



Buzan Centre Pune Corporate Profile

There is a disconnect between the way we feed information to our Brain, and the way our brain processes this information. Whether you are a student, a young professional, or a senior corporate executive, this disconnect exists.

We normally feed information in numbers, words, and lines (observe our emails, documents etc.), but our brain processes this data as shapes, colours and images (Think of the word, say CAR, with your eyes closed. What did you see?).

To update our Operating System, we need to train our brain to effectively (speed) and efficiently (comprehension) learn, process and apply what we learn. This is the basic challenge whether you are a student trying to perform well in an exam or a corporate executive trying to get your team members to extract the most out of your training and development programmes.

The Buzan Centre Pune helps students, young professionals and senior executives overcome this challenge. The Buzan Centre Pune is the only centre in India of Tony Buzan's (originator of Mind Maps, arguably the most powerful thinking tool of our time), global brand.

The center works with corporates houses to help their junior, mid, and senior executives TRAIN THEIR BRAIN to be better decision makers, problem solvers, planners, analyzers and organizers, basically - better performers. Most executives are in-charge of 12-hour workload to be completed in a 10-hour day. This would mean that they have no time for learning, and even if they did, they are unable to recall the learnings invested by their company through their L&D programmes. Research shows that 50-60% of time is spent by professionals in reading (emails, reports, document, etc) and recalling (data, graphs, facts, etc), which would mean that they only spend 40-50% of the time doing their core job description. Training the brain can help save time in reading and recalling allowing executives to spend more time applying what they have learned.

When analyzed why the L&D heads struggle with poor ROIs on Training interventions, it was found that most executives are loaded with 12 hours of work to be completed in 8-10 hours (no time to implement new learnings) and even when they managed to find time – they have already FORGOTTEN the details of the training sessions attended.

It is extremely difficult to implement what you have forgotten!

Most executives READ (emails, documents, project reports etc.) for 30-35% of their time; spend another 30-35% in meeting (where they are expected to also suggest Creative Solutions) and the balance time available is spent in decision making, problem solving, analyzing, organizing etc. (what the organization actually PAYS them to do!)

The training modules conducted by the Buzan Centre Pune, India - can help them READ FASTER, Improve MEMORY, Increase CREATIVITY and help them complete their core functions more efficiently.

For students, learning is the central focus of their life. The way they learn is important, and here, understanding the way their brain works helps students improve their retention, recall, comprehension, and understanding. The Buzan Center Pune works with students from all age groups in helping them to perform better by training their brain. Once students understand how to efficiently use their brain, their performance, whether in the form of marks, comprehension or application, significantly improves.

The Buzan Centre Pune has worked with many students, professionals and corporates in conducting training sessions. Modules of training for corporates and students revolve around Mind Maps, Speed Reading, Knowledge Management, Creativity, Leadership skills, Storytelling, Effective Questioning, Relationship building, and most importantly, improving your brain's performance. Blue chip Multi-National companies such as Disney, Barclays, SAP, KPMG, P&G, DHL, Siemens, NASA, Volvo, Emerson, and Toyota along with a host of other large institutions have used these techniques for years, (do lookup: www.biggerplate.com). The Buzan Centre Pune is the only center in India, providing holistic workshops on training your brain! Apart from their facilitator-led workshops, the brand has also introduced subscription based, e-learning modules for corporates and students to use. For more information, please visit www.buzanpune.com