5 Steps of Brain Management
**Introduction to HSP Consulting**

**No. 1 Education Consulting Enterprise in South Korea**

HSP Consulting

We deliver a widely-benefiting spirit of management to your organisation and your members. This spirit has been the basis of national foundation in ancient and modern Korea. HSP Consulting was founded based on this spirit and became the best education consulting enterprise in Korea.

Since established in 1997, we have been leading the change and growth of the domestic education industry with unique experience-based education programmes. We are now grown as an enterprise enabling a socially-responsible and ethical management for the earth.

Our passion makes this noble management philosophy possible in your organisation and your members. As a result, we have been acknowledged for masterpiece education by reaching 600,000 employees 2,000 prominent enterprises and governmental bodies, such as Samsung, Hyungdai, LG, KIA, Ministry of Public Administration and Security, Ministry of Labour, Ministry of Defense, etc.

<table>
<thead>
<tr>
<th>Year</th>
<th>Award and Recognition</th>
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<tbody>
<tr>
<td>1999</td>
<td>Appreciation Plaque by Daejeon Regional Labour Office, Korea Human Resource Development Institute: Excellent HRD Programme Award</td>
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<tr>
<td>2000</td>
<td>Korea Human Resource Development Institute: The best HRD Programme of 2000</td>
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<td>2005</td>
<td>Appreciation Plaque by Keumho Insurance &lt;ECHO~PLUS 2005&gt;, Defense Ministry Award &lt;HSP Mind Refresh Course&gt;</td>
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<td>2006</td>
<td>HoneyWell US Office U-DAP Course</td>
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<td>2007</td>
<td>Appreciation Plaque by POSCO</td>
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<td>2008</td>
<td>Appreciation Plaque by Namyangju City Hall. Appreciation Plaque by Hyundai Mobis &lt;2008 Power mind&gt;</td>
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<td>2009</td>
<td>Appreciation Plaque by KIA Motors, Appreciation Plaque by Daewoo Engineering</td>
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<tr>
<td>2011</td>
<td>Appreciation Plaque by Dongwoo Fine-Chem</td>
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<td>2012</td>
<td>Appreciation Plaque by Police Department</td>
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<td>2013</td>
<td>Best Healing Programme Award by HRD Association</td>
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<tr>
<td>2015</td>
<td>Appreciation Plaque by Hyndai Merchant Marine</td>
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Awards & Clients of HSP Consulting

Important Awards

Over 2,000 organisations, over 600,000 people experienced HSP Consulting!
The programme contents are co-developed by
Korea Institute of Brain Science (www.brainkibs.org), the official Brain Education consultant in UN
Global Cyber University (http://eng.global.ac.kr)
International Graduate University of Brain Education (http://eng.ube.ac.kr).

Their know-how and research are applied into 5 Steps of Brain Management programme.
Many successful Korean organisations focus both on traditional wisdom and high-end creativity, where Asian wisdom based culture is well harmonised with the high efficiency based on neurological findings. It is no doubt that the leaders of the 21st century will be the ones that utilise the brain holistically. To build up such a culture, there are important factors such as sensitivity, adaptability, emotion management, as well as individual health.

Holistic training cultivates the brain’s innate and unlimited potential to develop a brain that is productive, creative, and peaceful. Methods should be easy-to-use and self-help to keep the body-brain functional, strong, and in shape. Learning ability enhances by comprehensive muscular-cognitive training for the enhancement of attention, memory, self-control, and motivation. You can improve your attention first by learning how to enhance awareness through coordinated brain-body senses, and second by learning how to direct that awareness to specific tasks you have to perform or the goals you seek to achieve. Focused awareness and mental clarity result in memory improvement, and the improved concentration and memory brings better performance. Improved brain power and self-understanding lead to enhanced self-esteem, which is a firm basis for good character development. Enhanced self-esteem and a well-balanced character make people interact with others more positively, and are able to develop mutually beneficial and fulfilling relationships.

<table>
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<tr>
<th>Individual Aspect</th>
<th>Organisational Aspect</th>
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<tbody>
<tr>
<td>Sensitivity</td>
<td>Productivity</td>
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<tr>
<td>Adaptability</td>
<td>Syn-energy</td>
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<tr>
<td>Creativity</td>
<td>Work Efficiency</td>
</tr>
<tr>
<td>Health</td>
<td>Competitiveness</td>
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<tr>
<td>Emotion Control</td>
<td>Communication</td>
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</table>
For creative and innovative action, the brain should be activated. The human brain can be classified into 3 layers according to the evolutionary step, and each layer has its own functions. As these functions are well developed and wisely utilised, we can enhance the creativity, productivity and peace.

Brain Management focuses on the experiences, based on the neurological findings that muscle memory is the most lasting memory and physical involvement makes learning enjoyable and effective. It is based on the understanding that Body-Brain is an organic whole, which functions best when connected and coordinated.

Brain Management uses a direct approach to the brain.
Brain Management is managing 3 layers of the brain and its functions.

**Effects of developing the 3 layers**

- **Structure**
  - Neo Cortex
  - Limbic System
  - Brain Stem
- **Function**
  - Thinking
  - Emotion
  - Action
- **Effects**
  - Creativity, Flexibility
  - Stress reduction
  - Power
5 Steps of Brain Management

1. Awaken the Sensitivity
2. Think Flexibly
3. Manage the Emotion
4. Act Powerfully
5. Create the Self Value
Method

The 5 Steps of Brain Management programme gives a stunning and enjoyable experience avoiding tedious and complicating lectures. It has flexible adaptable modules that can be customised to meet any of the particular needs of the work environments. The following practices are also incorporated in the programme.

Deep and natural breathing: The breath work is designed to conduct deep and natural breathing, bringing a deeper relaxation and enhanced concentration as a preparatory setting for being more productive and functional in any activity you perform.

Brain-Body exercise: Our unique exercise improves blood-energy circulation throughout the body, and enhances brain-body communication and coordination.

Positive Information: Brain feeds on information, which affects, positively or negatively, on the overall functionality of your body and brain. The training enhances your ability to use information consciously to improve your self-esteem and to empower your self-motivation.

Imagination: Imagination is the most powerful built-in tool for creation in human brain. The exercise and practices introduce more flexibility into your brain, enhances your imagination and, thereby, activates your brain’s capacity for creativity.
Awaken the brain sensitivity

Goal

- Awakening the sensitivity for circumstance changes.
- Improving response to various challenges.

Procedure

- Brain Sensitising 10 forms: awakening the brain sensitivity through physical exercise.
- Mindfulness: Experiencing the deeper levels of concentration.

Background

- Brain sensitivity develops by developing body sensitivity.
- Concentration enhances the brain sensitivity and stress reduces the brain sensitivity.
- Moving unused muscles and trying new motions awaken the brain, and activates stagnant brain cells.
Think flexibly and creatively

Goal

- Extending the narrow fixed pattern of thinking into a holistic flexible pattern
- Enhance the creativity by activating the synapses connection.

Procedure

- Understanding the importance of synapses connection.
- Making a flexible brain: connecting left and right brain through corpus callosum synapses.
- Brain rewiring game: connecting various synapses through various movements.

Background

- Creative results come from flexible way of thinking.
- Recognising a fixed pattern of thinking helps the brain to become flexible.
- By rewiring the synapses connection, creativity increases.
Goal

- Giving motivation for emotion control.
- Creating a sympathetic work mood for comfortable conversation and cooperation.
- Finding a solution by watching the reality.

Procedure

- Theoretical explanation of emotion suppression, expression and release.
- Practicing Emotion release.
- Situation simulation game: learning to consider about other people. Learning the way of communication: Listening and Sympathising.
- Scoring reading and responding abilities and diagnosing of the communication skill.

Background

- Peaceful atmosphere improves personal relationships and cooperative mood among the organisation members.
- Conflict management brings the brain into a optimum condition.
- Meditation calms down the brain wave.
Brain Management Step 4

**Recover the action power**

**Goal**

- Recovering the zero state (the pure initial motivation)
- Learning the relation between brain happiness and job concentration.

**Procedure**

- Learning Importance of the zero calibration: case study.
- Experiencing the zero state: Through the brain wave vibration, find out the balance between body and mind.

**Background**

At the state of zero, the brain enhances:

- Job performance
- Emotion controllability
- Focus and action power
Discover your self value

Goal

- Breaking the preconceptions between the organisation and its members
- Gaining Self-Esteem

Procedure

- Self praise to gain self-esteem
- Group praise: find out the strong point of each other, praise and experience the feeling of being respected.
- Family praise: Harmonise the attention towards work and family.

Background

- Praising activates the hidden potential in the brain.
- Positive mood brings harmony within the organisation.
- Creativity arises from pride of the work and also trust from the organisation.
Evidence-Based Complementary and Alternative Medicine
Volume 2012, Article ID 234713, 13 pages

A Comparative Randomised Controlled Trial of the Effects of BrainWave Vibration Training, Iyengar Yoga, and Mindfulness on Mood, Well-Being, and Salivary Cortisol
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Influence of brain-derived neurotrophic factor and catechol O-methyl transferase polymorphisms on effects of meditation on plasm catecholamines and stress
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The effects of mind–body training on stress reduction, positive affect, and plasma catecholamines
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Increased default mode network connectivity associated with meditation
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