increase gray matter." Mark Wheeler, May 12, 2009, *UCLA Newsroom* - - <http://newsroom.ucla.edu/portal/ucla/how-to-build-a-bigger-brain-91273.aspx>**
- **Mental Focus and Meditation Exercises can actually increase brain size... See new *Massachusetts General Hospital* study published in *Psychiatry Journal* 1-30-11 -- including "thickening of the cerebral cortex in areas associated with attention and emotional integration in as little as 8 weeks. -- [http://www.eurekalert.org/pub\\_releases/2011-01/mgh-mmt012111.php](http://www.eurekalert.org/pub_releases/2011-01/mgh-mmt012111.php)**

- “As with social interaction, meditation probably works largely by influencing stress response pathways. People who meditate have lower cortisol levels, and one study showed they have changes in their amygdala, a brain area involved in fear and the response to threat (*Social Cognitive and Affective Neuroscience*, vol 5, p 11)” *From New Scientist article...*
- This kind of mental exercise has surprise effects -- we find it “taps into” extraordinary inner wisdom, insight, and creativity – not yet touched upon in such studies...
- But many won't “meditate” as they think it means special postures and religious/esoteric practices. Right Brain Aerobics translates this “other 90% of the brain,” intuitive-creative exercise into easy mainstream practice for daily life and work, parenting, lowering stress and improving health and communication in the bargain!
  - More on Meditation, Creativity Practice effects: (Mental Focus/Creativity sections in Right Brain Aerobics): Research is extensive for both health and mental state improvement that would take volumes to list! (See some at [www.rightbrainerobics.com/Articles.html](http://www.rightbrainerobics.com/Articles.html))



# What does this mean: New Opportunity for Better Health & Relationships...

- **The Good News: New Opportunity!** If we can activate right brain abilities (all organic, more time in natural settings, affirmative human interaction – no pills, chemicals, brain scans needed – brain-building at new levels, mental as well as physical creative-intuitive exercise at high levels integrated with left brain abilities at high levels. Even a simple new creative project can actually improve the potential for positive outcome with health or attitude issues!
- **We can reverse some effects listed below and do brain-building at new levels when we mainstream our use of “the other 90% of the brain.” Each of these elements will respond to right “brain-building,” which can affect health, communication, relationship-building. Examples:**
  - Decrease in creativity, innovative thinking, happiness (which leads to ill health)
  - Increase in isolation, indoors, dependency on electronic entertainments instead of highly affirming, creative direct human contact, art; can also lead to ill health
  - Decrease in healthy direct-contact emotional response, less happiness in personal relationships with less touch, eyeball-to-eyeball-handshake-and-hugs human interaction, decrease in affirmative, creative expressions of love
  - Decrease in personal skills development for natural health building and better relationships (without electronics, chemicals, labels)

- Inability to concentrate, focus – more “frazzled.”
  - Inability to think of longer-range, global health effects of daily life.
  - Increase in stress and stress-related disease, stressed relationships, invalidating communication
  - Decrease in confidence and inspiration from our own higher intelligence, insight, remarkable creativity at every age
  - Higher stress trying to fit into standardized “boxes”, standardized health, standardized one-size-fits-all learning, invalidating labels (special needs, ADHD, etc.)
  - Fewer opportunities to exercise real artistic creative skills, create music and art that is natural not electronic; impacts both vision and auditory “sensory” ability – compressed digital sound does affect hearing sensibility!
  - Almost no exercise of intuitive skills, mental/consciousness “healing” abilities
  - More time indoors, in the “box” housing/offices, less time in fresh healthy air and complex natural environments (key for right brain-building!)
- Long-term effects of affirmative/creative / intuitive brain-building on health, relationships, life -- could be far beyond anything we currently imagine – history yet to be written...



**For more on Right Brain Aerobics, articles, classes, testimonials about how right brain training can improve success in learning and career as well as health and relationships, communication:**

**[www.rightbrainerobics.com](http://www.rightbrainerobics.com)**

**“There is no need to go to India or anywhere else to find peace. You will find that deep place of silence right in your room, your garden, or even your bathtub...”**

***-- Dr. Elisabeth Kubler-Ross, author***

**“Man's mind, stretched by a new idea, never goes back to its original dimensions...”**

**-- Oliver Wendell Holmes, Jr., Supreme Court Justice**

**“Tension is who you think you should be. Relaxation is who you are...”**

***-- Old Chinese Proverb***

# Exercises Used for this Dialogue:

- Practice of “Right Brain Start Up Exercise.”
  - Try it yourself at [www.rightbraineraerobics.com](http://www.rightbraineraerobics.com) home page, sample exercise module below Introduction, left column.
- Dialogue re: examples of how to apply concepts of Affirmation\*\*, understanding the Self-Esteem Balance Beam\*\*, impacts of invalidation or negative thinking on communication, relationships.

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**Sandra Rodman, CEO, author of Right Brain Aerobics™ and Right Brain Express™ training, publications. Combining decades in executive management, Fortune 500 – Merrill Lynch, AT&T Wireless technology and communications innovations; in creative residential rehabilitation / educational organizations and Chair, National Task Force on Program/Planning, Therapeutic Communities of America; in theater and creative arts, University of Texas & NYC, playwright /composer; in advanced strategic learning methodologies, corporate training management, advanced meditation / intuition / ESP practices; Sound Healing certification (Sound Healing Foundation/Acoustic Brain Research). Member/Speaker, Association of Internal Management Consultants, Whole Health Programs Network; Board of Directors, The Mirror Theater.**