

### **The “Mindfulness” Movement**

Categories – Mindfulness, neuroscience, awareness, stress reduction, mental health

What does Brain Fitness have to do with mindfulness? Why is having a Fit Brain gaining interest and popularity with many individuals, industries and sectors? Why are organizations like Baycrest who have deep pockets for advertising initiatives, jumping on the band wagon and creating this awareness for brain health and the aging population?

Because: people are realizing that the potential to create positive and healthy changes in their personal and professional lives is literally wired within them. **Neuroscience proves it.**

Many of you who know me (Jill Hewlett) and have been following our newsletters, participated in a training or heard me speak. You are ahead of the game when it comes to proactively supporting your brain health. Once people start engaging with Brain Works Global’s simple and effective tools and strategies, performance in all areas of life immediately improves. With continual use, results are impressive.

One of the key elements of our Brain Fitness training is awareness. Awareness is a simple act, but profound in the shifts it creates and results it delivers. The skill takes time to develop and nurture, but it’s worth its weight in gold once a person begins to use and hone their awareness muscles.

Awareness in our Brain Works Global model is similar and complimentary to the practice and benefits of Mindfulness.

*“Mindfulness is a meditation technique and a way of thinking, cultivated by paying attention in a sustained and particular way on purpose, in the present moment and non-judgmentally.” Jon Kabat-Zinn, scientist and the practice’s best-known advocate.*

Unlike how the name may sound, ‘Mindfulness’ has nothing to do with being calm, thinking happy thoughts or not being disturbed, it is the synchronization of mind and body awareness. It gives you a sense of open relaxation, renewed energy and confidence.

Rather than ruminating on the past or worrying about future, mindful people make an effort to pay attention to and communicate clearly based on what’s actually happening right now, in their body, breathe and thoughts. In this way, they are better able to resist being engulfed by negative feelings, judgements or projections.

A study published in the *Journal of the American Medical Association* found that mindfulness was as good as medication for alleviating some depression symptoms and there is solid evidence that it results in a happier workforce.

With all this evidence of the benefits of mindfulness, it’s no surprise that University of Toronto’s Rotman School of Management is now giving students the chance to use mindfulness in a business context. The school offered a



two-day mindfulness training program developed at Google; it was so wildly successful, they're offering it again. The program uses mindfulness techniques to amplify the "five key domains" of emotional intelligence: self-

awareness, self-regulation, motivation, empathy and social skills. But mindfulness has actually been kicking around Rotman for a while – most particularly in the work of Mihnea Moldoveanu.

Moldoveanu believes society is highly prone to "mindless engagement," in business and elsewhere."

In the field of education, opportunities for routine,

mindless learning are many.

In Brain Fitness training participants discover the value of awareness (our own unique brand of Mindfulness) and how it creates change by literally building bridges between the past (brain stem) and the future (prefrontal cortex), so the present moment is born anew; fresh with insight, presence and genuine power. This wires new neurological pathways that literally change the brain and make us healthier and more whole.

People in our modern day world are overwhelmed, busy, multi-tasking, going on auto-pilot and mechanical script vs. functioning from a grounded healthy pace, responding with natural energy reserves to people, places and environments with authentic presence. Clearly we need a cure. Mindfulness and Brain Fitness are an effective anecdote.

**The science and practice of mindfulness has hit its groove and has become popular in treatment centers, businesses, classrooms, workshops, and especially, research labs around the world. The purpose of mindfulness, however, is NOT relaxation. The purpose of mindfulness is the cultivation of awareness. People are often confused by this because a common "side effect" of mindfulness is relaxation.**

Mindfulness training and Brain Fitness programs are now being implemented in many corporate environments and have also made their way into courts, classrooms and hospitals. There is growing scientific evidence that mindfulness and Brain Fitness are well worth their investment.

At its simplest level mindfulness and Brain Fitness are about stress reduction. But others in the field are looking at error reduction, resiliency, health and wellness, pain management and effects on the cardiac and immune systems.

***It only takes minutes to engage your Fit Brain, and it's fun and simple. These effective integrative tools can be done any place, any time and at any ability level. Coupled with developing your awareness muscles, you will be an unstoppable success!***

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 in-house training to a wide range of [Organizations](#), [Educational Institutions](#) and the [Wellness](#) sectors across the nation.

For more information go to <http://www.brainworksglobal.com> or call Sharon Todd for Sales and Strategic Partnerships at 647.932.3273



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