

TTI SUCCESS INSIGHTS®

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# Mindset Project

Presented by: Ron Bonnstetter

# Adding Concrete Images to Subjective Insights

## Seeing is Believing



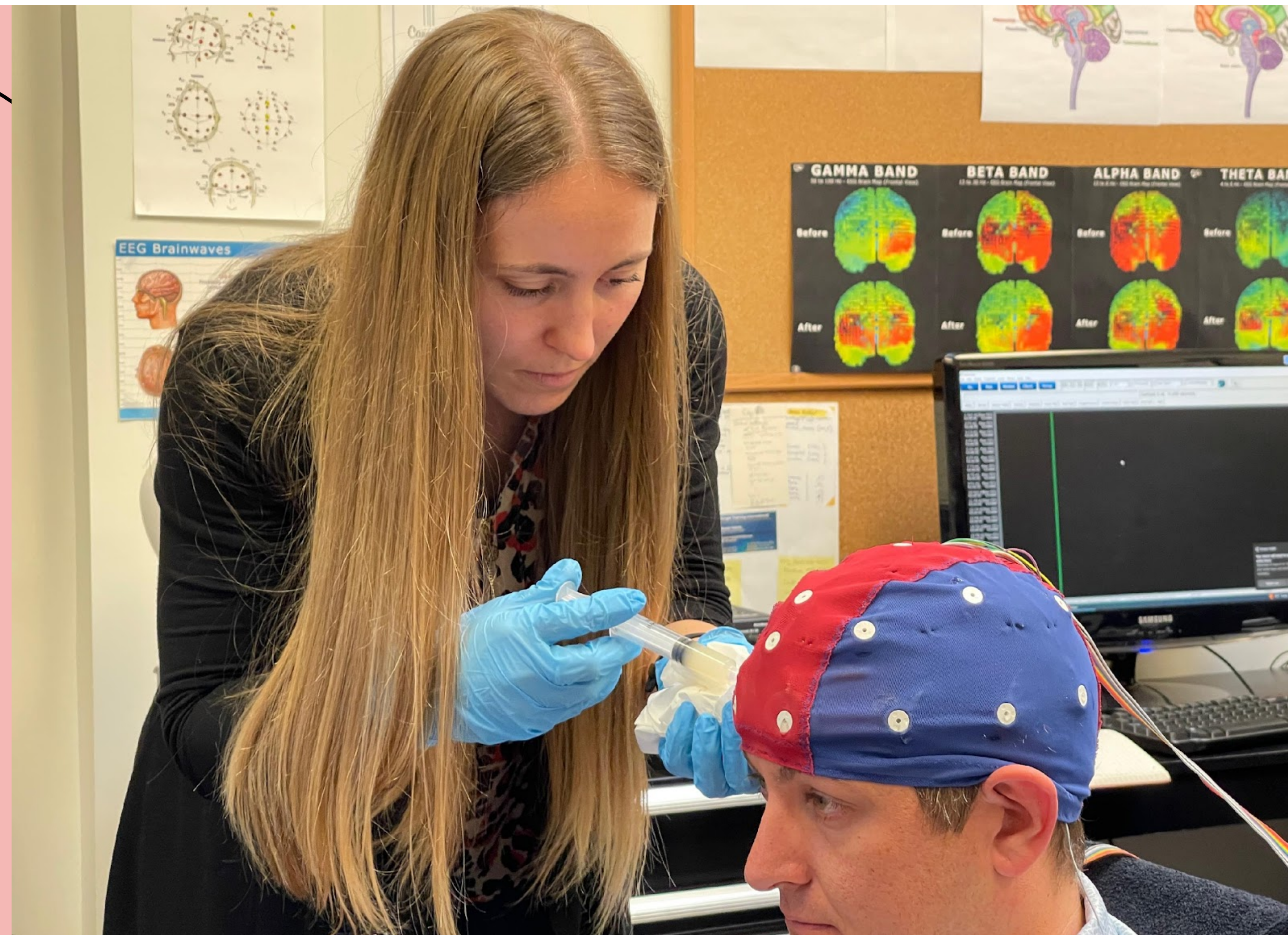
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# Review

## Gamma Asymmetry Protocols

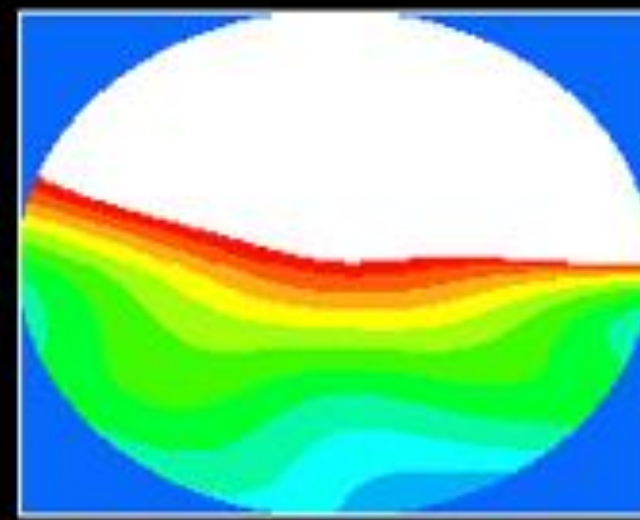
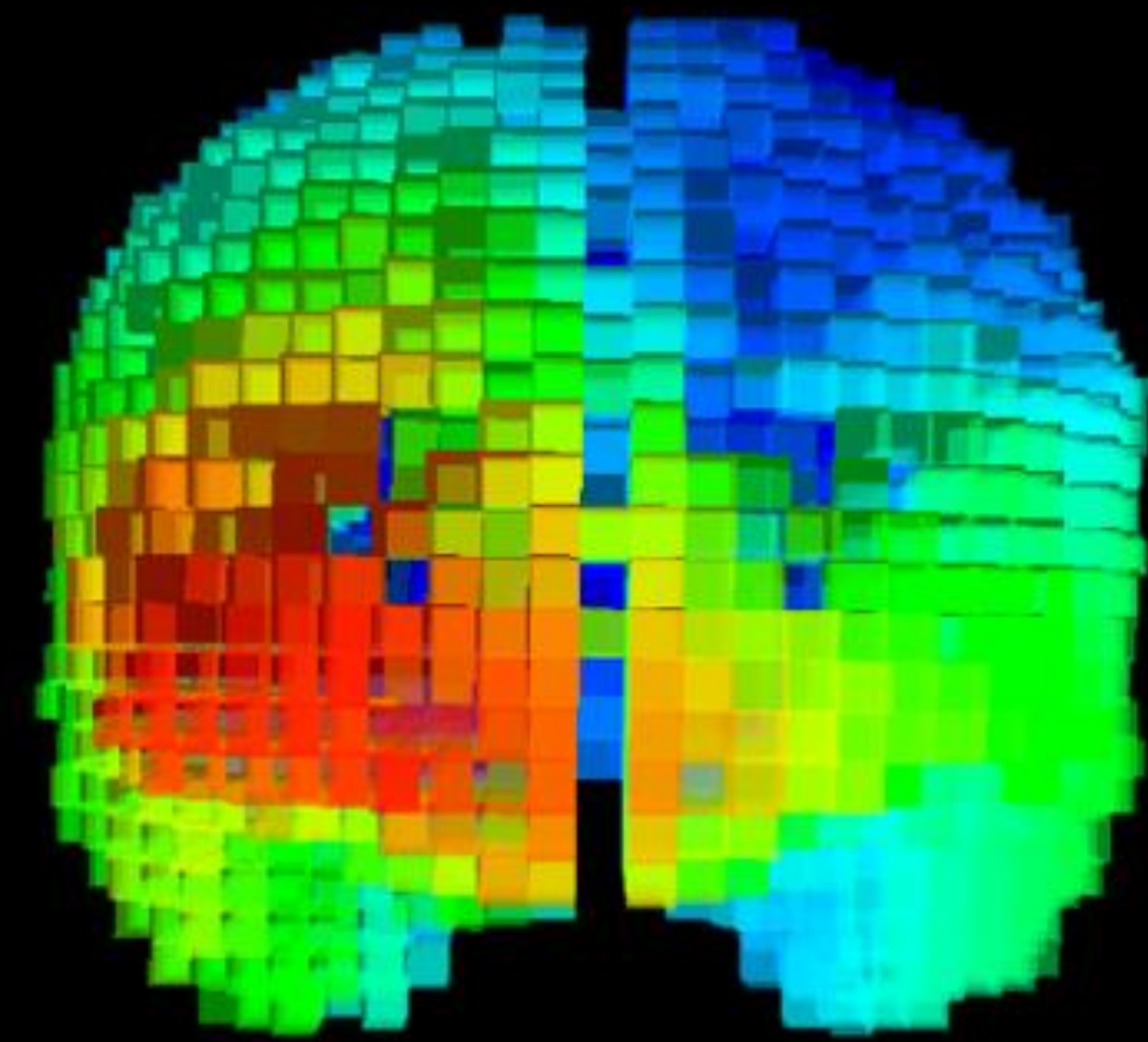


uV pk-pk

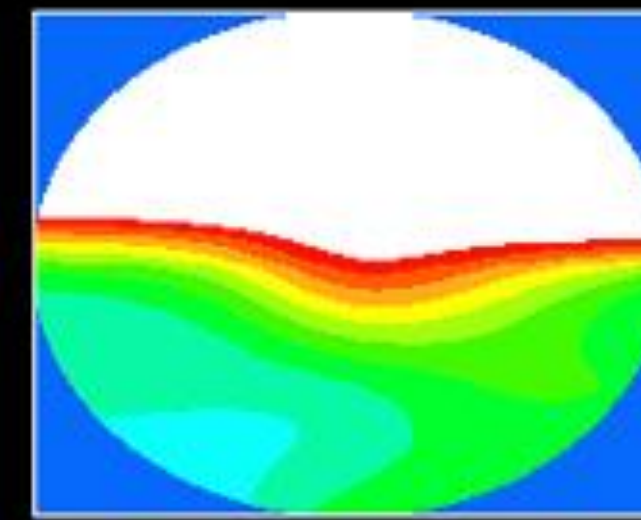
VALUE A	RULE VALUE B	THEN:	VAL A	VAL B	% TIME
Right Frontal			1.65	0.00	100.0
Right Frontal Average			2.60	2.60	0.0
Right BA 11			2.31	0.00	100.0
Right BA 11 Average			4.02	4.02	0.0
Right BA 46			2.11	0.00	100.0
Right BA 46 Average			3.87	3.87	0.0

uV pk-pk

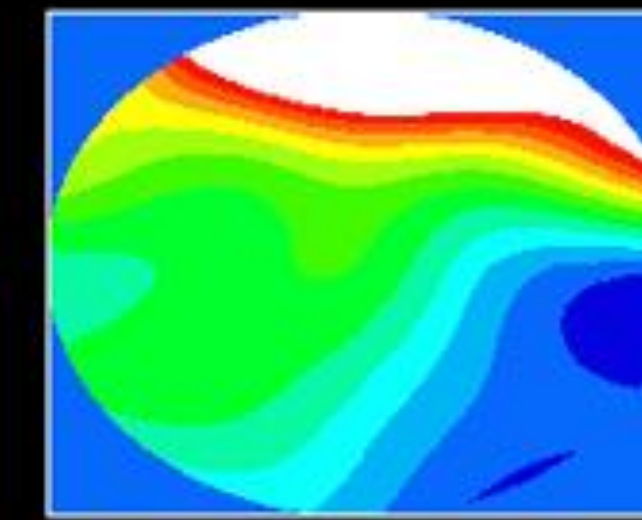
VALUE A	RULE VALUE B	THEN:	VAL A	VAL B	% TIME
Left Frontal			1.60	0.00	100.0
Left Frontal Average			2.18	2.18	0.0
Left BA11			2.01	0.00	100.0
Left BA11 Average			3.21	3.21	0.0
Left BA 46			1.82	0.00	100.0
Left BA 46 Average			2.70	2.70	0.0



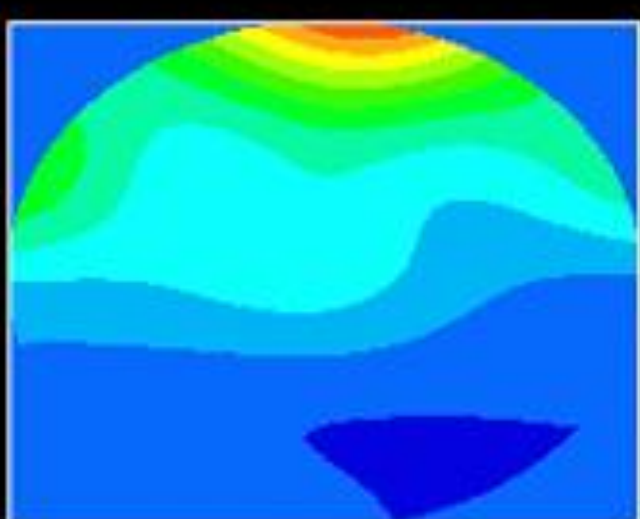
0 +1 +2 +3 +4 +5 +6  
Delta Avg EEG



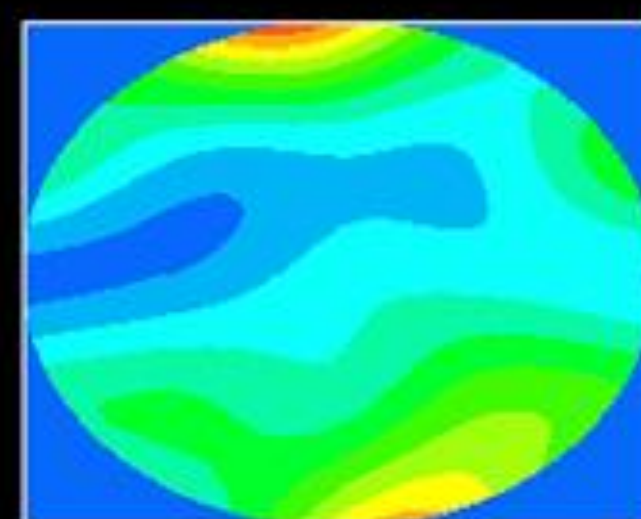
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Theta Avg EEG



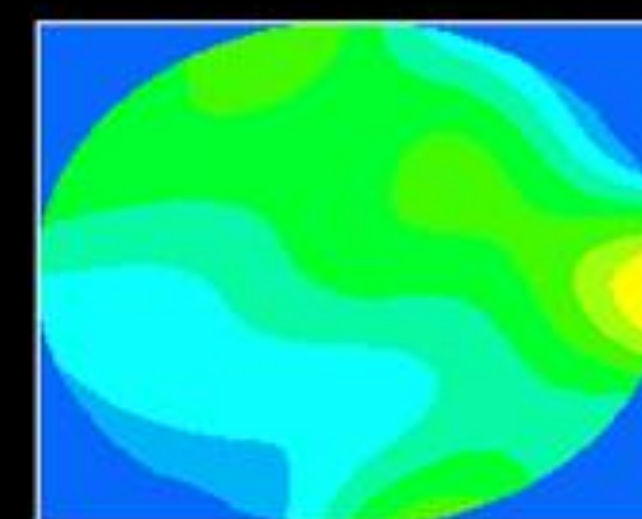
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Alpha Avg EEG



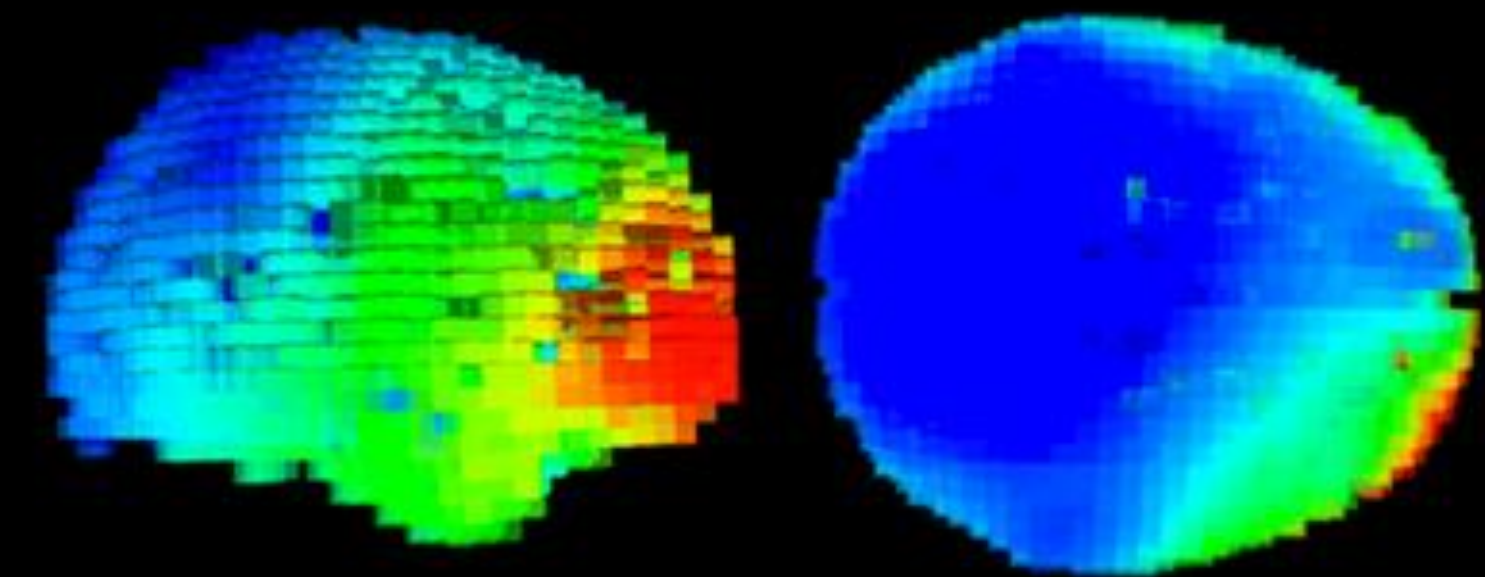
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Lobeta Avg EEG



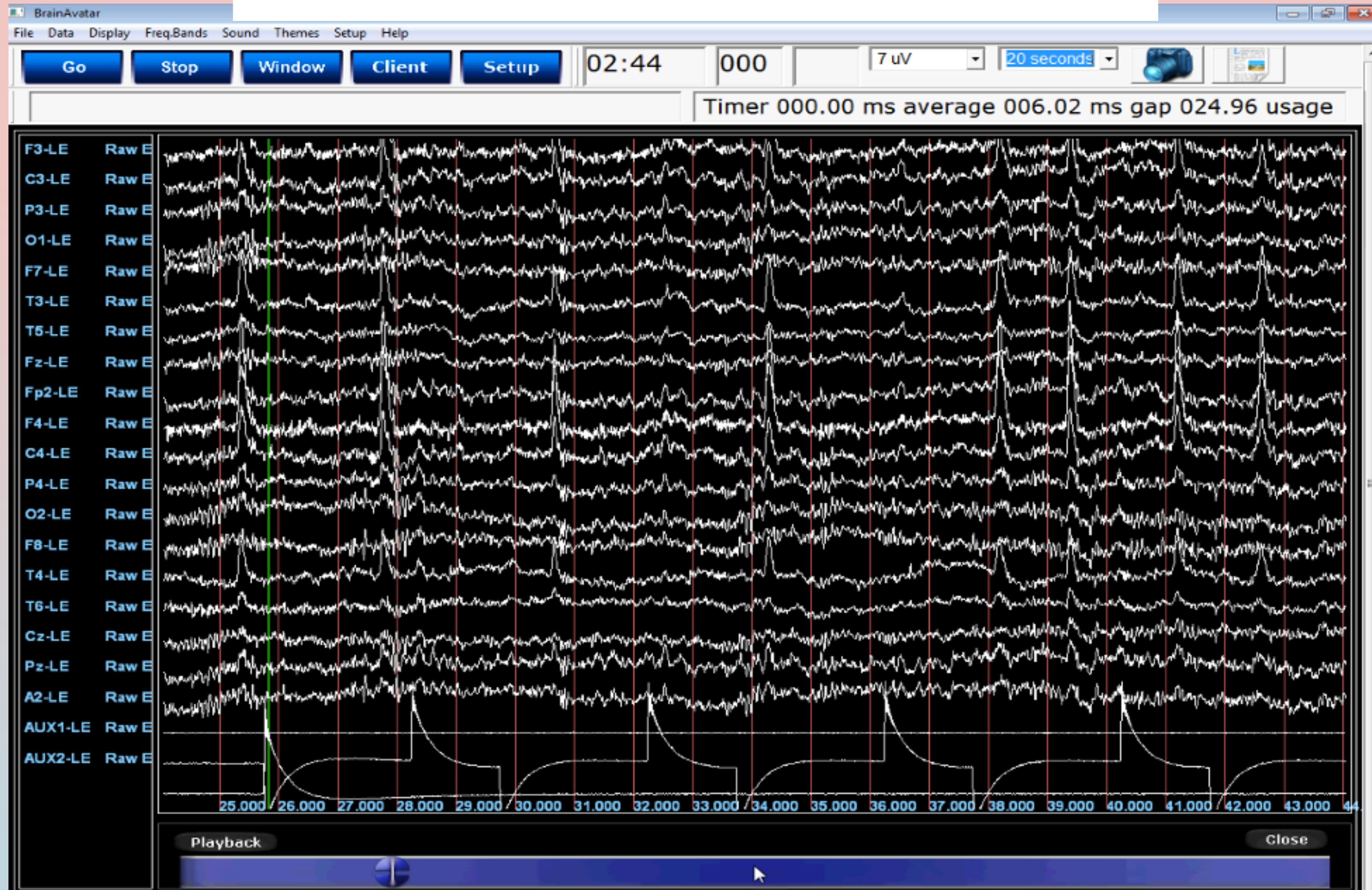
0 +1 +2 +3 +4 +5 +6  
Beta Avg EEG



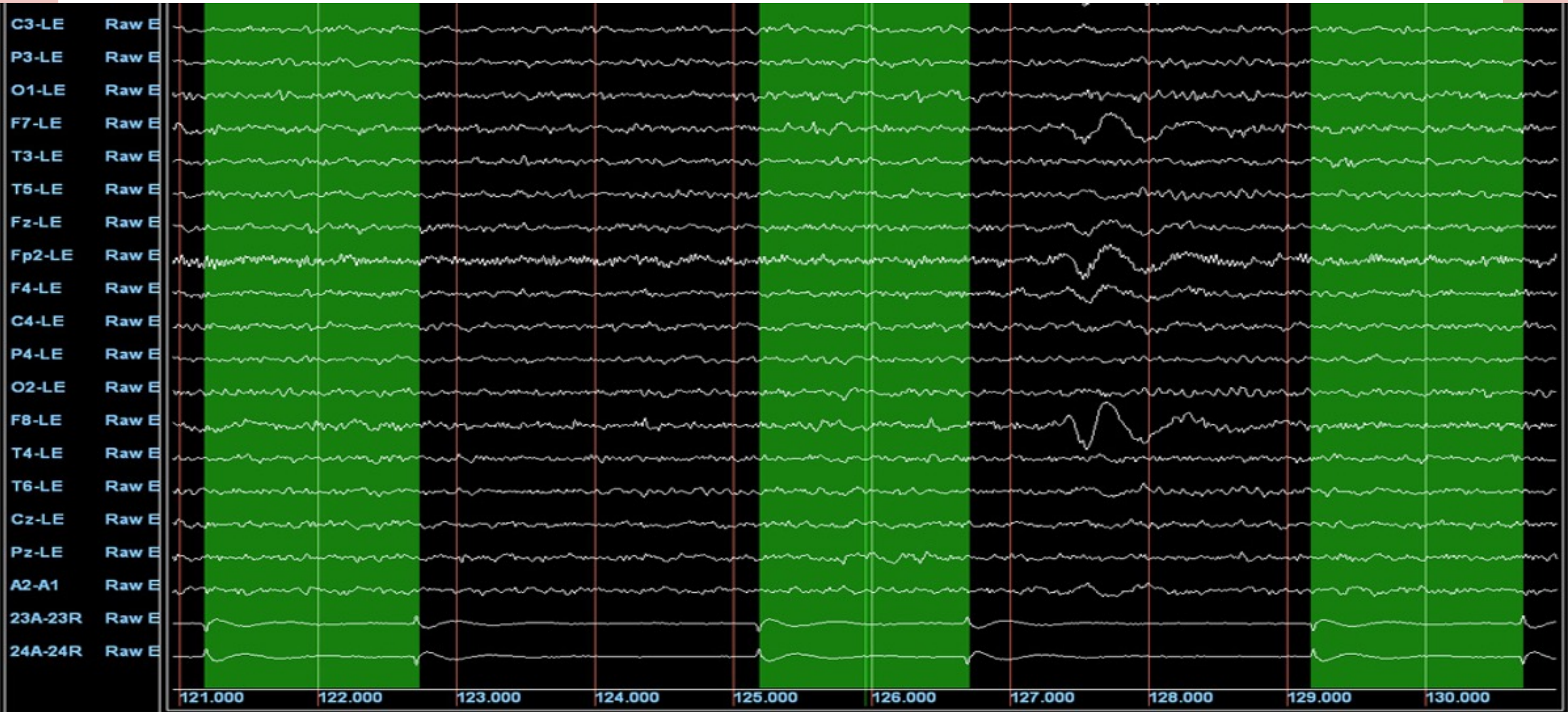
0 +1 +2 +3 +4 +5 +6  
Hibeta Avg EEG



# Inserting Markers



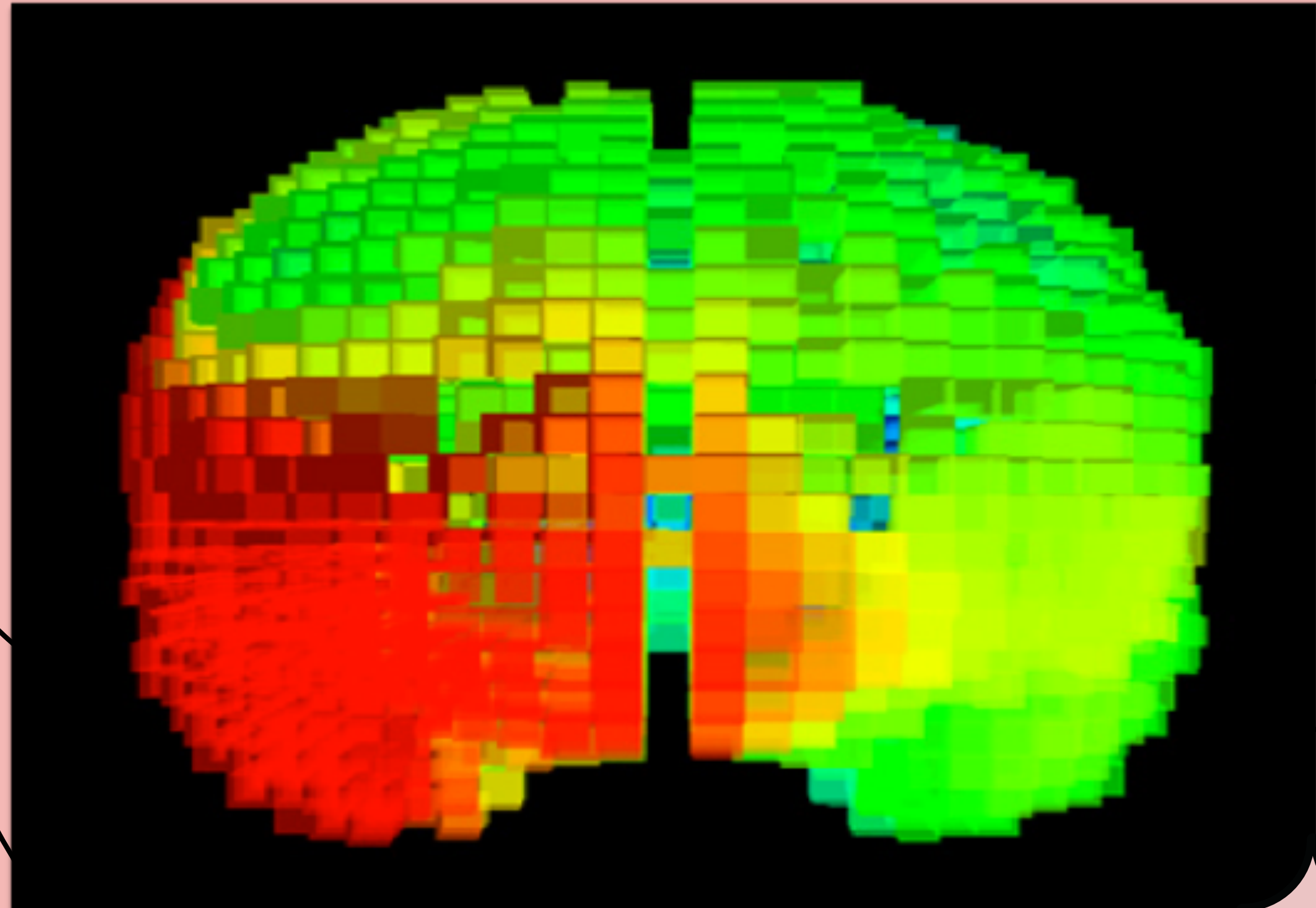
# Segment from Raw EEG for Analysis



Playback Close





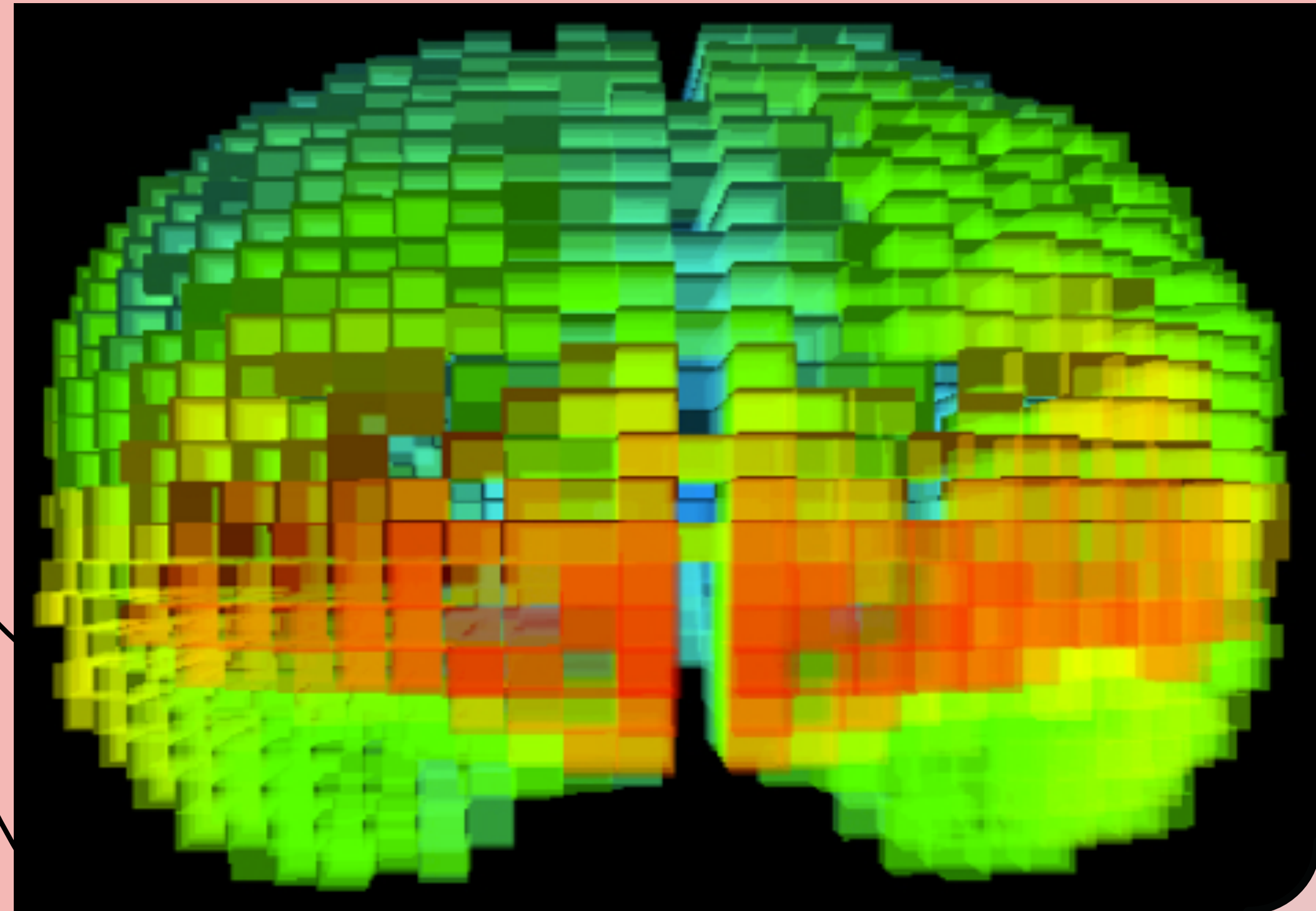


# Avoidance Brain Reaction



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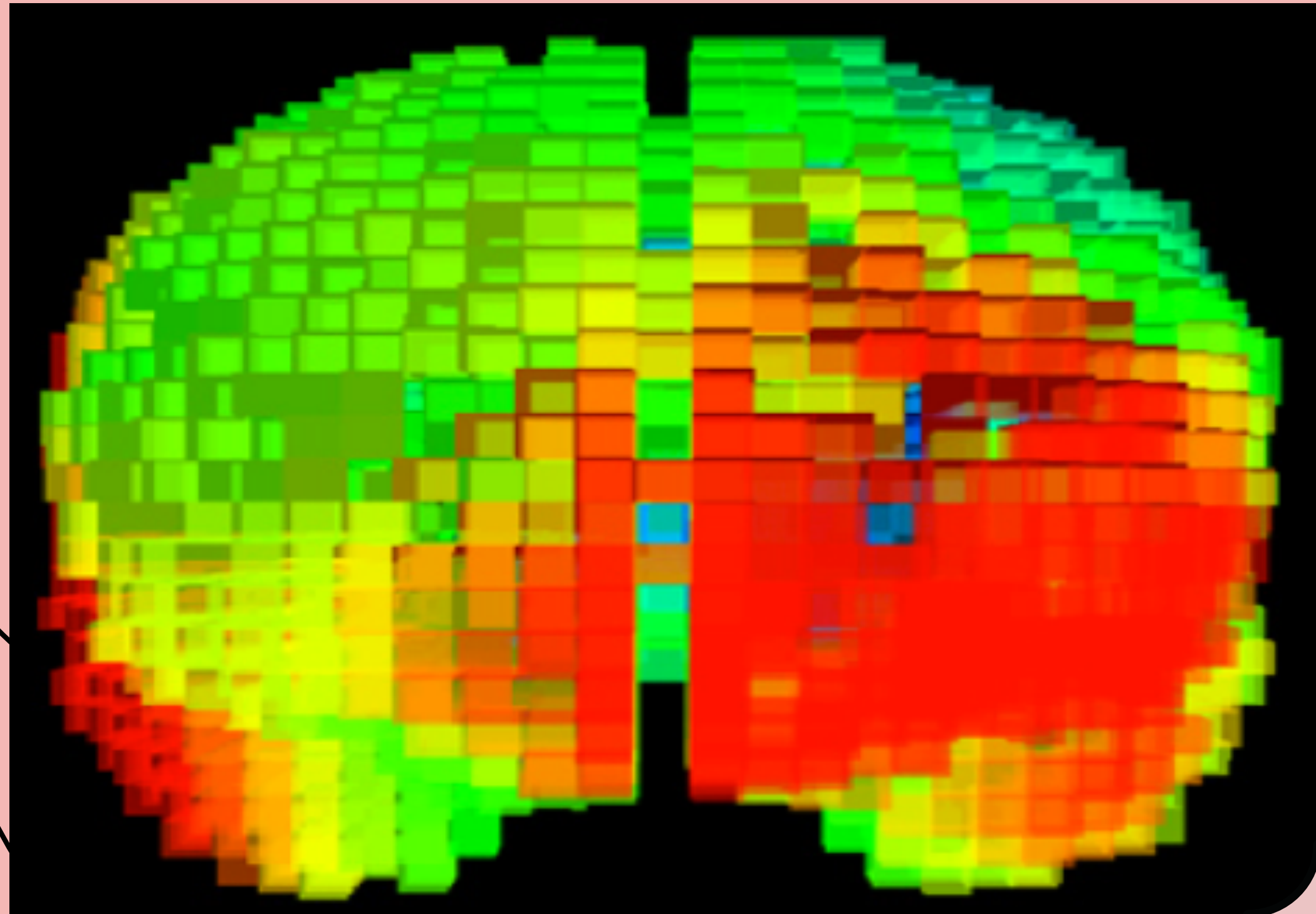




# Neutral Brain Reaction







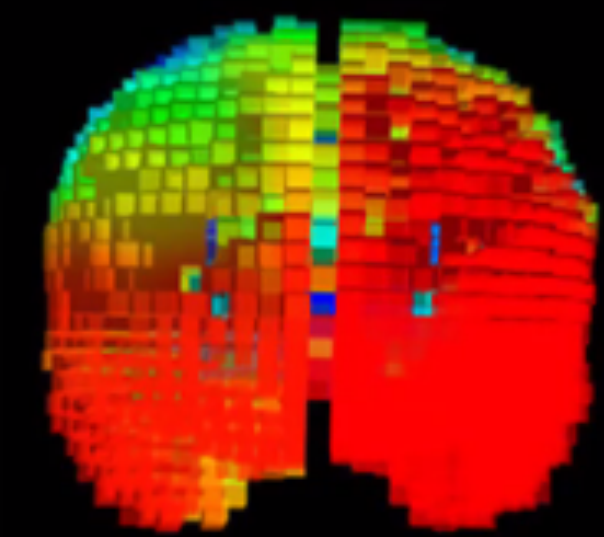
# Accepting Brain Reaction



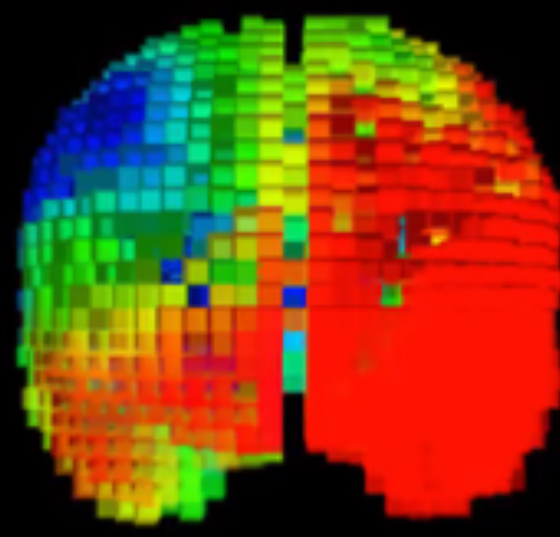
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# FRONTAL ASYMMETRY

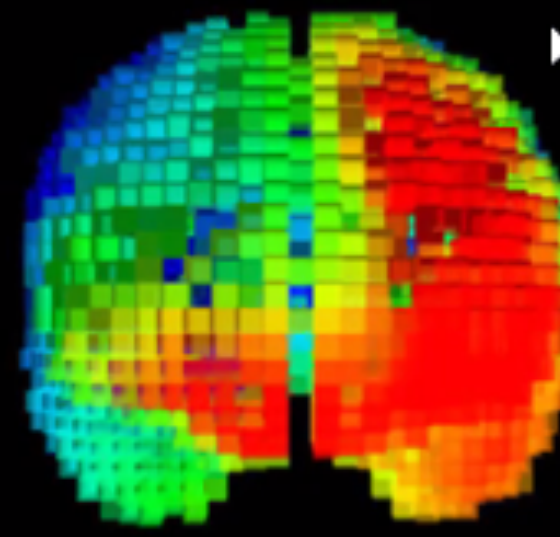
Acceptance vs Avoidance in the Brain



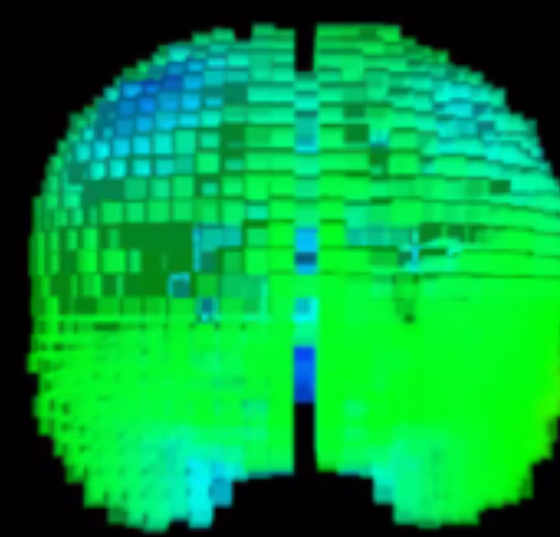
Enthusiasm



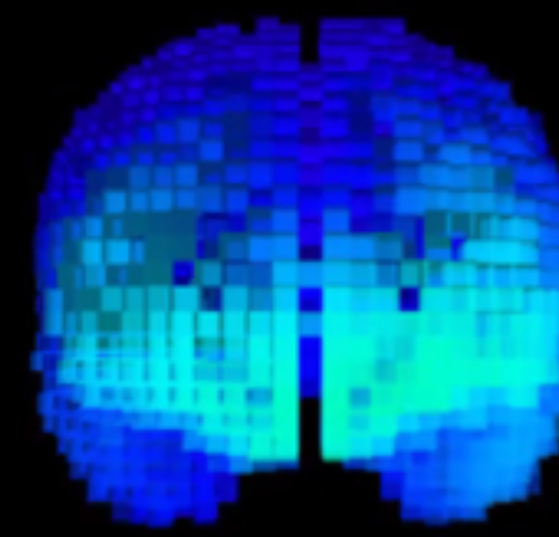
Agreement



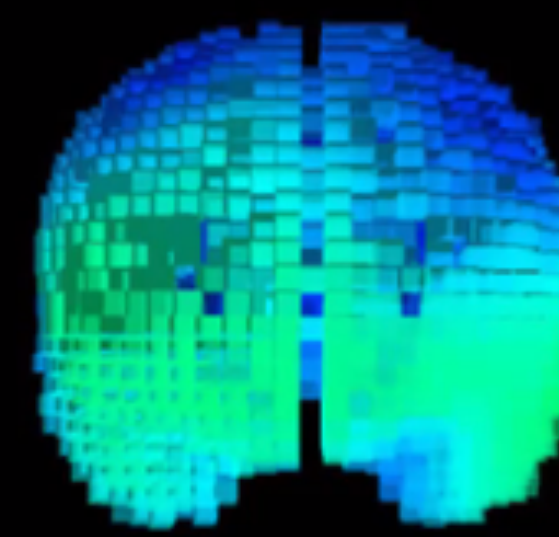
Acceptance



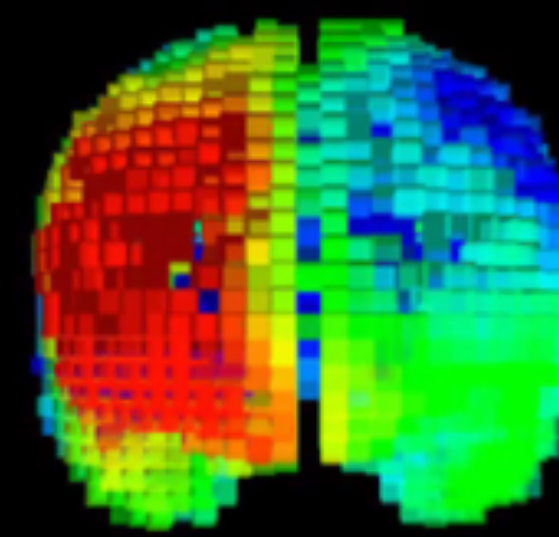
Neutral



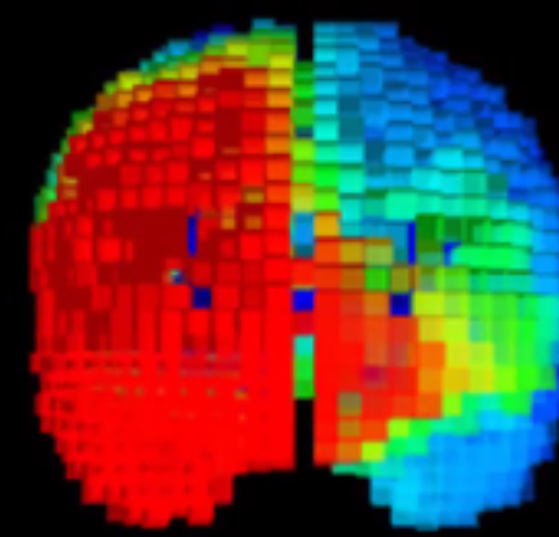
Detachment



Avoidance



Aversion



Rejection

Level of Agreement



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# The Mindset Project



## Original Concept & Project Idea

Specialized training program that offers a highly unique insights and customized coaching to C Suite level executives.

Incorporating the brain lab and EEG testing focused around our neurological research on *frontal asymmetry*.



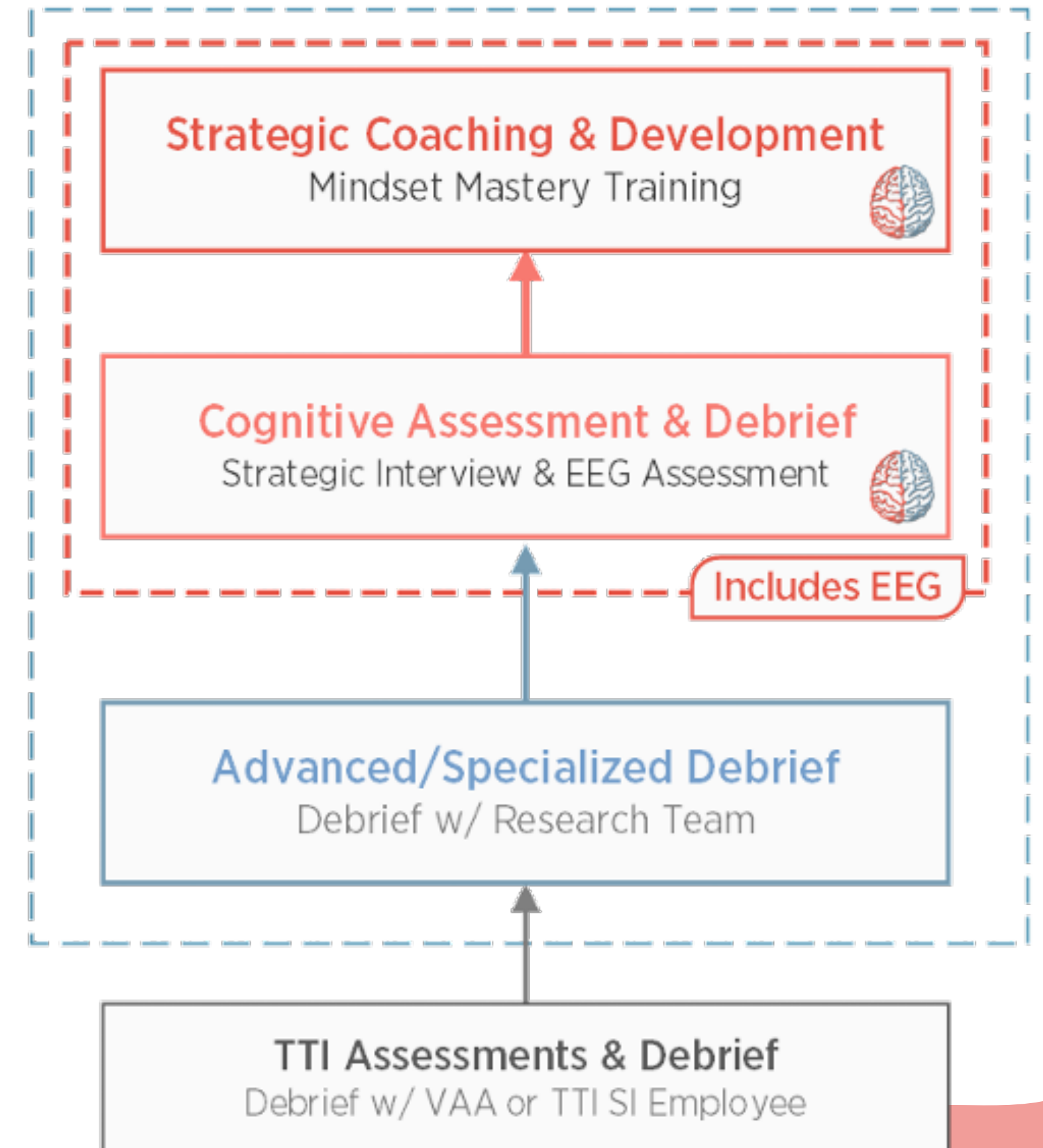
**Cognitive Assessment** (EEG Based)



**Mindset Mastery** (Strategic Coaching & Development)

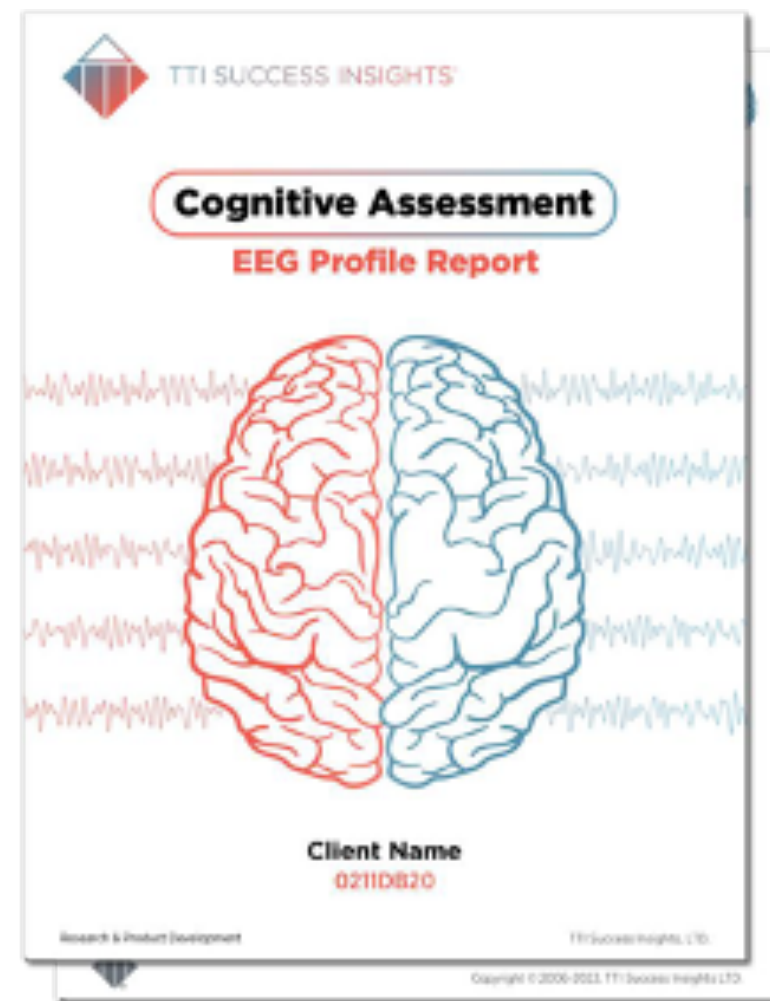


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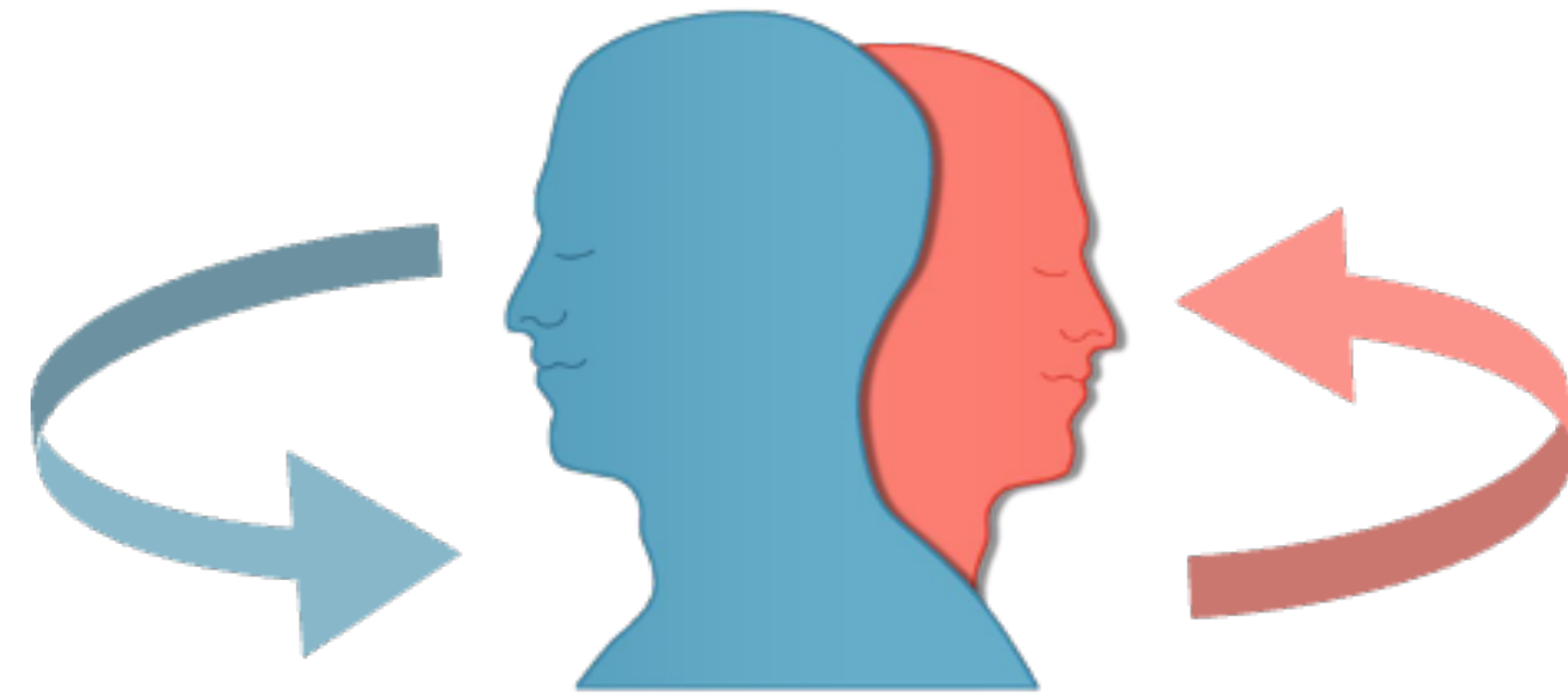
# Mindset Project Update

What We've Developed & Tested!



## Cognitive Assessment Report

Customized EEG Assessment & Personal Debrief



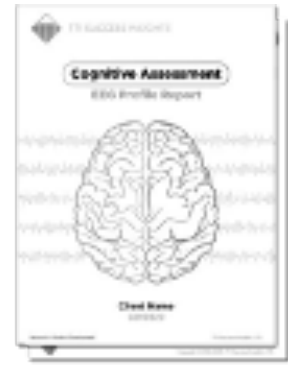
## Mindset Management Training

Cognitive Coaching & Training Program





# Mindset Training & Development Process



*TTI SI Assessments*

*1<sup>st</sup> Cognitive Assessment*

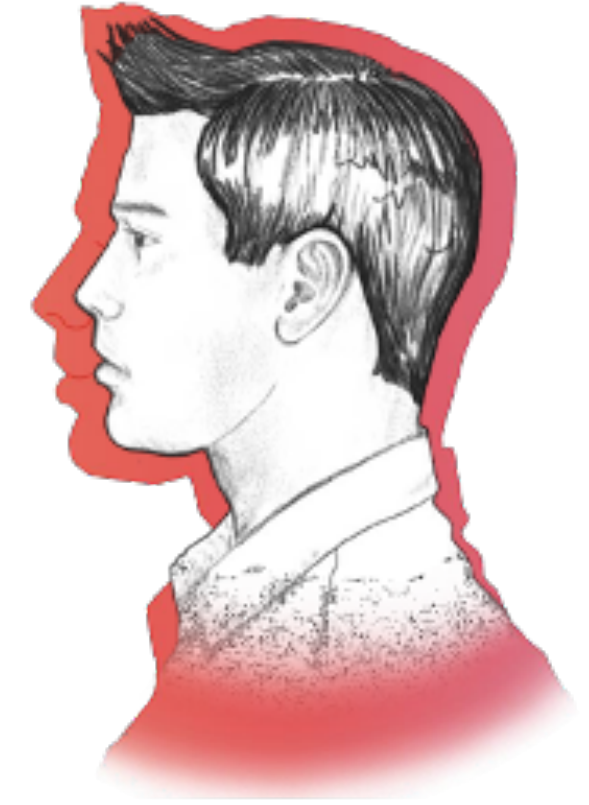
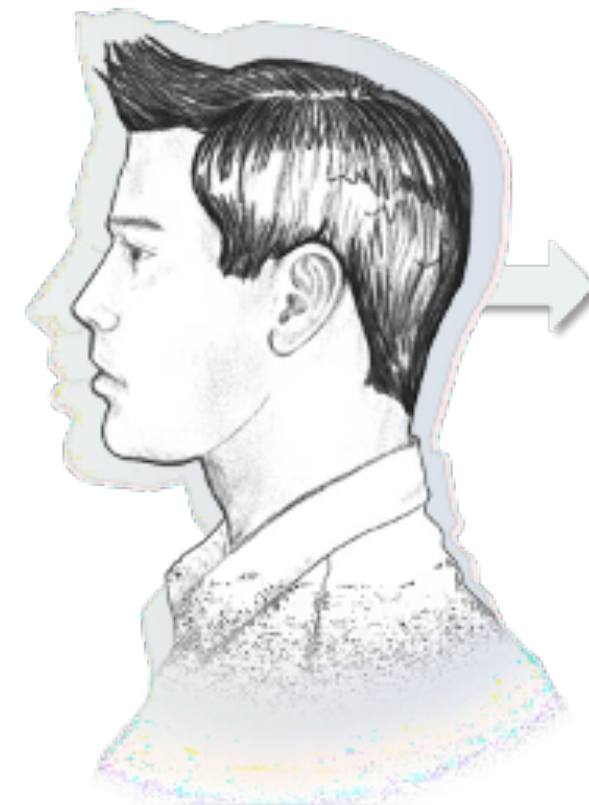
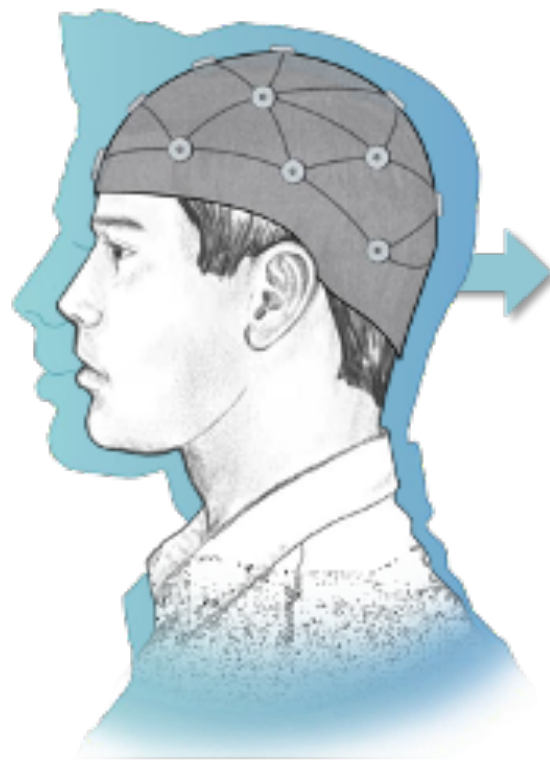
*EEG Report Debrief*

*Introduction to Mindset Training*

*Mindset Training Process*

*2<sup>nd</sup> Cognitive Assessment*

*Mindset Training Growth Debrief*



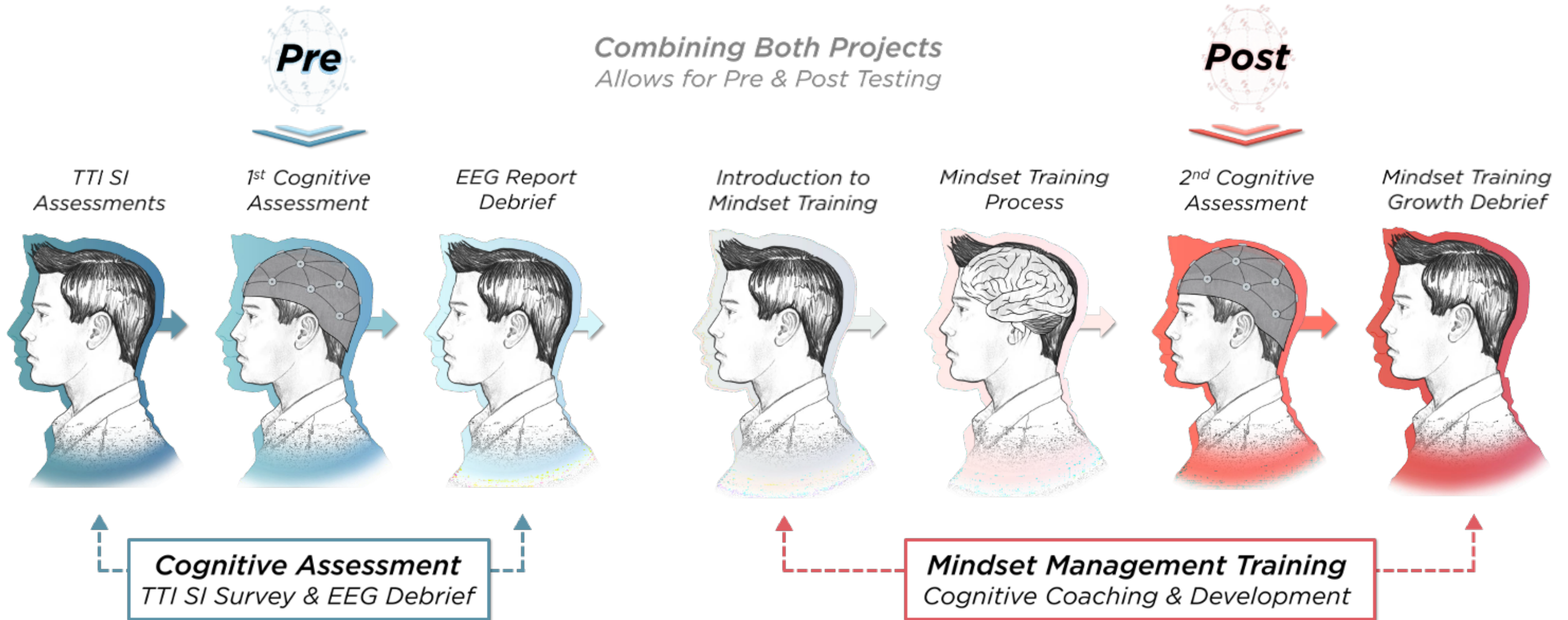
**Cognitive Assessment**  
*TTI SI Survey & EEG Debrief*

**Mindset Management Training**  
*Cognitive Coaching & Development*



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# Mindset Training & Development Process



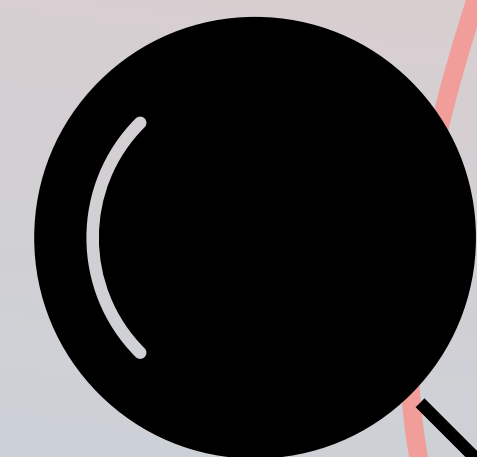


# Cognitive Assessment

## Customized EEG Based Assessment



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# Cognitive Assessment Process

## Points of Contact & Exchanges



Phone or Email

Initial Contact with  
TTI's Research Team



Zoom/Online Meeting

Complete Applicant  
Interview & Evaluation



In Person at Brain Lab

Complete Real-Time  
Cognitive Assessment  
(EEG Based Brain Scan)



In Person or Zoom Meeting

Review & Debrief  
Cognitive Assessment Report  
(with TTI Technician)

Complete TTI SI's  
Online Assessment  
and Surveys



Submit EEG Medical  
Questionnaire &  
Authorization Forms



TTI Technician Processes  
EEG Data and Creates a  
Customized Cognitive Report

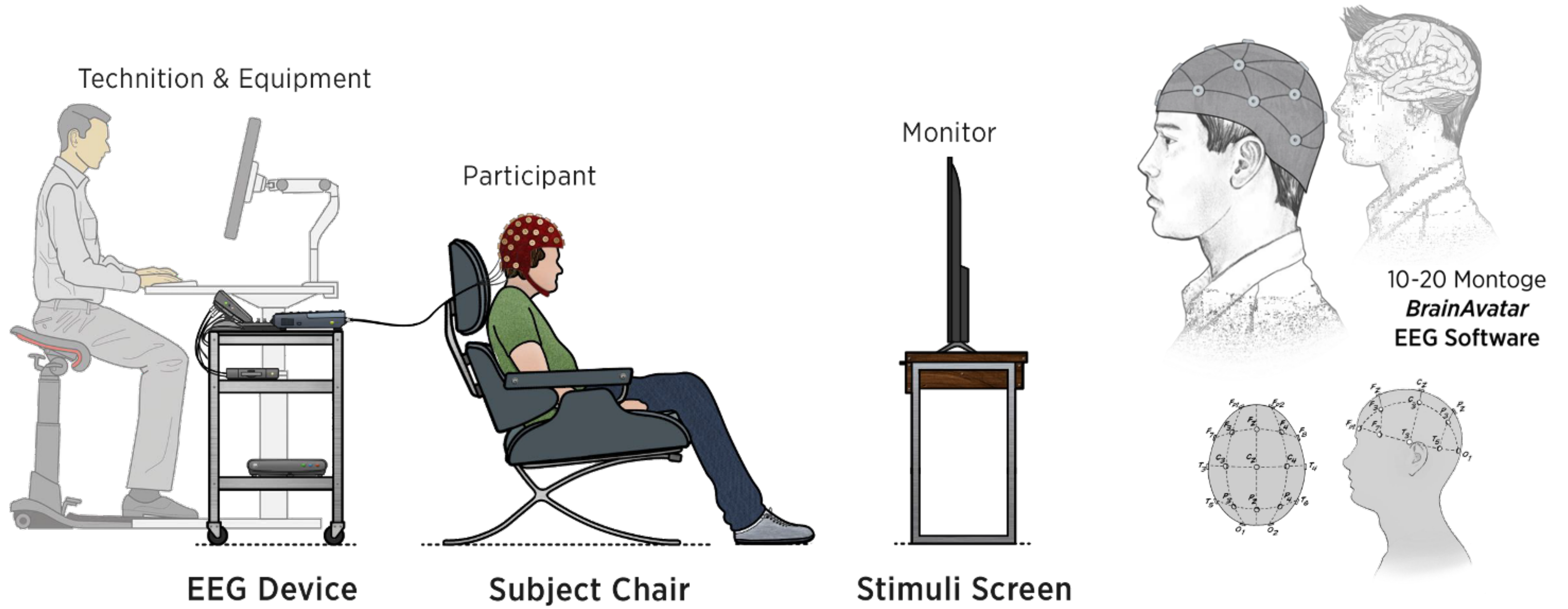


Data Collection & Submission



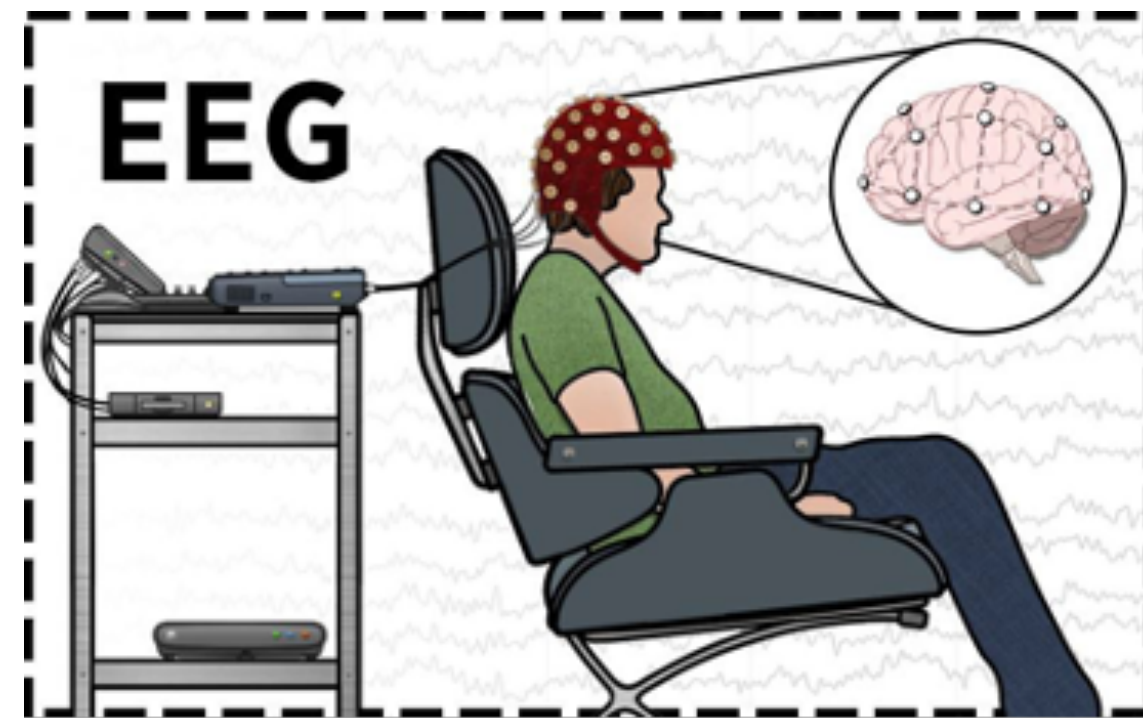
# TTI Success Insights Cognitive Assessment

## Completing the EEG Based Assessment

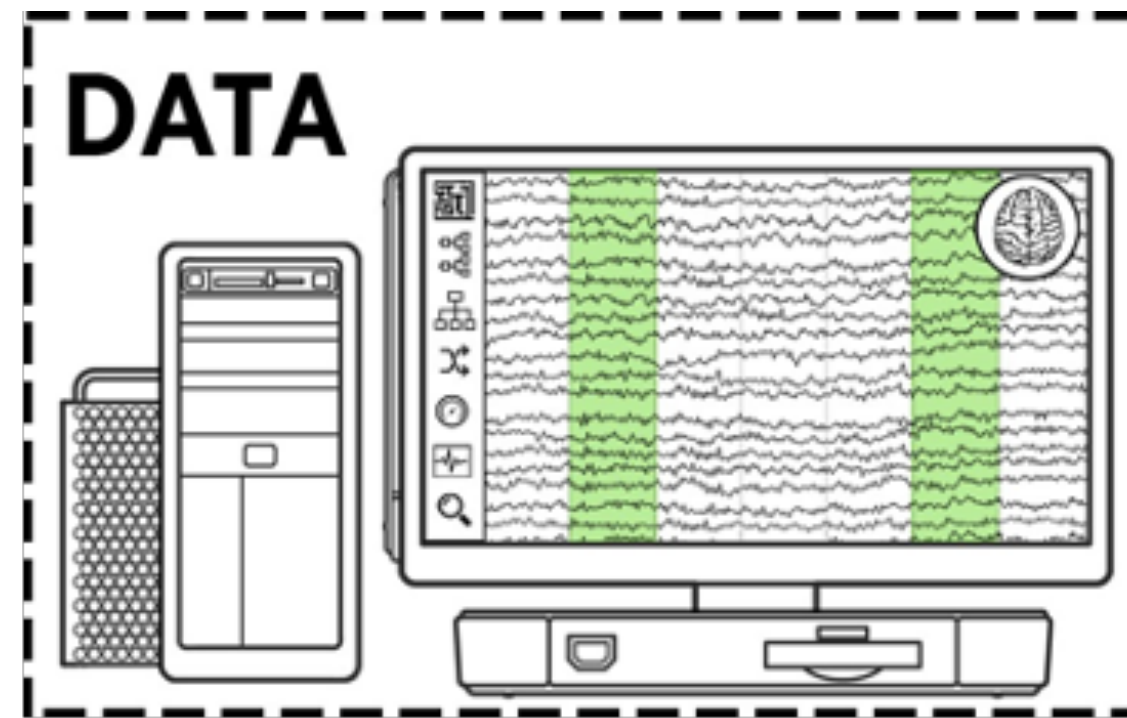


# Processing & Analyzing EEG Data

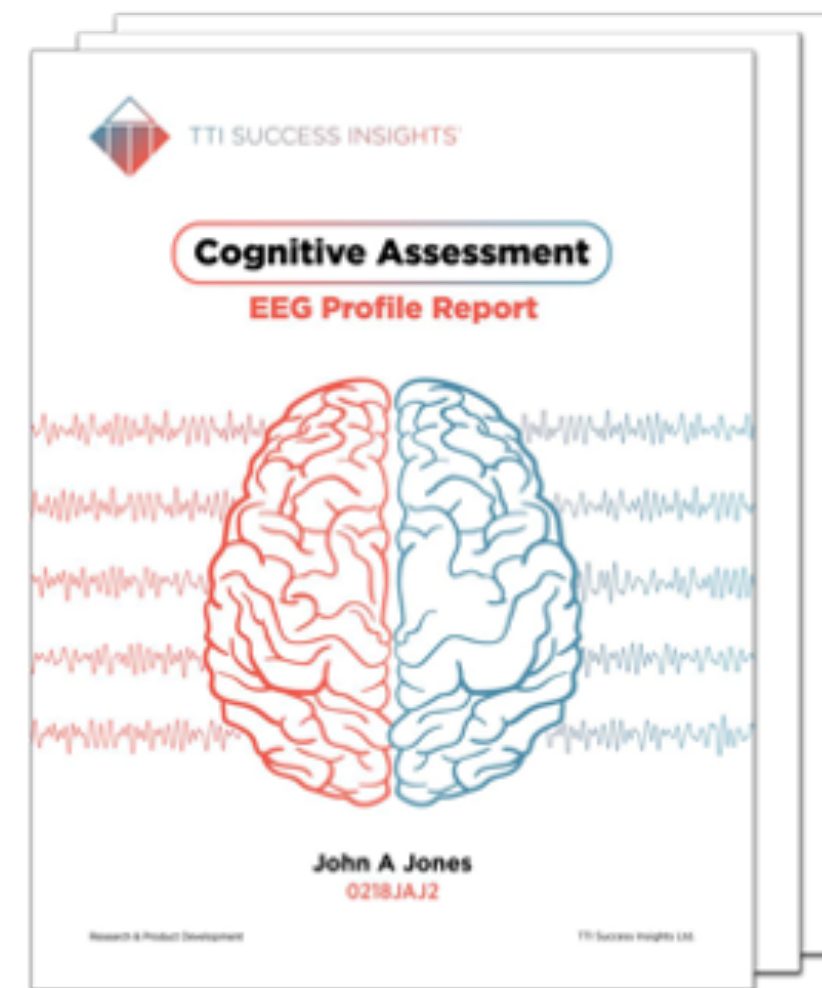
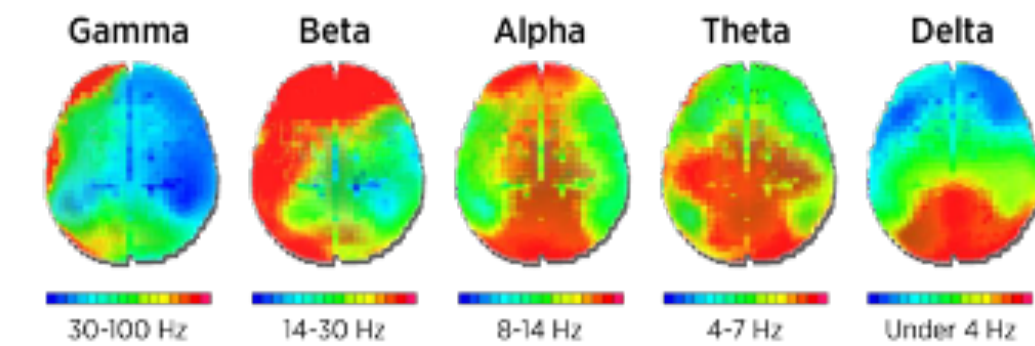
## Creating TTI's Cognitive Assessment Report



+



+



### TTI's Cognitive Assessment Report (EEG Based Report)

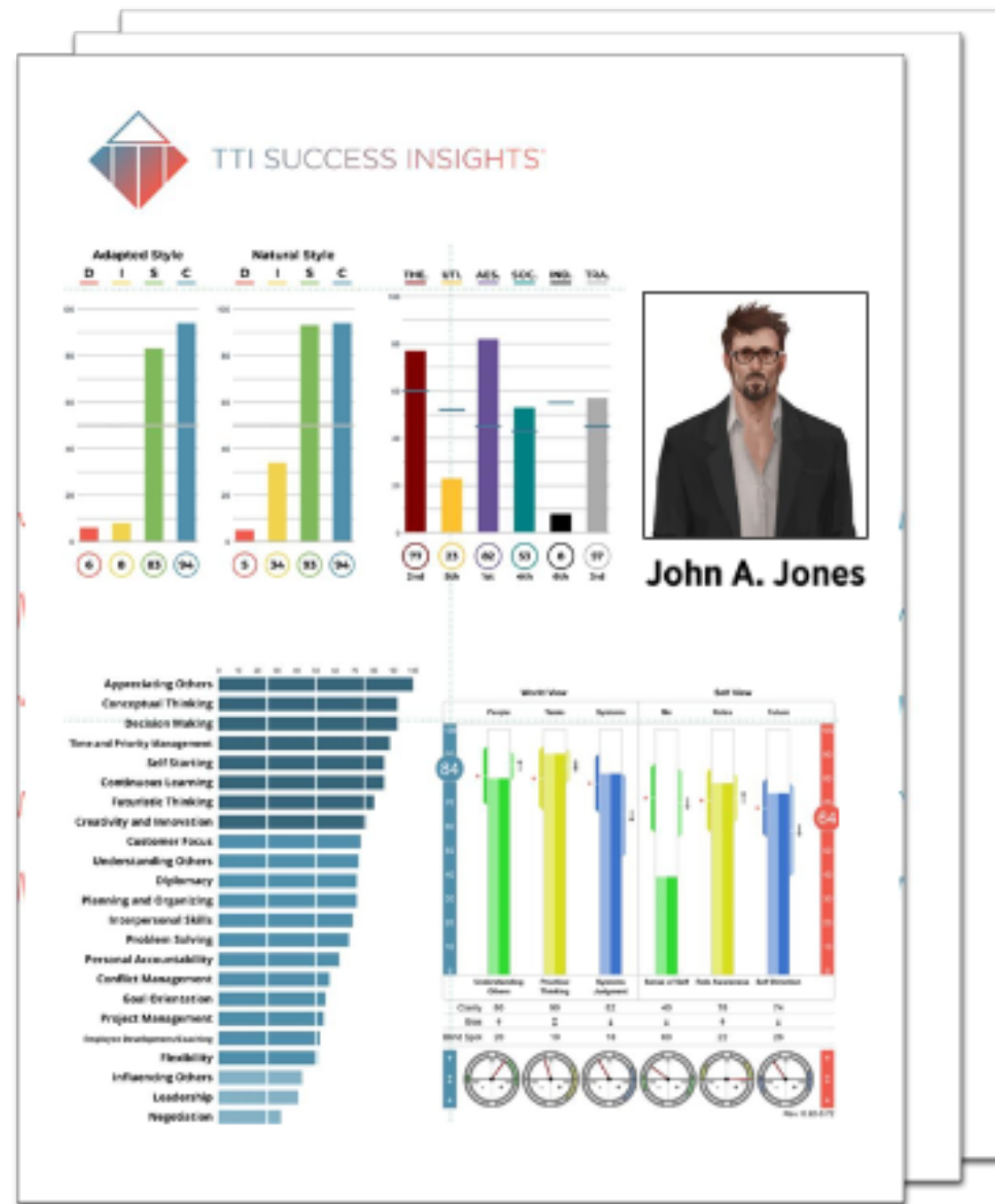
This highly customized EEG Report includes:

- Headmaps of Average Baseline Data
- Headmaps of Custom Stimulus Response
- Headmaps of Activity Based Interactions

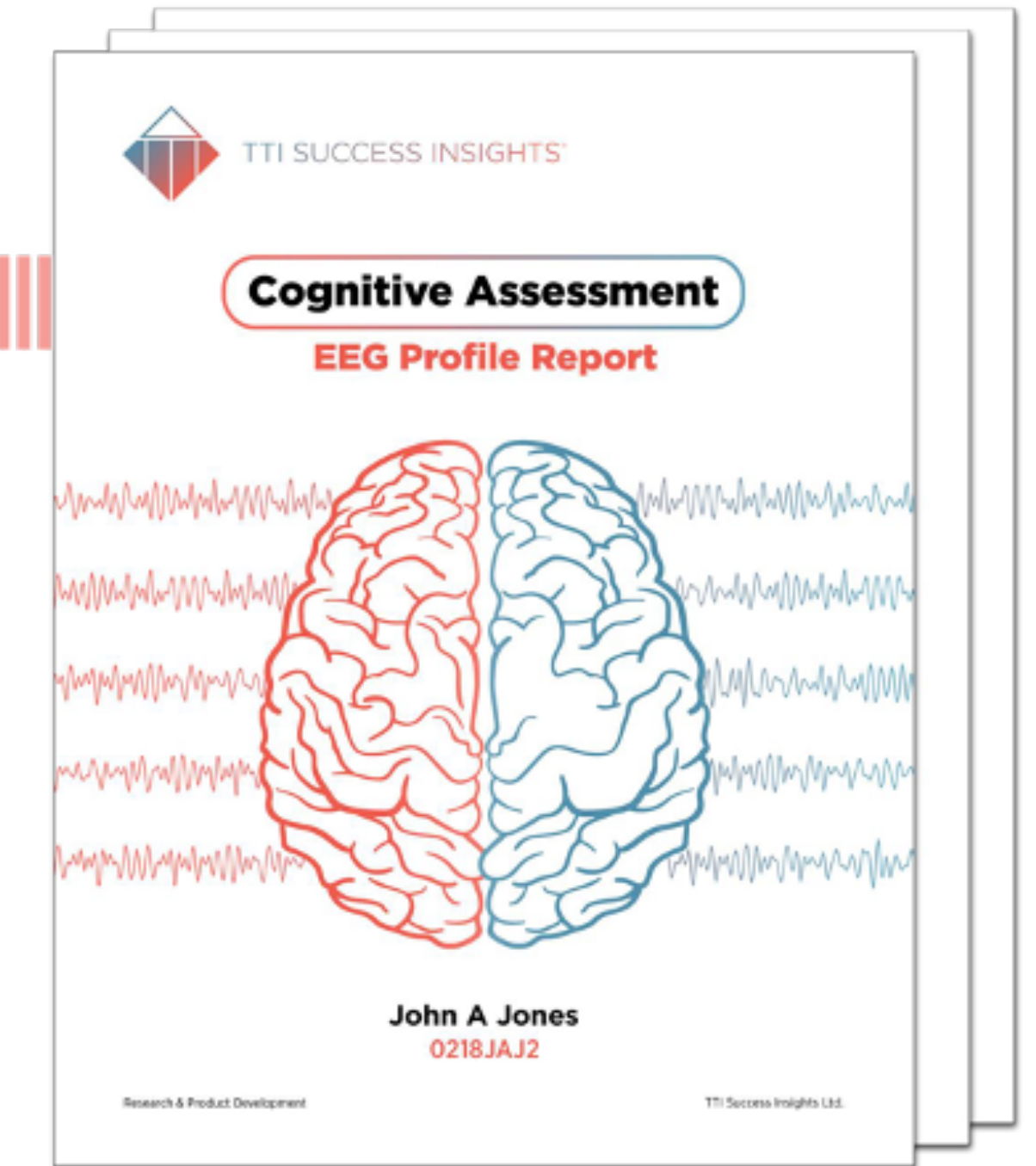
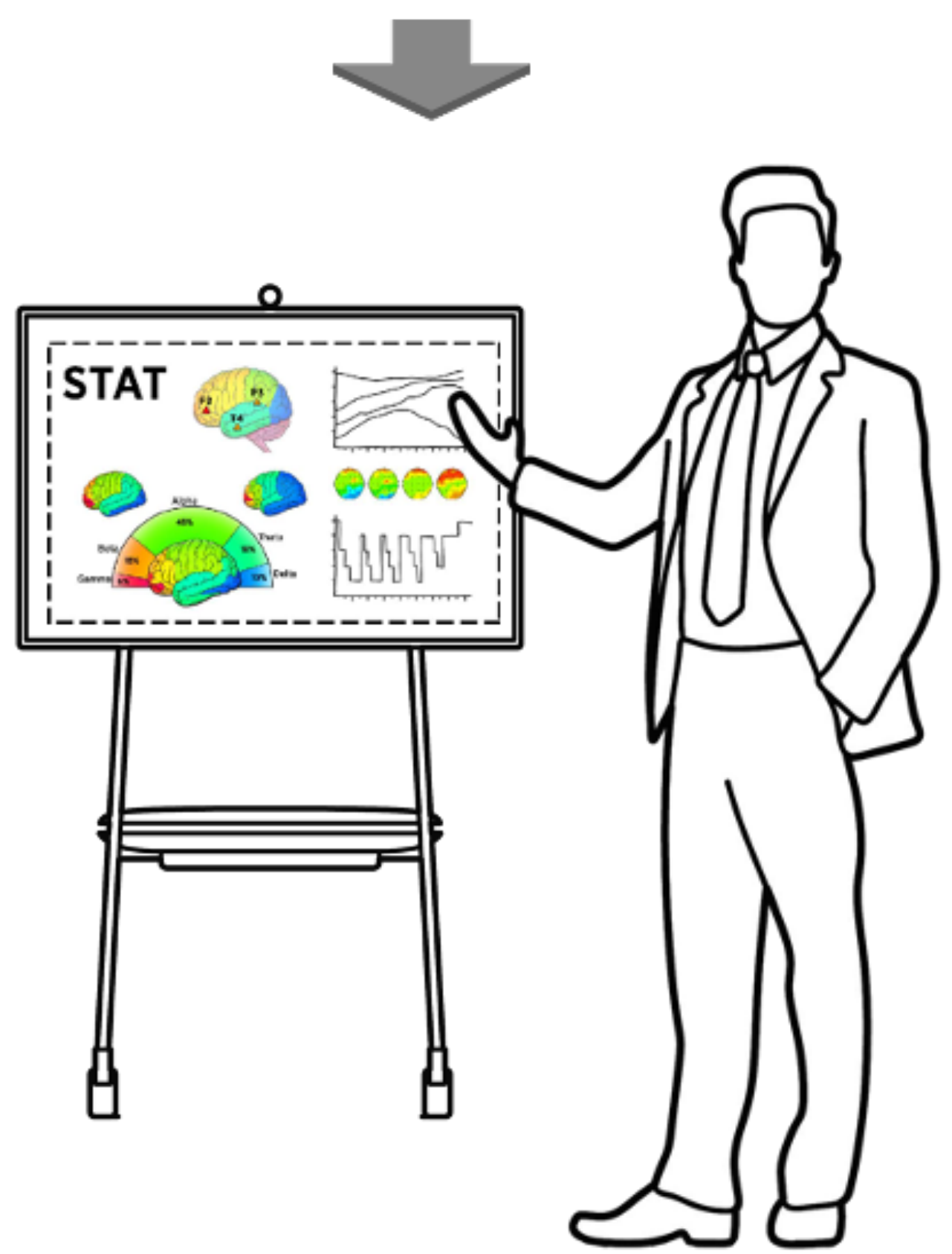


# The Cognitive Assessment Report

Customized Debrief  
With Client



TTI Success Insights  
Assessments



Cognitive Report  
EEG Data & Headmaps



# The Cognitive Assessment Report

## What's in the Cognitive Assessment Report?

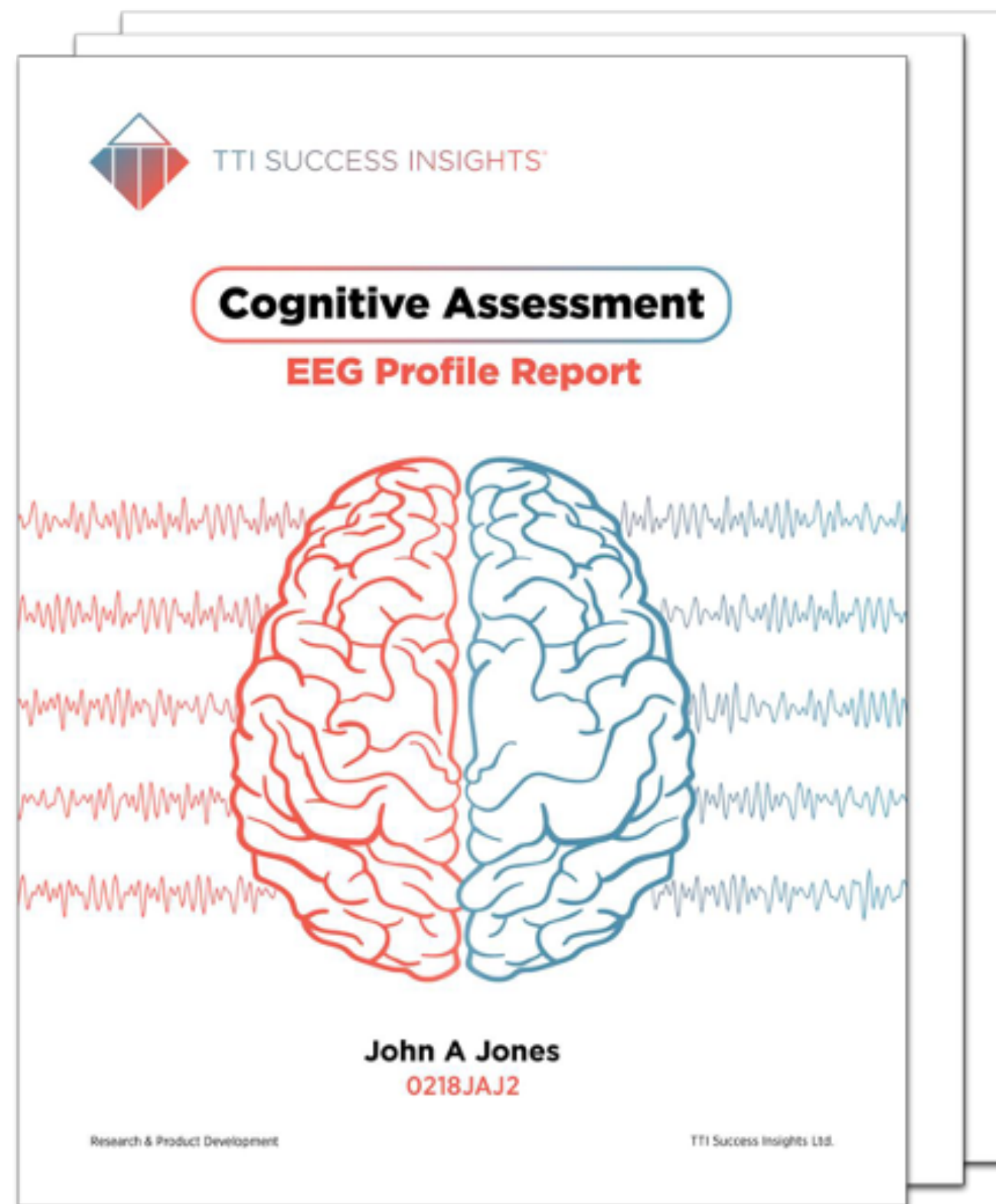


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### Introduction

Information about EEG collection, processing, and analysis and reference images & graphs.

### Baseline Headmaps

Headmaps of resting & activity based states for all major wave bands & output averages.

### Custom Stimuli Headmaps

Frontal Headmaps of custom stimuli for frontal asymmetry analysis.

### Report Findings & Comparisons

Most interesting and important findings of note, including headmaps, EEG, and QEEG data.





# The Cognitive Assessment Report

## Report Introduction & Reference Data

**Introduction**

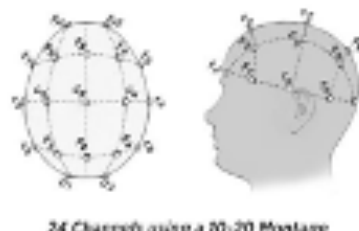
The information outlined below is an overview of the practice and protocols used to collect the EEG data presented in this report. As well as a detailed description of the specific programs, systems, and hardware used in the process.

**EEG Data Collection**


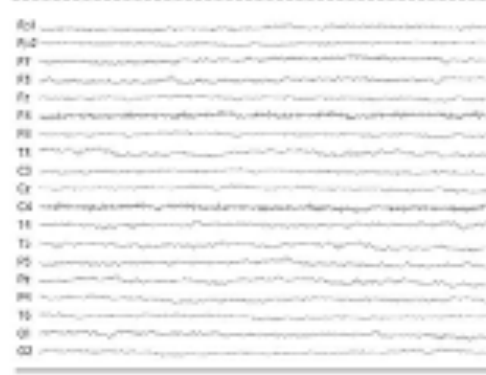
The EEG Data collected uses a system that features 24 channels of EEG Biofeedback recording including 22 channels connected to a standard electrode cap, plus 2 channels of differential inputs with separate references, useful for monitoring any of a wide range of EEG or related potentials.

Data is collected at 1024 samples per second on all channels, with 24-bit resolution, and an amplifier bandwidth from DC (0.000 Hz) to 60 Hz. A light-weight, portable device. It is ideal for use with laptop computers for remote or home training, as well as in clinical or laboratory use. The unit is entirely powered by the USB interface, eliminating the need for batteries, while maintaining client safety.

*This is a segment of raw EEG signal taken from 19 electrode locations with eyes closed condition.*



24 Channels using a 10-20 Montage

BrainMaster  
Discovery 24 Series

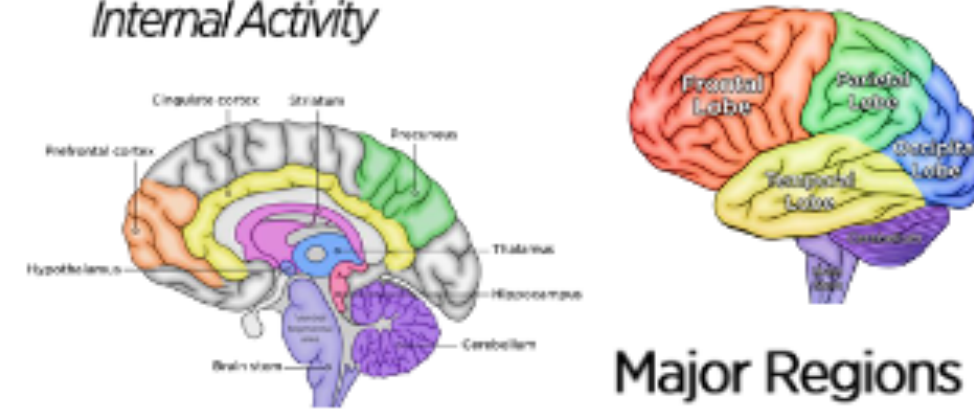
John A Jones  
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**Introduction**

### Regions of the Brain

- Frontal Lobe**  
Executive Function  
Awareness  
Personality/Behavior  
Critical Thinking  
Judgement
- Parietal Lobe**  
Sensory Input  
Spatial Processing  
Pain Discernment
- Occipital Lobe**  
Vision & Reflex  
Vision Perception  
Reptilian Interpretation
- Temporal Lobe**  
Memory & Emotion  
Hearing & Speech  
Understanding Language
- Cerebellum**  
Equilibrium  
Balance  
Coordination

### Internal Activity



### Major Regions

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**Introduction**

### Brain Wave Bands

Gamma	Beta	Alpha	Theta	Delta
30 - 60 Hz	14 - 30 Hz	7 - 13 Hz	4 - 7 Hz	Up to 4 Hz
Frontal Lobe & Neocortex	Frontal & Parietal Lobes	Occipital & Parietal Lobes	Temporal & Parietal Lobes	Everywhere

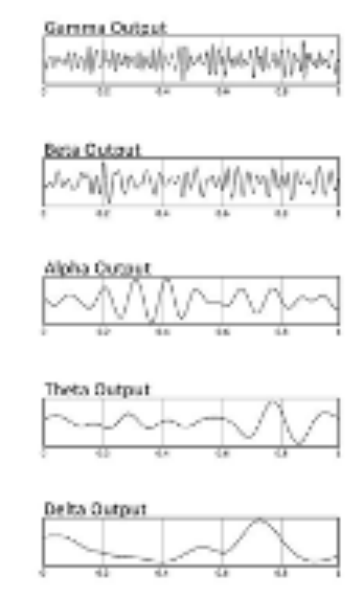
**GAMMA WAVES (30 - 100 Hz)**  
High level cognition, intense focus, increased memory recall, heightened awareness, mental processing, and problem solving.

**BETA WAVES (14 - 30 Hz)**  
Active/alert consciousness, decision making, analytical thinking, busy or excited focus and directed attention.

**ALPHA WAVES (7 - 13 Hz)**  
Normal/awake consciousness, creativity and emotionally relaxed, efficient focus and learning, quiet flowing thoughts.

**THETA WAVES (4 - 7 Hz)**  
Physically relaxed, meditative states, insight, intuition, creativity, calm drifting thoughts, dreamy, tired, or indifferent.

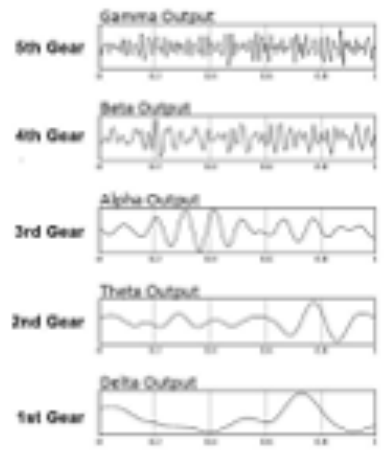
**DELTA WAVES (Up to 4 Hz)**  
Deep relaxation, slow waves, sleep, deep physical relaxation, neuro regeneration, total neglect, person's, relaxation, and cortisol management, peak level, deep sleep state/sleep.



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**Introduction**

### Shifting Output



### Alert Brain

Beta	35%	Alpha	55%
Gamma	10%	Theta	2%
Delta	0%	Delta	0%


### Awake Brain

Alpha	48%	Theta	38%
Beta	12%	Gamma	2%
Delta	0%	Delta	0%

### Tired Brain

Alpha	38%	Theta	32%
Beta	10%	Gamma	2%
Delta	0%	Delta	0%

### Activity & Activation



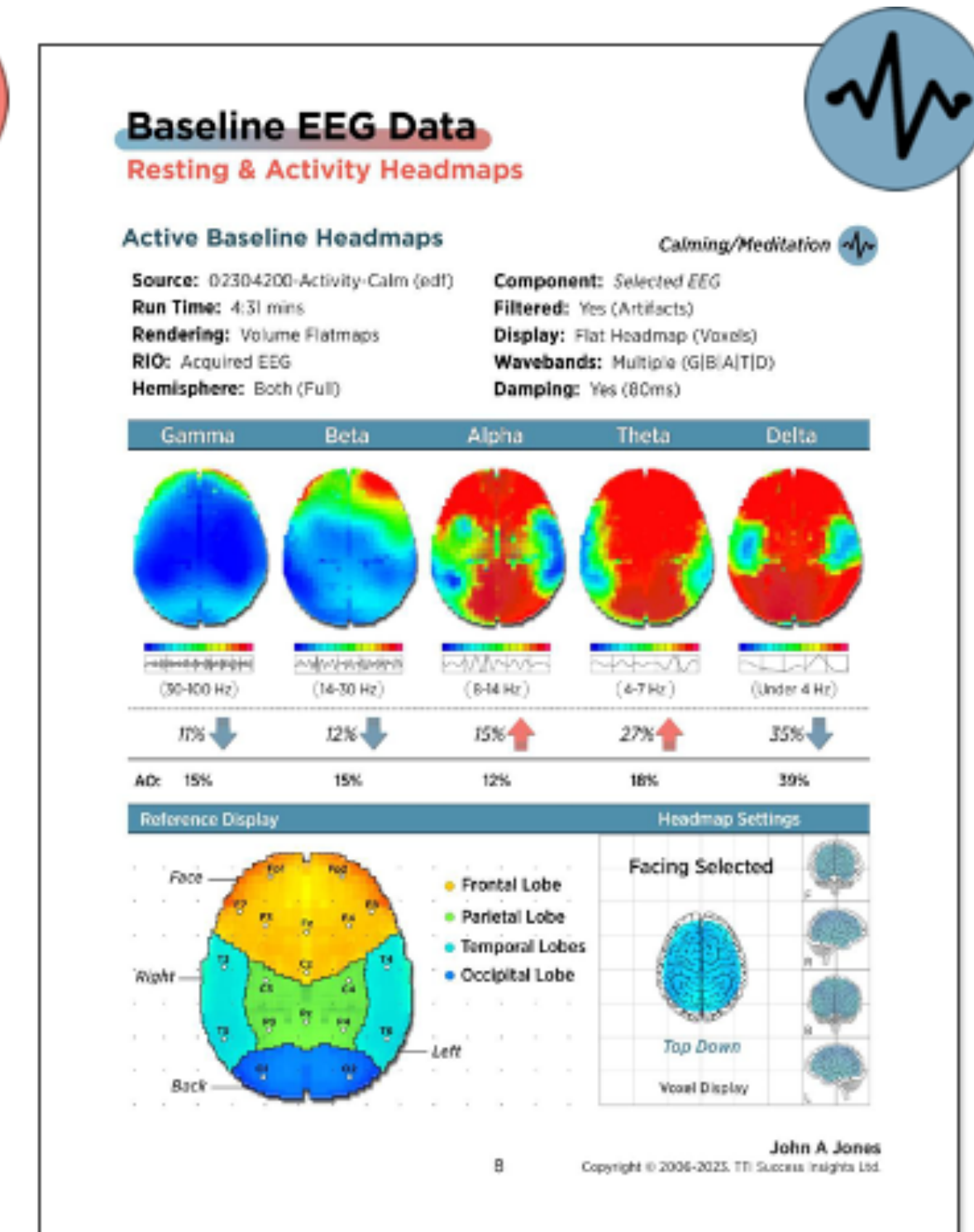
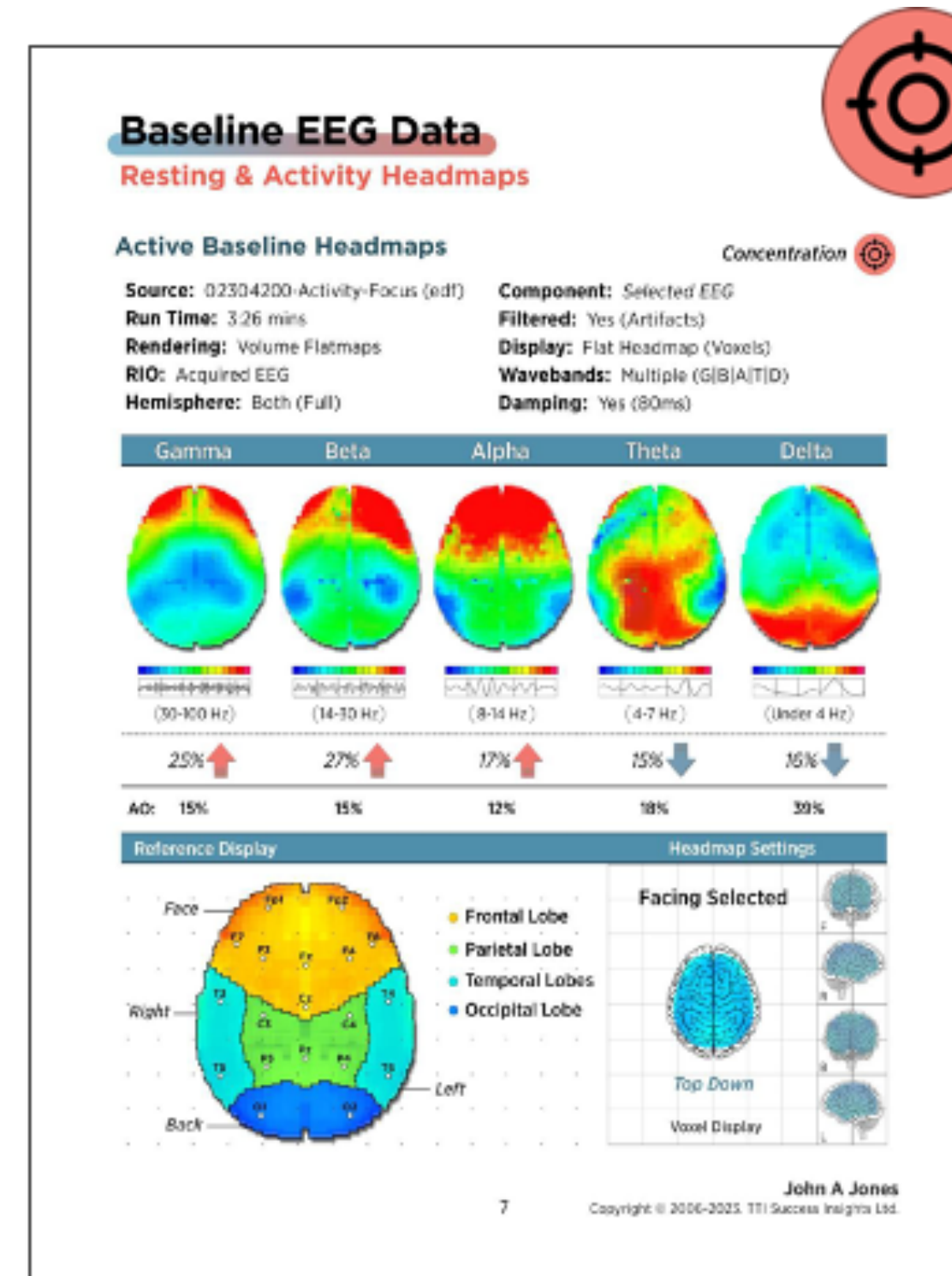
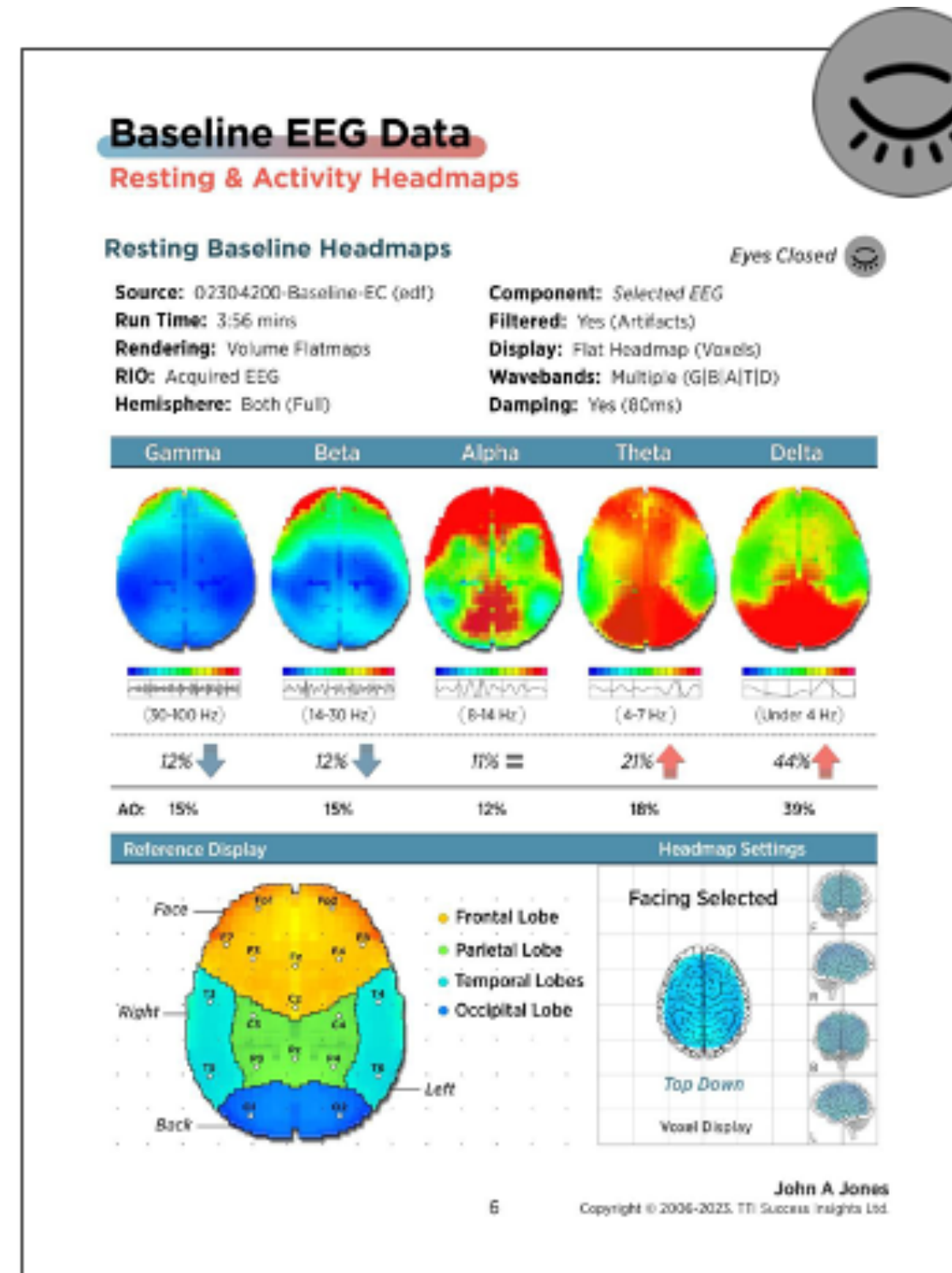
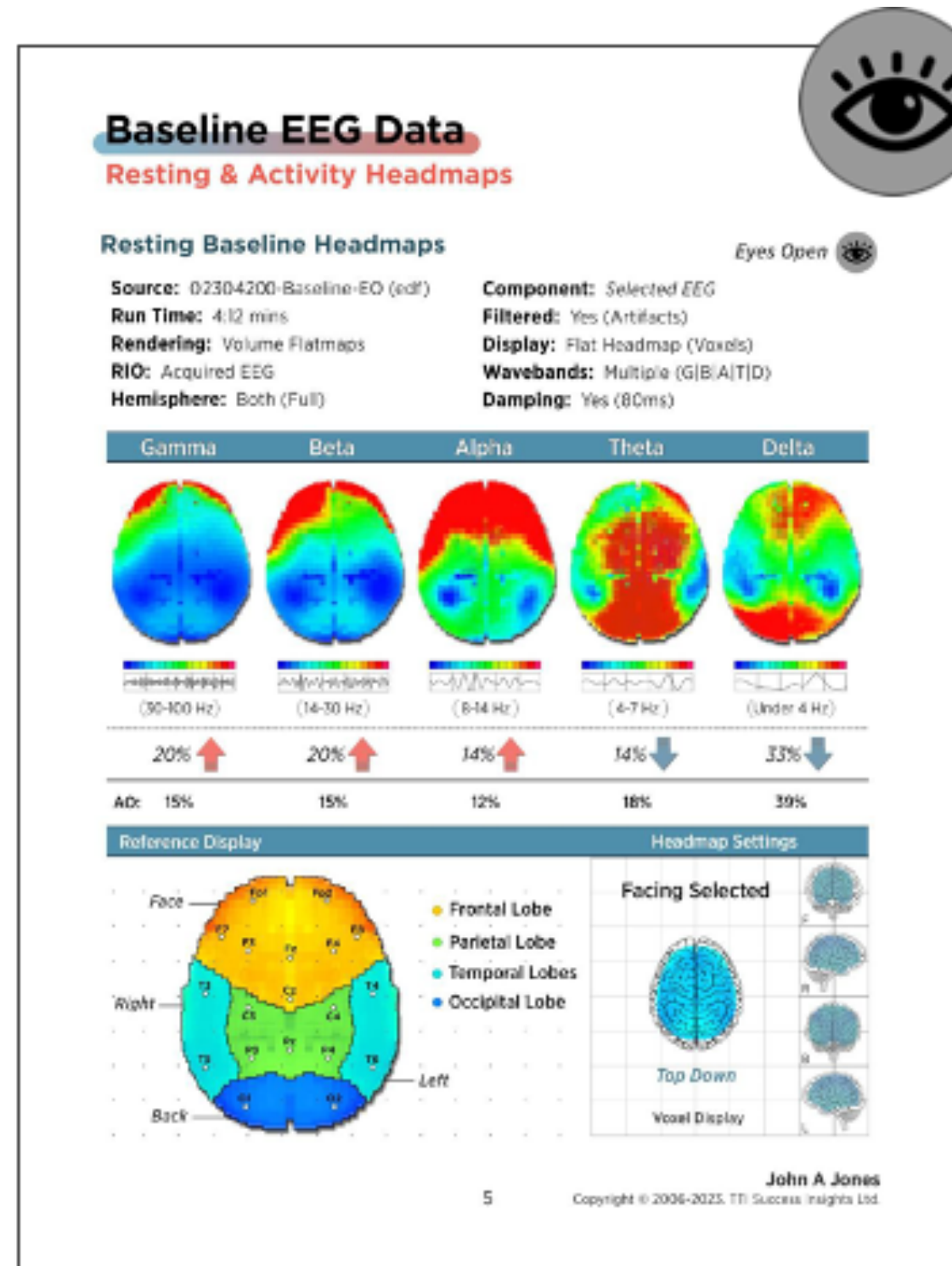
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\*Includes reference data relating to brain activity, wave bands, output levels, and regions of interest in the brain.

# The Cognitive Assessment Report

## Resting & Activity Baseline Headmaps for all Bands



\*Full Headmaps for each wave band to establish a baseline and activity based output.



# The Cognitive Assessment Report

## Frontal Headmaps for Custom/Personalized Stimulus

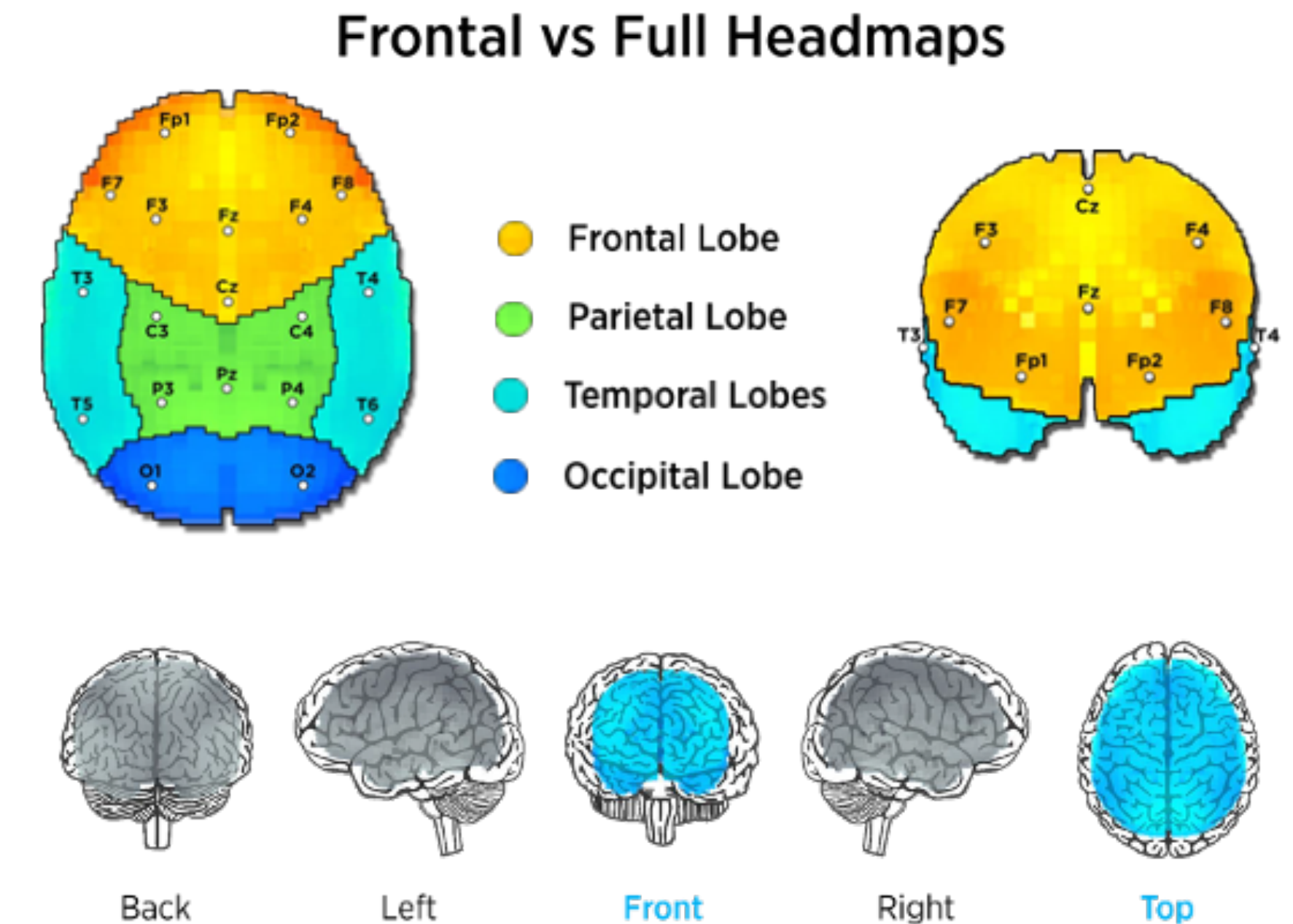
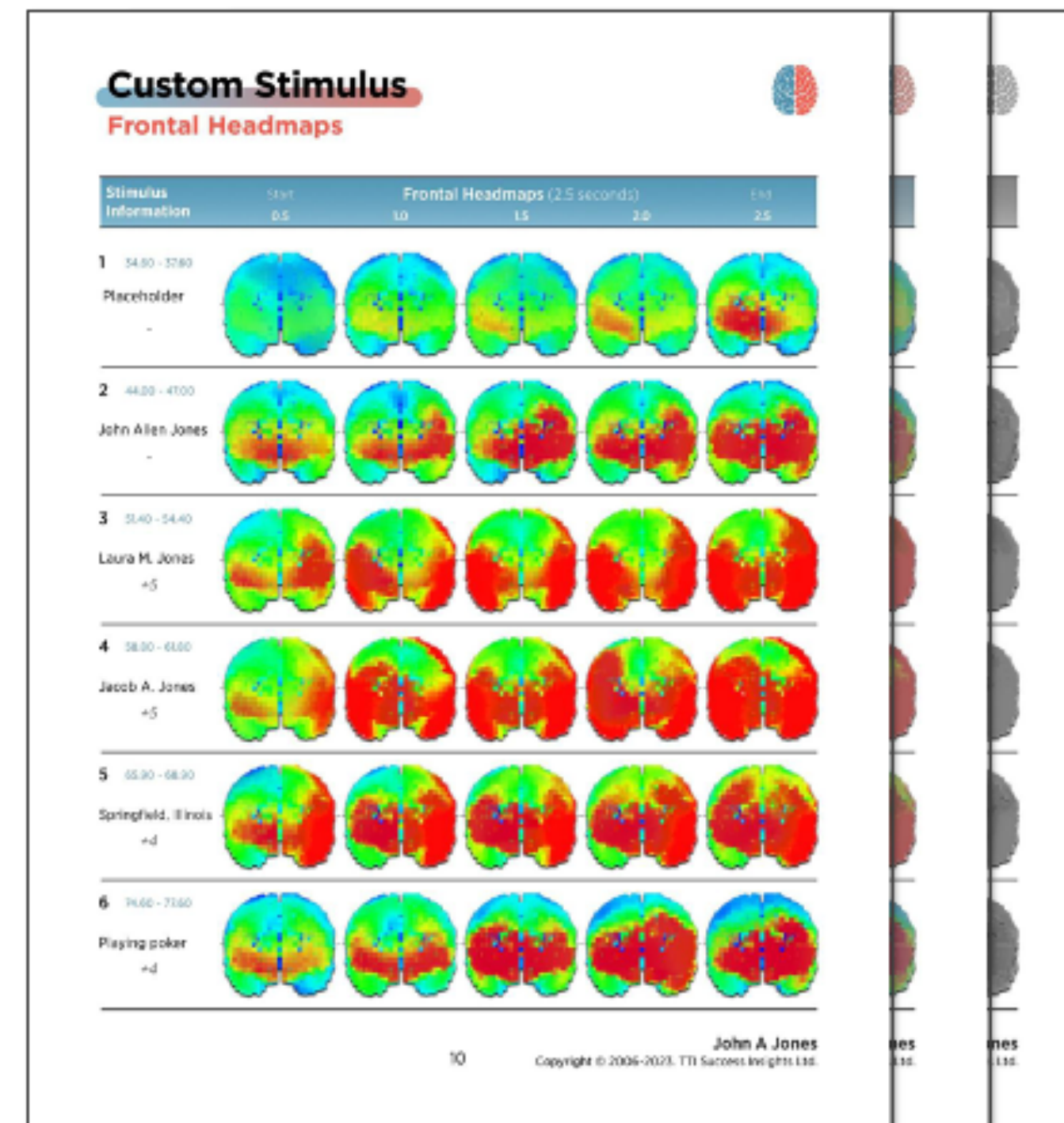
**Custom Stimulus**

A complete list of all custom stimuli presented to the participant during the EEG session are included below. The EEG data for these stimuli were used to generate frontal headmaps.

**Custom Stimuli List**

No.	Stimulus Displayed	Rating	Data Loc	File & Processing Notes
1	+	-	34.00 - 37.00	Place holder
2	John Allen Jones	-	44.00 - 47.00	(Client's full name)
3	Laura M. Jones	+5	51.40 - 54.40	Wife's name
4	Jacob A. Jones	+5	58.80 - 61.80	Son's name
5	Playing poker	+4	65.90 - 68.90	Favorite activity to do
6	Fly fishing	+4	74.80 - 77.80	Favorite hobby in freetime
7	Springfield, Illinois	+4	82.20 - 85.20	Name of hometown
8	Yellowstone River	+5	91.30 - 94.30	Favorite place to visit
9	Relaxing at Lake Powell	+4	99.70 - 102.70	Favorite vacation location
10	University of Arizona	+2	108.40 - 111.40	University attended
11	Wildlife Biology	+3	116.30 - 119.30	Field studied, Bachelor of Science
12	Professor Hardy	+4	125.80 - 128.80	Mentor, favorite professor
13	Ecological Biodiversity	+1	135.40 - 138.40	Primary focus of research/study
14	J.A. Jones	-	142.40 - 145.40	(Published name/reference)
15	Dr. Williams	-2	151.70 - 154.70	Doctor not liked
16	Crashing the blue truck	-5	158.00 - 161.00	Trauma from youth
17	Being hospitalized	-4	167.90 - 170.90	Horrible experience
18	Spinal surgery	-4	176.10 - 179.10	A negative/bothersome event
19	Stuck in a wheelchair	-5	185.30 - 188.30	Previous fear
20	Physical therapy	-3	193.70 - 196.70	Required activity in past
21	Nurse Lisa	-3	200.00 - 203.00	Mom's ride nurse
22	Nightmares about crash	-3	206.70 - 211.70	PTSD concerns
23	Myranda	-	217.70 - 220.70	(Extremely negative person)
24	Jon Allen Jones	-	225.20 - 228.20	(Client's name misspelled)

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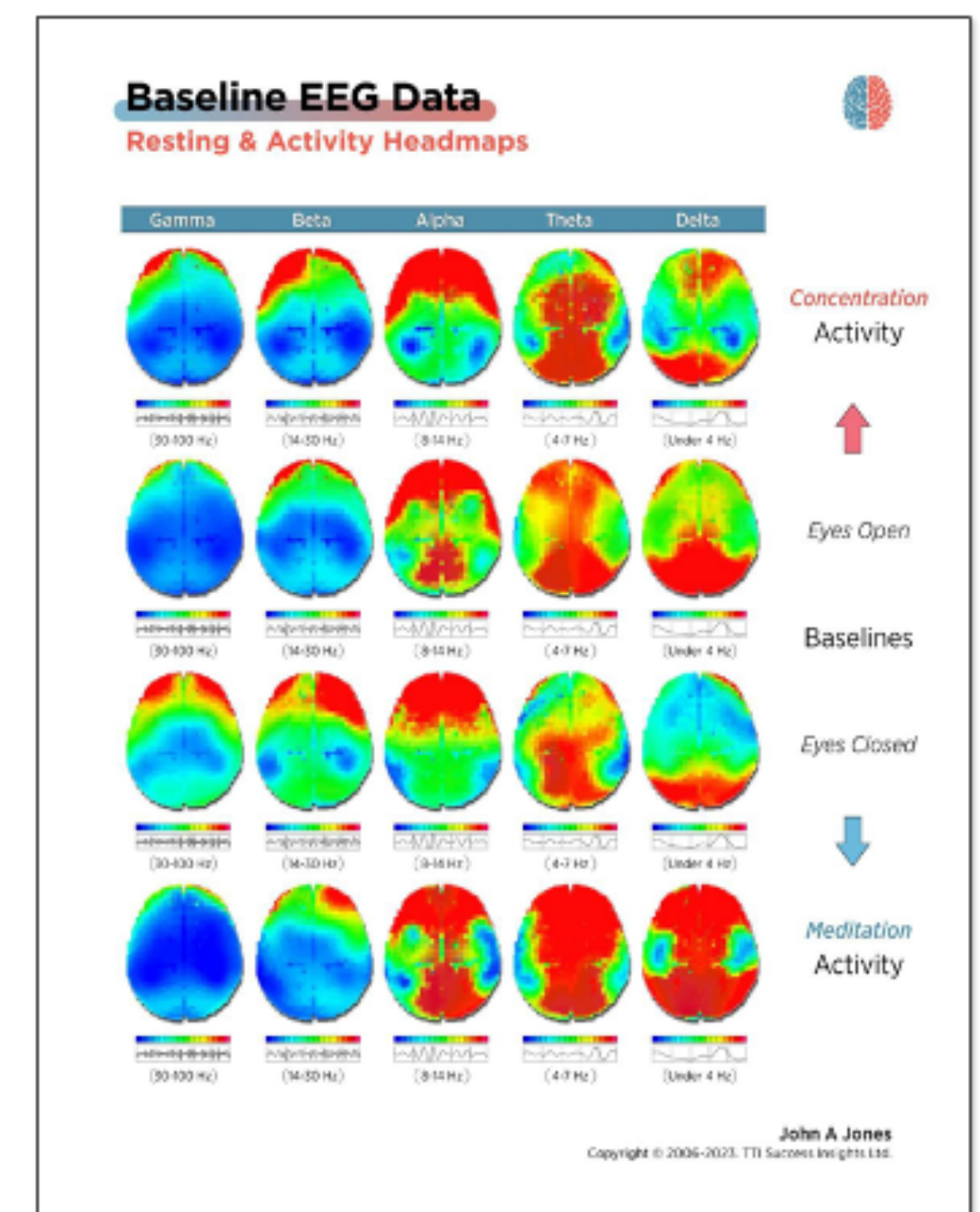
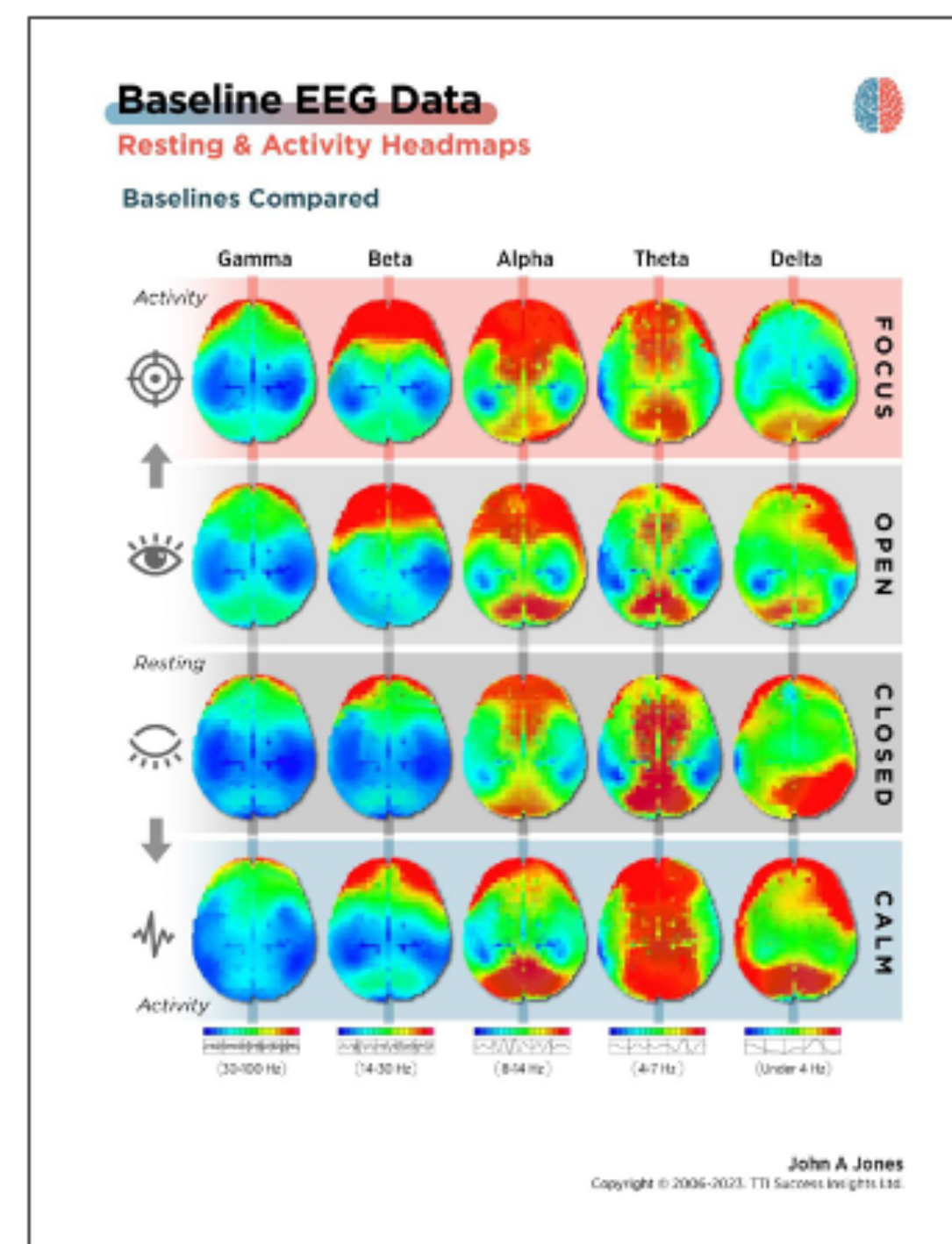
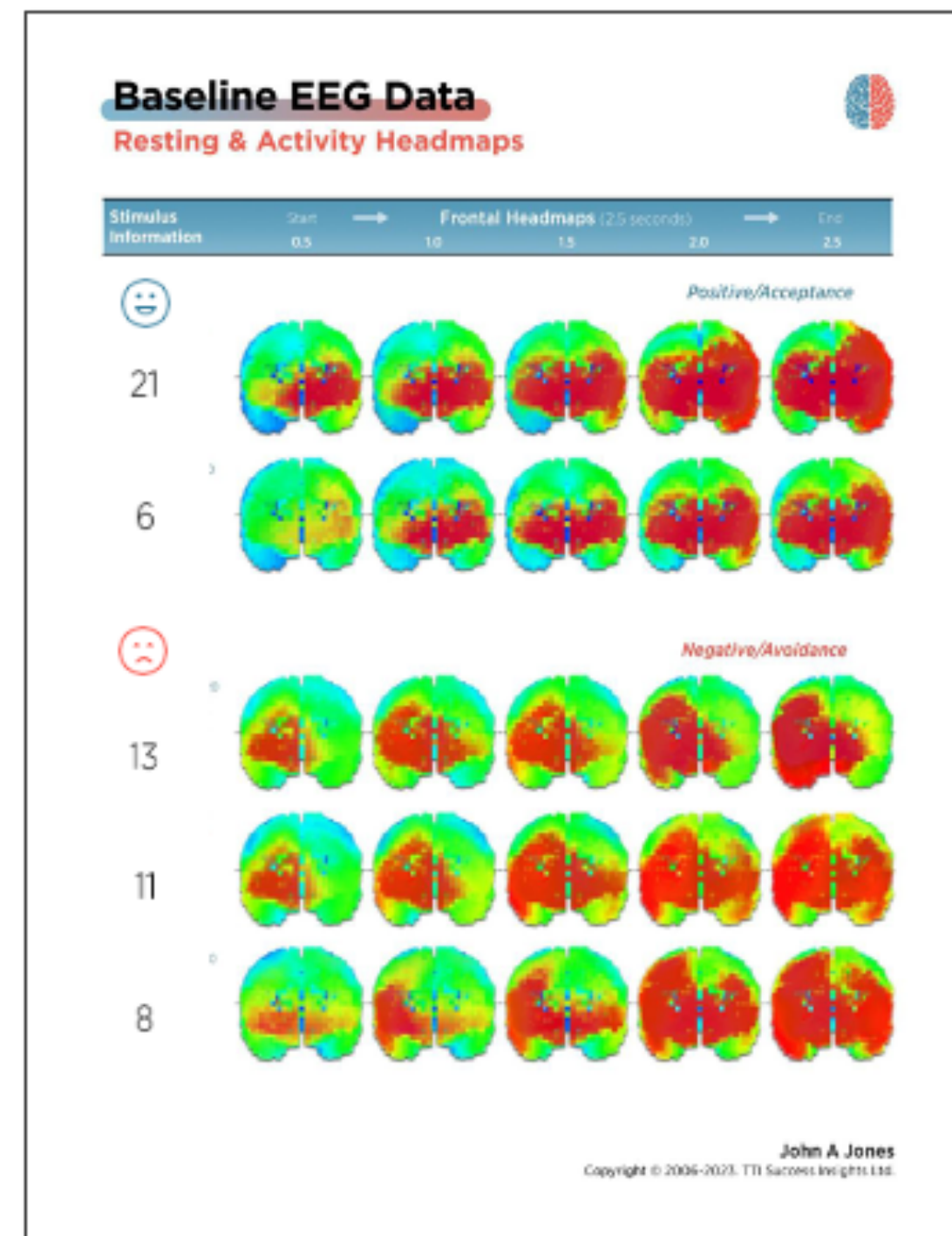
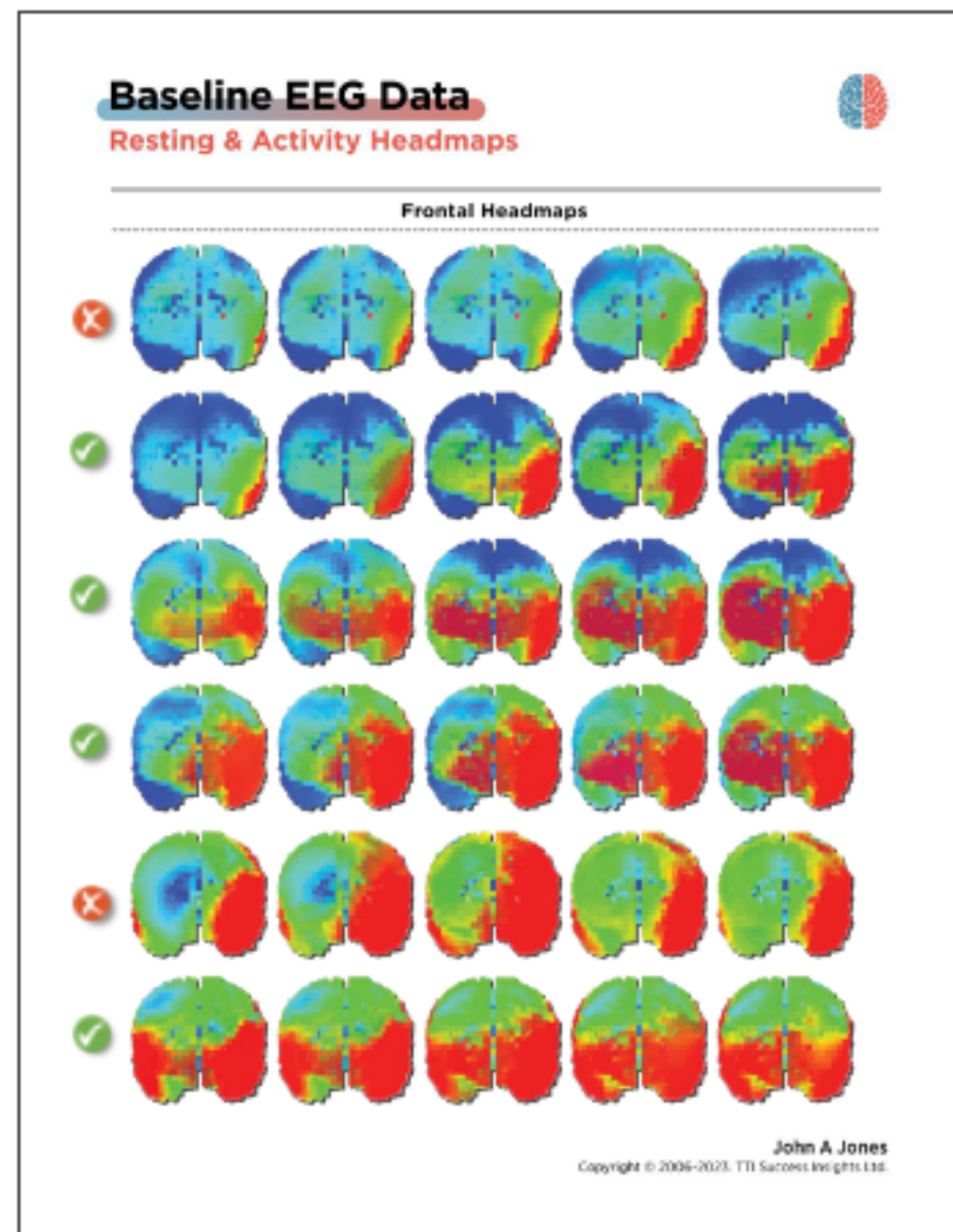
Complete Stimuli List

Frontal Headmaps

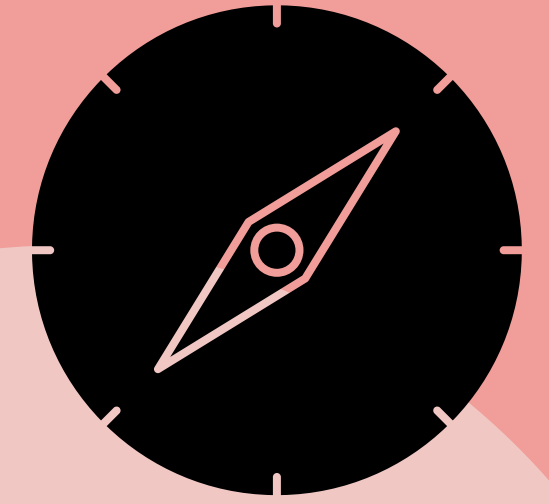
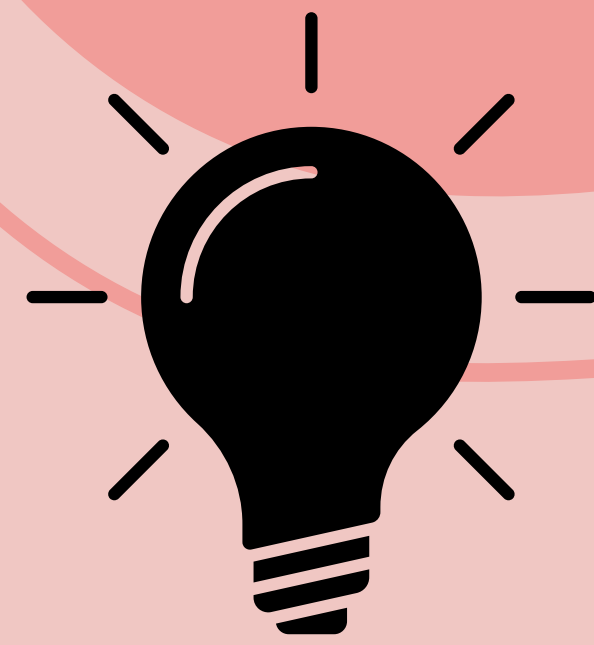


# The Cognitive Assessment Report

## Report Findings, Comparisons & Items of Interest



*\*Both frontal and full headmaps from the entire report that were significant or unique for some reason.*

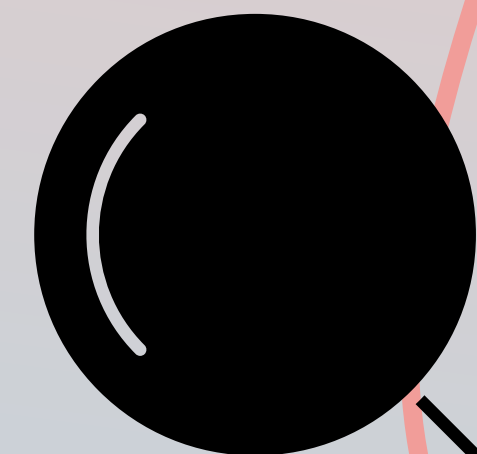


# Mindset Coaching

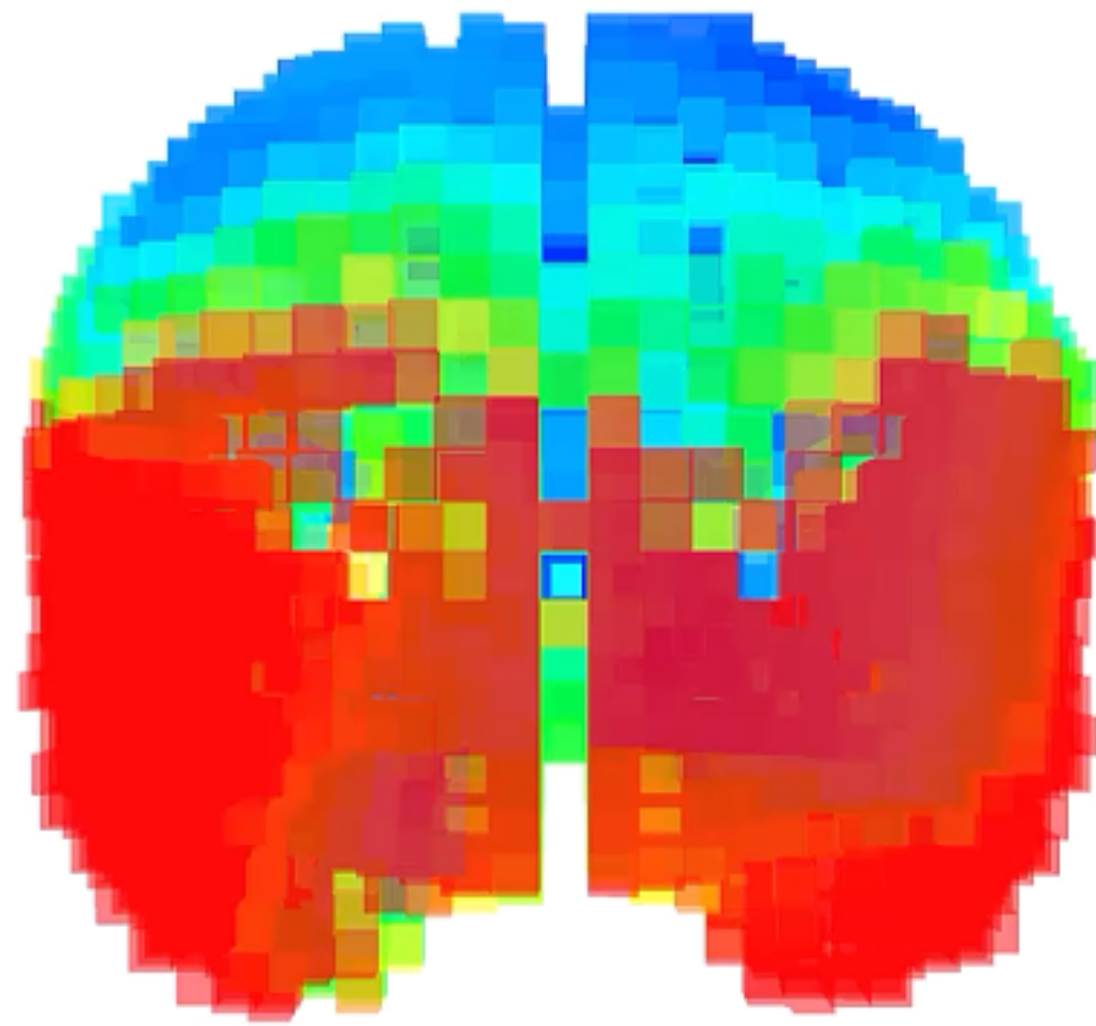
## Mindset Management Training Program



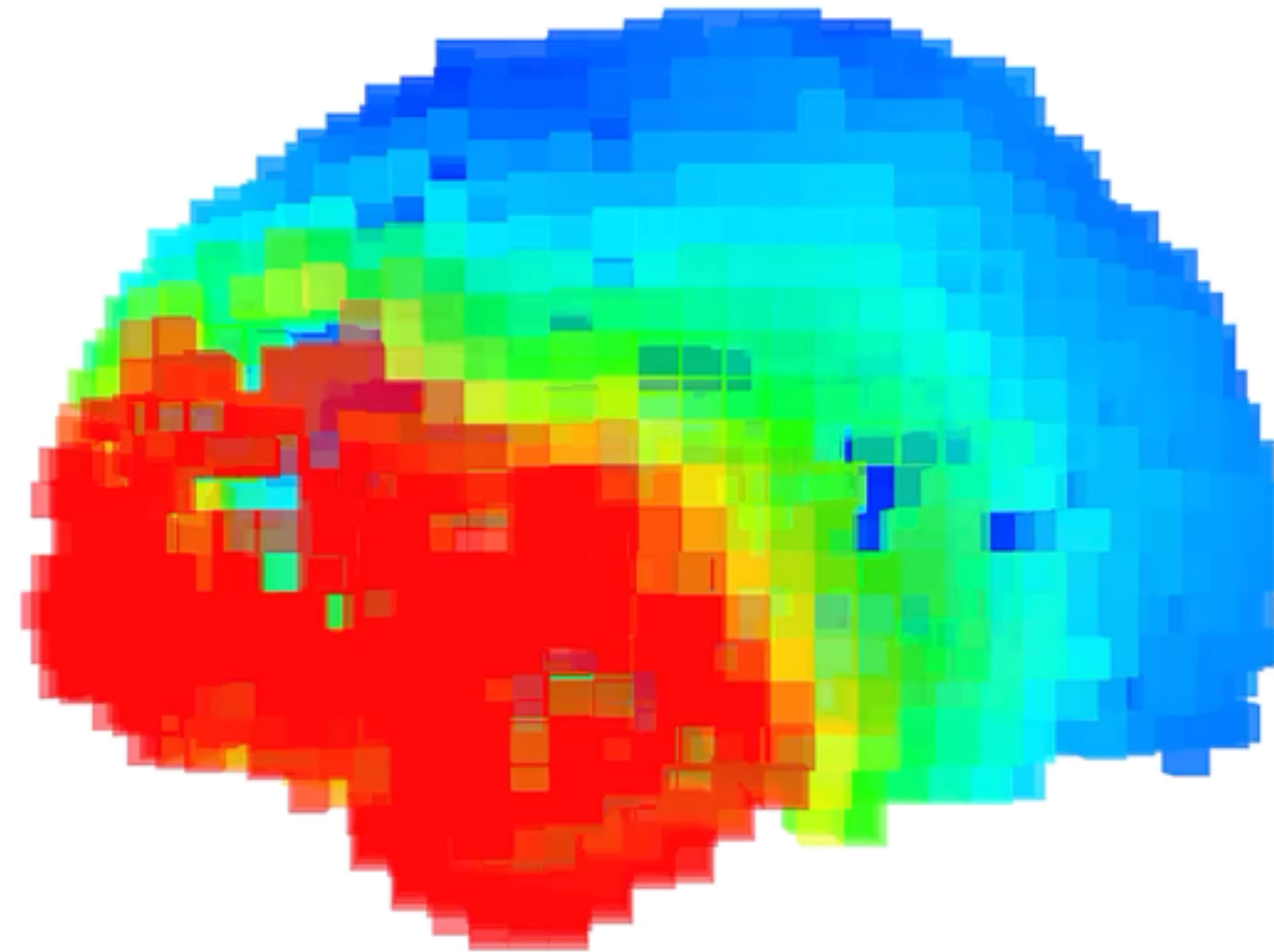
◀ ▶ **CONVERGE** ▶ ◀  
*On the Road*



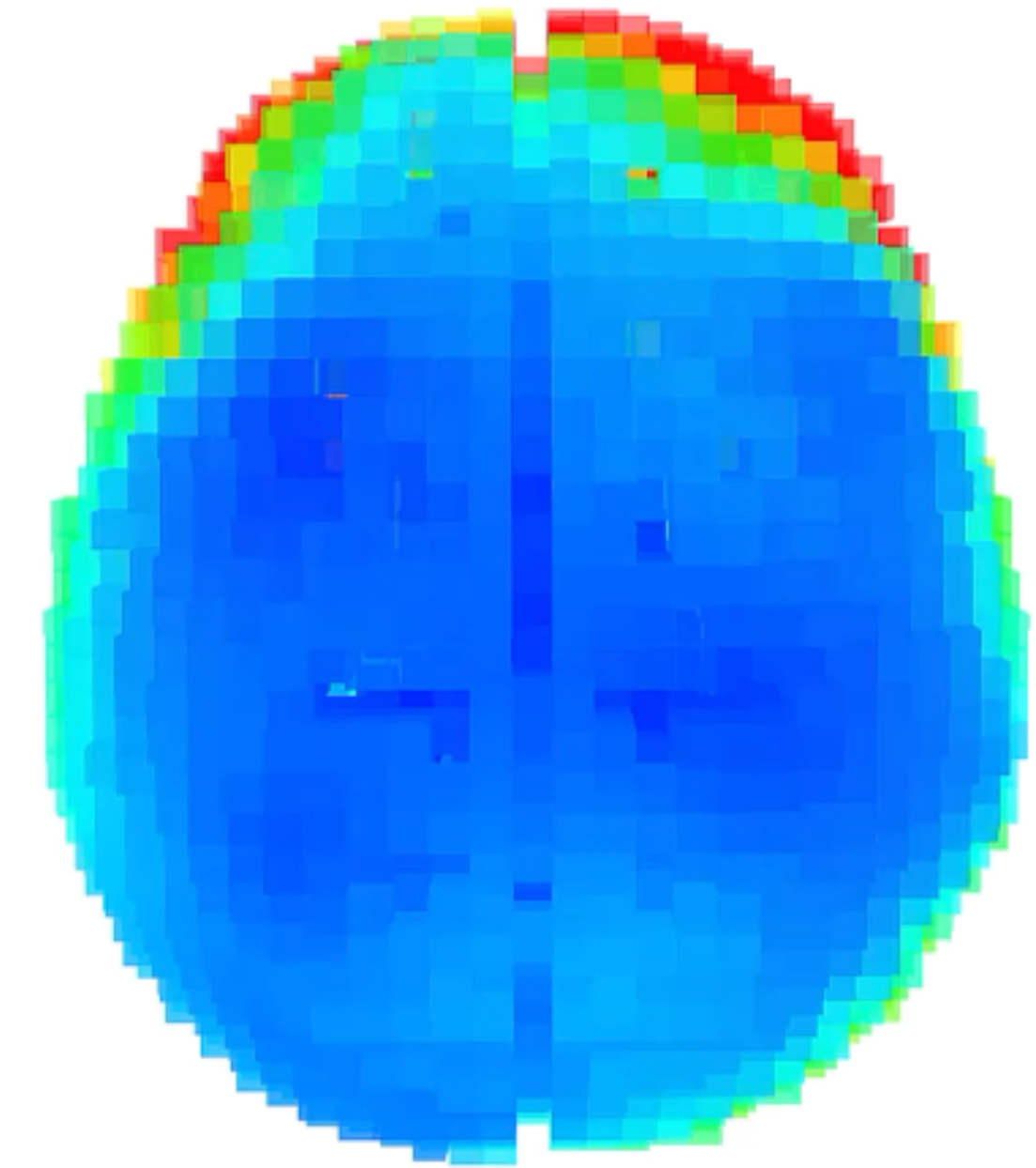
0922GR19



Frontal



Left Side



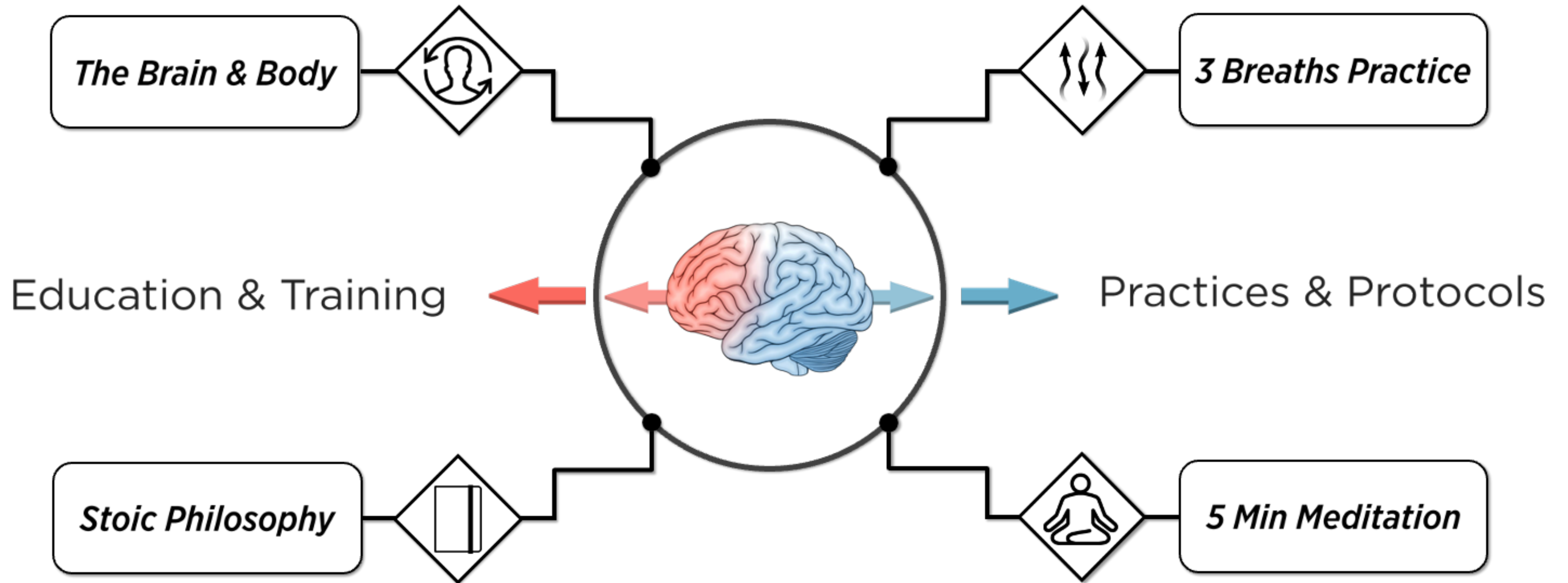
Top Down

*Gamma Band*



# Mindset Management Training

## Primary Program Elements



# Pre/Post Pilot Results

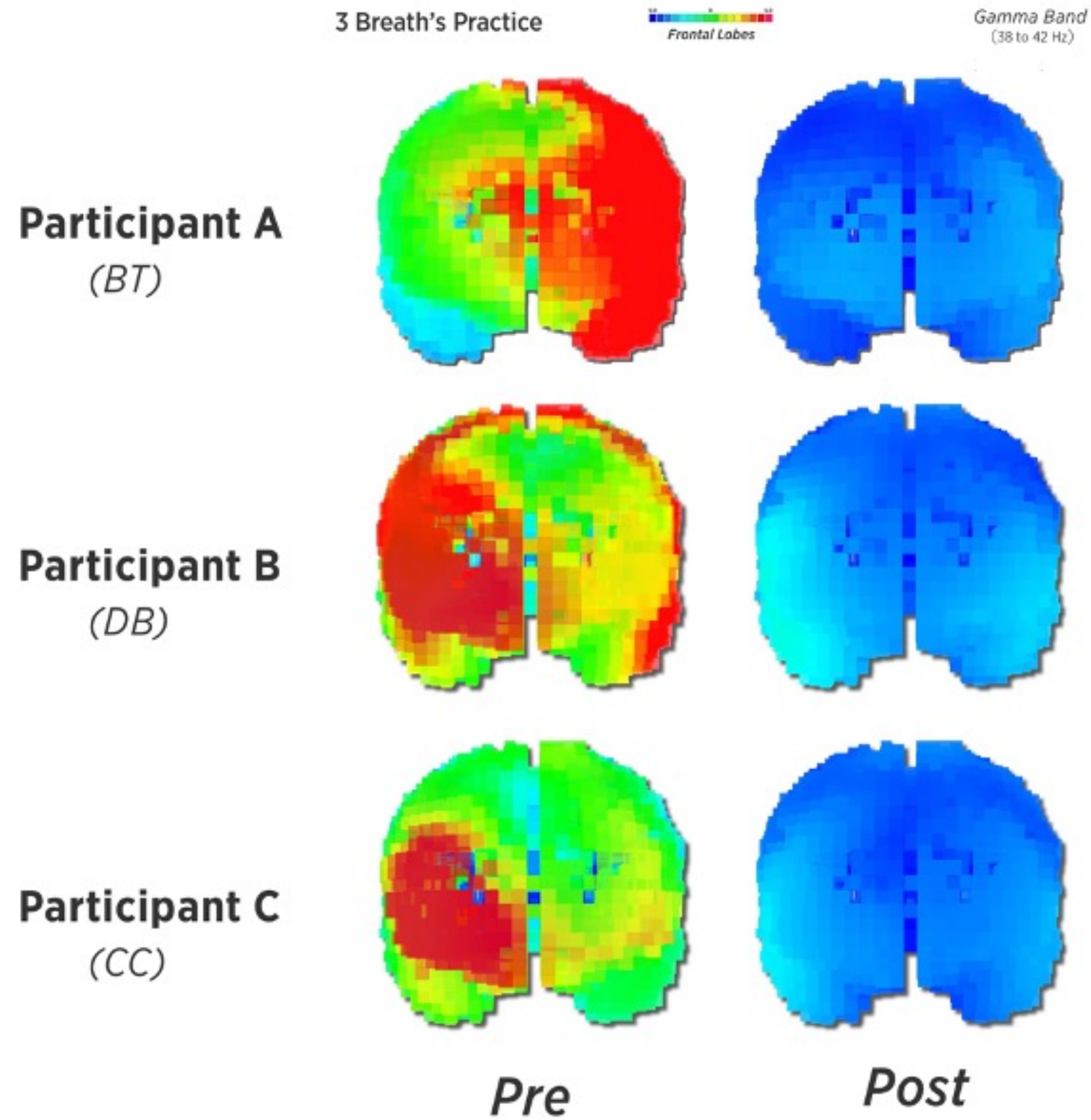


◁ ▷ **CONVERGE** ▷ ◁  
*On the Road*



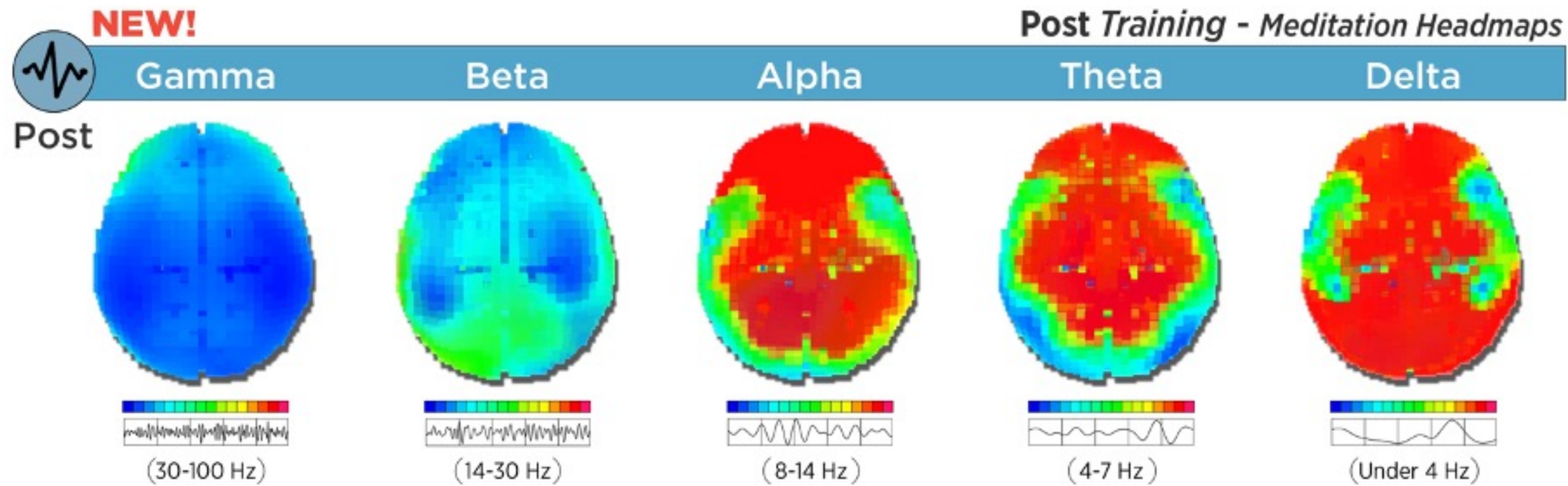
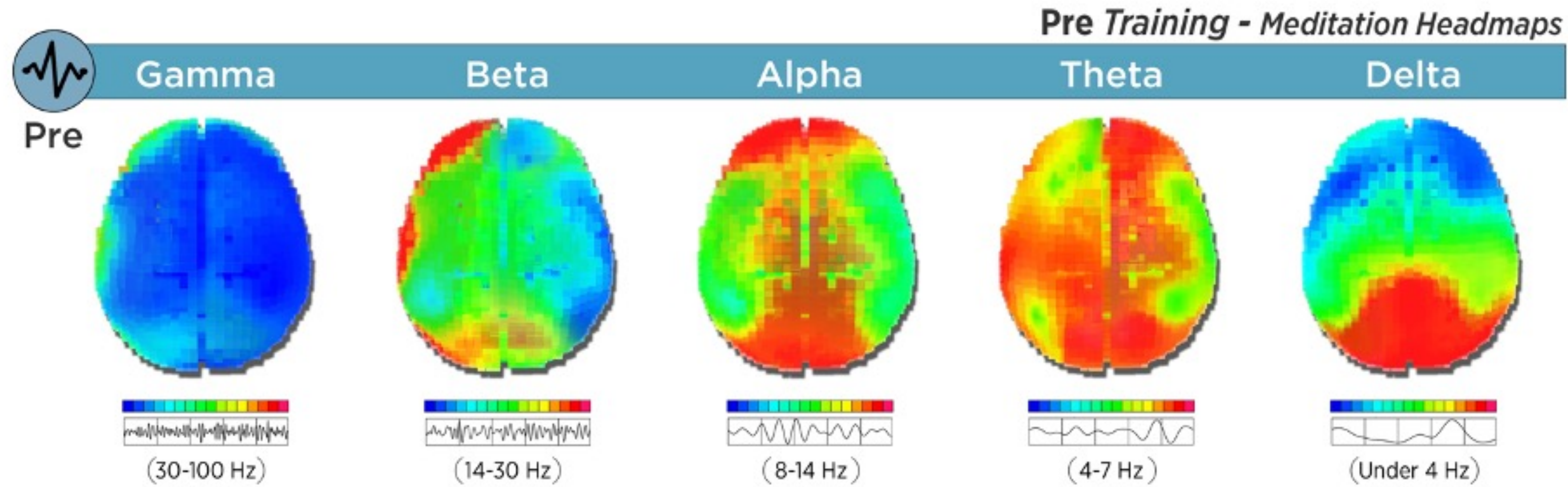
# EEG Headmaps

## 3 Breath Practice - Pre & Post Comparisons



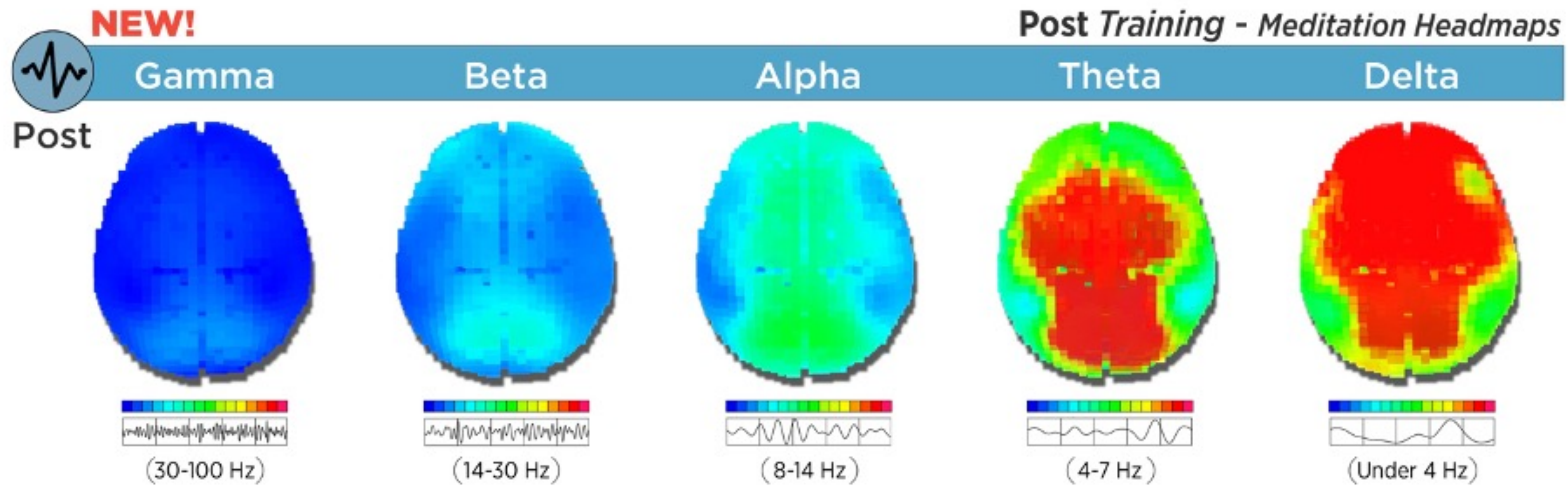
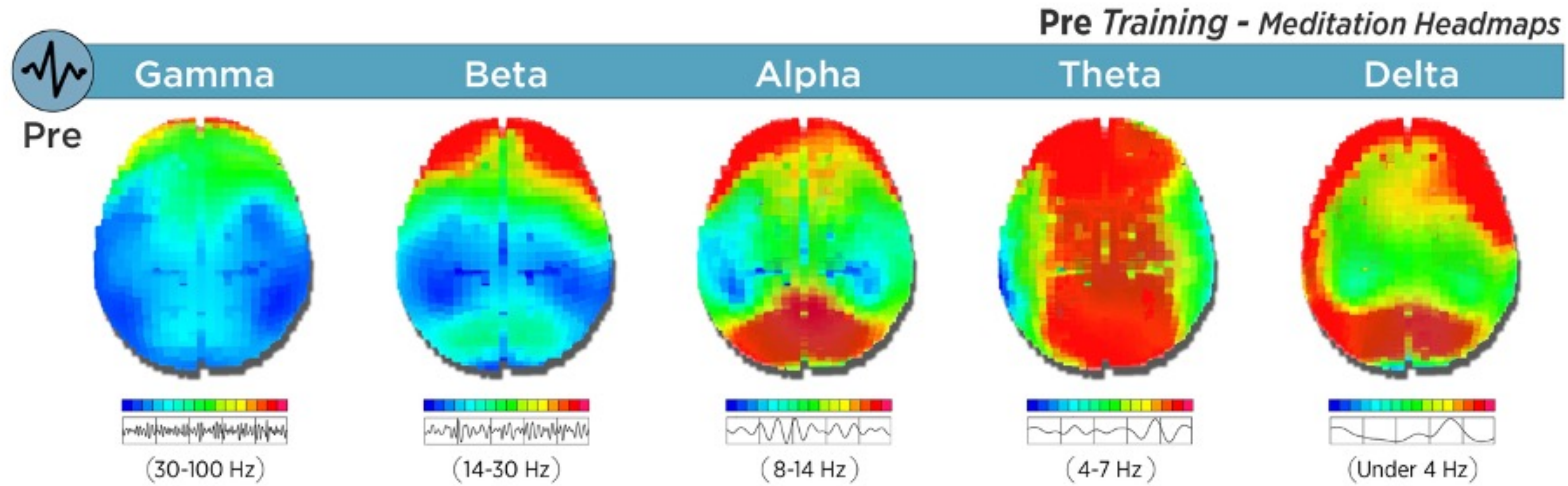
# EEG Headmaps

*Before & After Mindset Training Headmaps*



# EEG Headmaps

*Before & After Mindset Training Headmaps*



**Alpha Group - Participant B - DB**  
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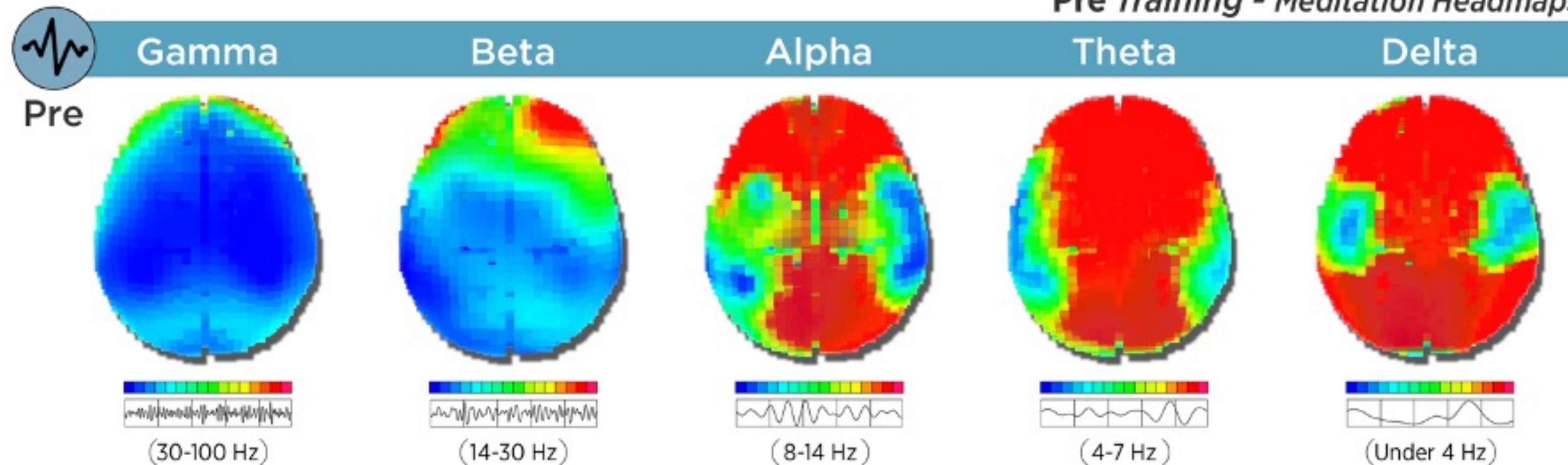


# EEG Headmaps

Before & After Mindset Training Headmaps

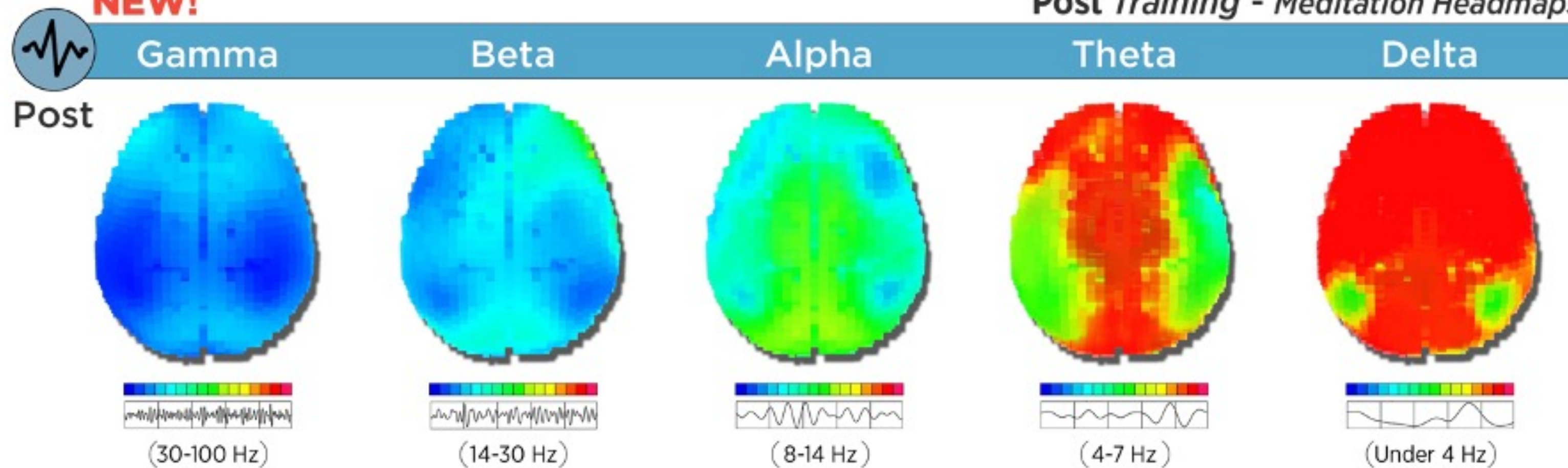


Pre Training - Meditation Headmaps



**NEW!**

Post Training - Meditation Headmaps



# One Intended Result:

To have the client thinking about their mindset ALL the time.



▶▶ **CONVERGE** ◀◀  
*On the Road*

# Next Steps



▷ ▷ **CONVERGE** ◁ ◁  
*On the Road*