

HEADSTRONG PERFORMANCE



IGNITING BRAINS TO BREAK
THROUGH PERFORMANCE PLATEAUS



Team Brain-Age

Using Brain-Age to Measure and Build Your Team's Capacity For Sustained Success

In his 1949 book: "The Organization of Behavior", Donald Hebb proposed a neuroscientific mechanism called Neuroplasticity to describe how our brains are constantly rewiring as an adaptive response to internal, external, and environmental conditions.

Extensive research in Neuroscience shows that a young brain is more capable of being adaptable, resilient, learning new skills, being more focused, being creative, and changing its behavior, all skills critical in today's volatile business climate. As brains get older, they gradually lose their capacity for neuroplasticity and become increasingly more fixed in their beliefs and habits, thus making them less adaptable. What's really exciting is that further research is showing that we are in control of how rapidly our brains age through our daily rituals and mindsets.

At a team or organizational level, success is dependent on the capacity of the collective brains of all members to apply themselves in a manner that produce those results that are aligned with the team's or organization's objectives. The younger the collective team brain-age, the more capacity that team will have to achieve sustained success and exceed performance objectives.

In this program, each team member will undergo a proprietary Online Brain-Age Assessment to help them measure their own personal brain capacity for success. Following the assessments, a Team Brain Age profile will be presented to the team, which will trigger a commitment by all team members to adopt daily rituals and mindsets that raise the team's performance capacity for sustained success.



Marcel Daane

MSc Neuroscience of Leadership

*Author of: **Headstrong Performance***

Recipient of the 2012 Global HR Excellence Award in Leadership as well as the 2016 Global Coaching Leadership Award, Marcel Daane is considered one of the pioneers in integrating health behavior and neuroscience to improve performance in executives and organizations. With over 20 years of coaching experience across business, sports, health and cognitive performance, his integrated approach has transformed the lives of thousands of executives and has subsequently helped improve the performance of numerous multi-national organizations from a wide variety of industries.

Marcel is the author of the internationally acclaimed book: “*Headstrong Performance*” Headstrong means determined, focused and committed and Marcel learned from the best about what that really means. His mother was exiled, but ultimately honored, by South Africa for her courageous stand against apartheid. Marcel’s own life-journey has taken him from military service in naval intelligence, elite Martial Arts Practice, to coaching Olympic and professional athletes, and ultimately into executive and leadership coaching.

Marcel is the founder, and CEO, of Headstrong Performance, a boutique-consulting company that facilitates leaders to raise organizational performance by improving health, performance and leadership capacity, and employee engagement.

Marcel holds a postgraduate degree in the Neuroscience of Leadership from Middlesex University and an Undergraduate Degree in Complementary Medicine from Charles Sturt University coupled with advanced certifications in fitness and performance coaching.

Investment

Prices Listed in US Dollars

	Investment
Item	
Team Brain-Age Assessment	\$250 per participant <i>(Minimum of 10 People)</i>
Online Team Brain-Age Presentation	FREE
<i>Optional: Onsite 2 Hour Team Brain-Age Presentation</i>	<i>\$2,500</i>

Conditions:

- Headstrong Performance requires a 50% non-refundable down payment upon confirmation of their programs
- Client is responsible for accommodation, airfare (business class) and ground transportation.
- Additional Travel Allowances May Apply.
- Please send confirmation e-mail to: marcel@headstrongperformance.net



“Marcel drove home the connection between a healthy mind and a healthy body to the participants of our regional leadership conference. Participants learned to increase mental well-being and perform more effectively in their leadership roles.”

MICHAEL BRAUN

General Manager, Africa and Asia Pacific

Daimler Financial



“Marcel delivers a life changing message about healthy work-life balance, good nutrition, rest and regular exercise, all leading to an improvement in performance, individually and as a team. A great way to bring about real, positive, and productive change.”

COLIN SAMPSON

Senior Vice President and CFO

SAP-Asia Pacific



WORLDWIDE

“ I completely buy into what Marcel is doing. Marcel conducted a 2-day Headstrong Performance training program with my regional leadership team and I'm still seeing the positive effects on their performance. That is the sign of a very effective program.”

TONY GRANDIDGE

Senior Vice President

Euronet Worldwide