

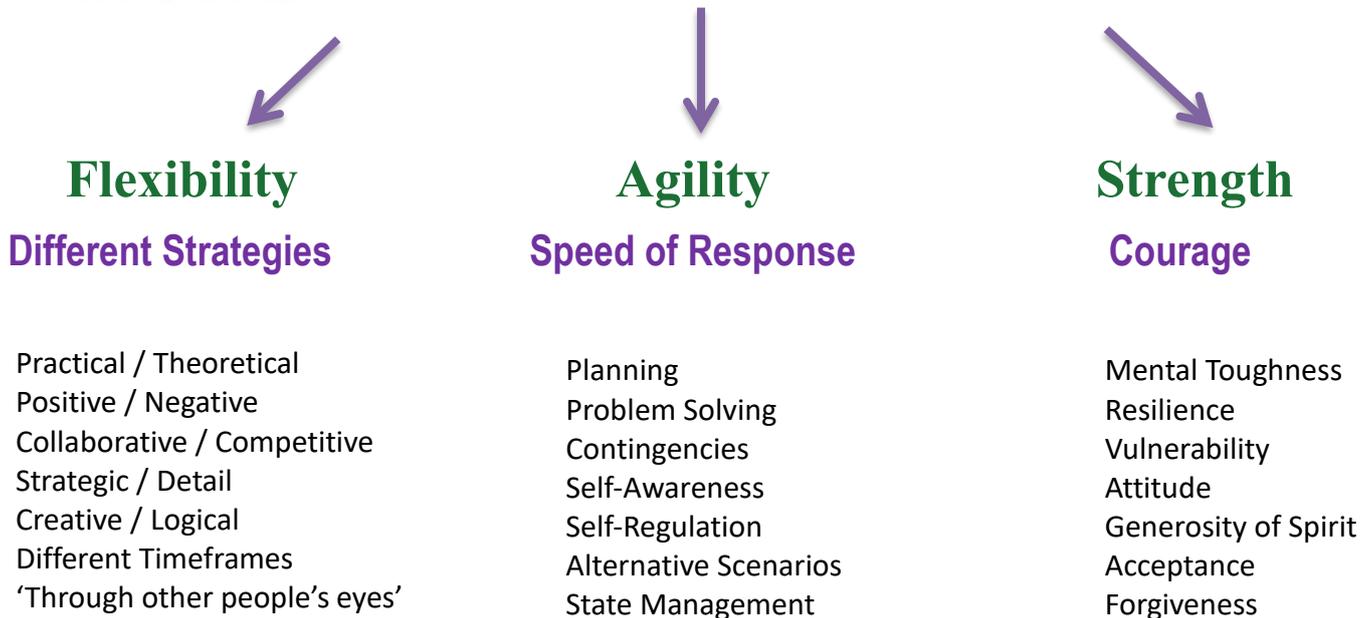


flexibility, agility, strength

“Courage is the ladder on which all other virtues mount”

Clare Boothe Luce

What is Cognitive Fitness?



Quite simply, it’s thinking in the right ways at the right time

(Please note that the visual diagram above is a representation only and is not a comprehensive list!)

Why is Cognitive Fitness important?

Fundamentally, thinking in the right ways at the right time is what keeps us alive. In a global workplace Cognitive Fitness is now an imperative. It is only the quality of our thinking that is going to enable us to save our world and live collaboratively and in harmony on it.

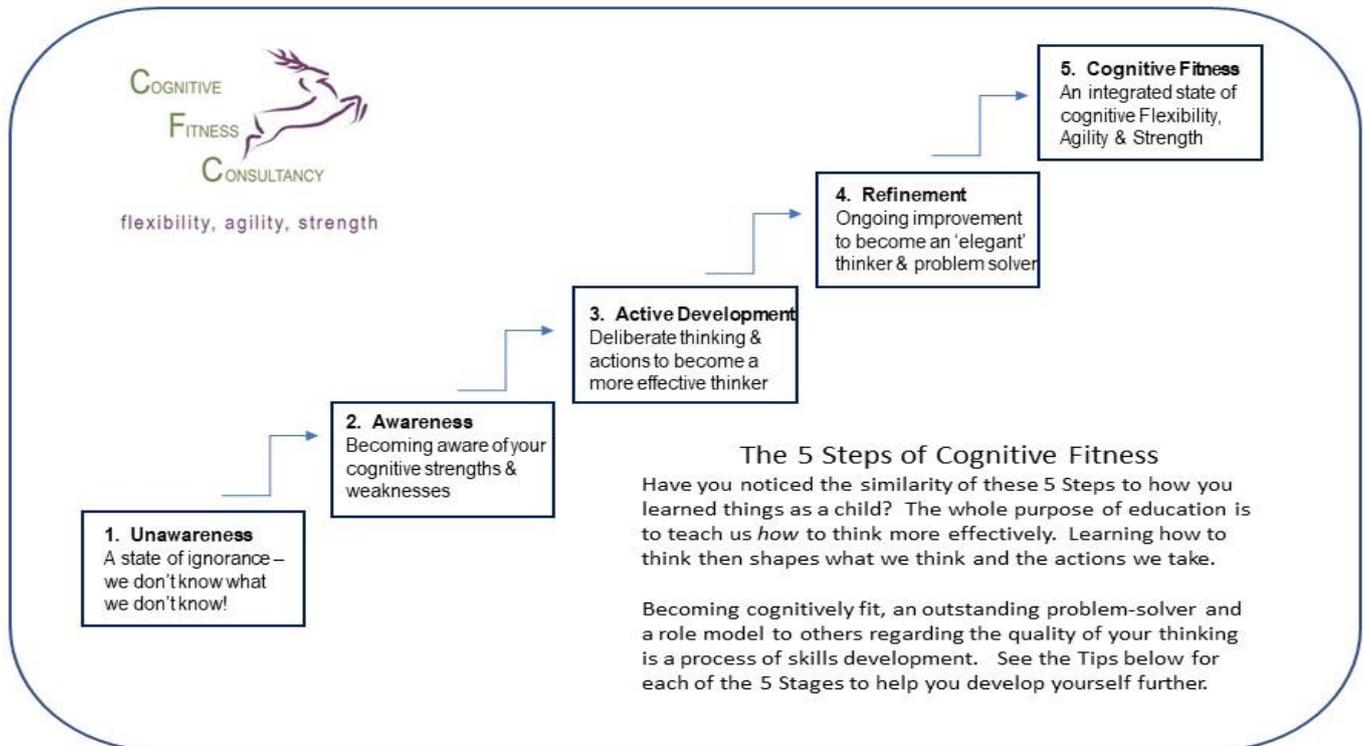
At an individual level, the quality of your thinking, that is, your ‘critical thinking’ skills, and how they relate to your emotions, behaviours and leadership style, is what will set you apart at work from your colleagues, and at an organisational level, your competitors.

Being Cognitively Fit involves having the **Cognitive Flexibility** to take multiple perspectives and look at any situation through the eyes of its various stakeholders; some of whom will hold conflicting ideas. You need to be able to hold these in your head easily without experiencing ‘cognitive dissonance’ – that is, without feeling any kind of internal conflict.

Cognitive Agility is the capacity to switch approaches and use these different strategies quickly and easily to think in different ways when it’s appropriate. For example, being able to change your state so that your head is always in the best ‘place’ emotionally and cognitively.

Cognitive Strength means having the mental courage to be generous, mentally tough, vulnerable, forgiving and resilient. Always having the ‘right’ attitude is quite a big ask!

Developing Your Cognitive Fitness



Step 1. Unawareness

- Think of this stage as an opportunity to learn more about yourself and others.
- Use this free summary as your 1st benchmark against which you can measure your progress.

Step 2. Awareness

- Learn all you can about the different kinds of thinking that exist and how they are useful. Begin to develop your knowledge of the different types of thinking that exist and how easy or difficult it is for you to apply those strategies successfully.
- Watch the free online Cognitive Fitness Development video on our website and pay careful attention to the visual overview on the previous page.

Step 3. Active Development

- Actively and deliberately begin to practise and develop your thinking skills, both the ones that are easier for you and especially the 'weaker' ones that you find more difficult.
- Complete Think Smart™ or Thinking Styles™ or complete the free online training for them.

Step 4. Refinement

- Carefully observe other people you respect who are particularly good 'thinkers'.
- Remember that this can be a frustrating stage, so keep going despite any setbacks.

Step 5. Cognitive Fitness

- Become involved in mentoring or coaching, helping colleagues develop their thinking skills.
- Regularly evaluate your progress; you are still likely to be at the Refinement stage for some elements of Cognitive Fitness even if you are really good at some of the other elements.

The Cognitive Fitness Consultancy

Our Purpose at the Cognitive Fitness Consultancy is to assist individuals and organisations to think more effectively. To achieve this we offer consultancy, bespoke training programmes and executive coaching, all of which are supported by our cognitive tools. As well as being experts in cognition, we are also specialists in leadership development and our Founder, Dr Fiona Beddoes-Jones, has one of the world's very few PhDs in Authentic Leadership.

These are our tools:

<ul style="list-style-type: none"> • Thinking Styles™ • Think Smart™ • Cognitive Team Roles™ • Cognitive Gap Analysis™ 	<ul style="list-style-type: none"> • Authentic Leadership – self analysis • Authentic Leadership 360™ • Leadership Temperament Types™ • The Corporate Love Model™
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These tools are available for you to use as an individual, a training and development specialist or consultant, or within your organisation. The online training for all of our tools is accessible globally via www.cognitivefitness.co.uk and it's free of charge; so no more expensive facilitator training or licencing fees to pay! And as you pay for the tools you use as you go, there's no need for any big investment costs or paper questionnaires unused in cupboards!

- **Think Smart™** - A short and quick introduction to cognition and thinking preferences
- **Thinking Styles™** - A comprehensive report measuring preferences for 26 kinds of thinking
- **Cognitive Team Roles™** - Your scores for the 10 kinds of thinking critical for team success
- **Cognitive Gap Analysis™** - Identifying strengths, weaknesses and gaps in Cognitive Fitness for top teams, project teams, departments and organisations
- **Authentic Leadership – self analysis** – A quick and easy way for you to estimate the levels of your Authentic Leadership against the 3 Pillars of Self-awareness, Self-regulation and Ethics
- **Authentic Leadership 360™** - A comprehensive development tool for your leadership style
- **Leadership Temperament Types™** - How your psychobiology influences your leadership style; to what degree are you motivated by testosterone, oestrogen, dopamine and serotonin?
- **The Corporate Love Model™** - How compassionate are you and your organisation?

Books by Dr Fiona Beddoes-Jones

Thinking Styles – Relationship Strategies That Work!

Divided by Gender, United by Chocolate; Differences in the Boardroom

Love Is The Answer

Contacting Us

If you are interested in developing your Cognitive Fitness further, by using our tools or via our in-house training, Masterclasses, advice, coaching and support to assist you in achieving your individual and corporate goals, the best way to contact us is via our website.

We wish you every success in your future career.

The Cognitive Fitness Team