

Fit Brain + Values = Leadership Futurist

Category – Fit brains and leadership

Many leaders and organizations in today's world are recognizing the importance of aligning with individual and group values to further growth, achieve excellence, and reach goals.

Core values are the fundamental beliefs of a person or organization and ideally, are used as the principles that dictate behavior and action. When we are conscious of what our values are (there is usually a process involved in uncovering them), we can use them to support the infra-structure of our personal and professional lives.



Knowing your core values will assist you in making your personal best choices. This knowledge will also assist you and your employer, or potential employer, to share interests and to determine if your paths can align to serve mutual individual and organizational goals.

Values, when uncovered and followed, have the capacity to create clarity, offer insight, and serve as a guiding light.

Life is good when the things that you do, the way you behave, and the results you are achieving match your values. In this condition, you are satisfied and content. In contrast, when things that you do and the way you behave do not align with your values, situations feel off and results, regardless of how fruitful, are not so rewarding. This can be a real source of unhappiness and discontent for both individuals and organizations.

For example, if you value family life but you have to work excessive hours in your job, you will feel internal stress and conflict, even if the work environment is positive and you are being rewarded well for your efforts. Or if you don't value competition and you work in a highly competitive environment, you are not likely to be satisfied with your job, even if your organization is winning awards and is highly esteemed in the industry.

Knowing your values, and then using them to make decisions about your life, can draw out your natural leadership skills from within.

As your personal leadership muscles grow, engage, and become stronger, and you begin to lead your life consciously according to your values, you will begin to notice a significant shift.

Your brain, when exercised and toned, will support your ability to access and engage your frontal lobes (Executive Function Skills). This is the key that opens the door to being aware of and defining your values and then living in accordance with them.

Gaining access to your “fit brain” can be easy with a bit of knowledge and some great tools. Your brain needs to be exercised, just like your body, to perform at optimal levels. It can form new brain cells and change its structure and function at any age. Your brain finds positive stress beneficial and negative stress detrimental. It also thrives on novel experiences and new challenges.

The fit brain can provide greater alignment with your everyday values, both personally and professionally. You may find that as your brain changes, so may your talents and values as you begin to look at yourself and the world with a healthier and clearer perspective.

As well, values tend to evolve and change over time. A fit brain will be able to notice and support this growth, but a stressed brain will resist it. When you start your career, you may measure success by money and status. However, after you have a family, work-life balance may be what you value more. As your definition of success changes, so do your values. The fitness level of your brain can either make these changes easy or frustrating.

Like your brain fitness, values are also an important lifelong investment! When you start to feel unbalanced -- and you can't quite figure out why, it is likely you are out of sync with your core values and your “leadership brain” may be getting out of shape.

Ultimately, leadership must be rooted in who you are and what matters most to you. When you truly know yourself and what you stand for, it is much easier to know what to do in any situation. The same is true for any organization. It always comes down to doing the right thing and doing the best you can.



Brain Fitness teaches us the art of noticing. With these skills, we can become self aware and more easily determine our values. Then with integrative movement Brain Fitness tools we can assist ourselves in staying in balance. Then we can live in harmony with our values, because values are leadership qualities not stress/reactive traits. When in a Focused, Organized, and Balanced state due to Brain Fitness, we can live our values, be leaders in our own lives and in the organizations in which we play important roles.

Jill Hewlett and Sharon Todd are co-founders of Brain Works Global Inc., Educational Kinesiologists, licensed Brain Gym® trainers, and Brain Fitness experts. Using ground-breaking neuroscience, they empower and maximize learning and leadership potential to nurture innovation, organizational culture and change.

For over a decade, [Jill Hewlett](#), Professional Speaker, Training and Development has been providing interactive, inspirational, and educational [keynotes](#) and [training](#) sessions on a national level. Brain Works Global provides [in-house](#) and [community](#) training, implementation coaching services to a wide range of [organizations](#), [schools](#) and the [community](#).

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