



**CAN A PRESENTATION ON APPLIED BRAIN SCIENCE
CHANGE THE WAY YOUR GROUP THINKS,
AND BE, AT THE SAME TIME, A TREMENDOUSLY
ENTERTAINING TEAM-BUILDING, CREATIVITY-ENHANCING,
and Supremely Effective STRESS REDUCING EVENT?**

*"The better you understand a tool, the better you can use it.
And your brain is the best tool you'll ever have."*



**Customized Harmonica, Customized Event
A Few Thoughts from Applied Cognitive Scientist David Harp**

The scientific content of my events — using applied cognitive science to help people “use their brains better” — is the important part. The harmonica is merely a way to create “intentional synchrony” (breathing in sync), which focuses and bonds the group, and provides the easiest way ever to teach breath focus. Yet each attendee’s harmonica, with its customized case, is also important. It serves not only as a souvenir of the event, but as a reminder of the content learned at the event, and a reminder of **an easy way to practice the breath focus that kills stress by short-circuiting un-useful fight or flight responses**. Many participants keep the lovely little musical instrument and its personalized case on their desk for years after the presentation. As one client (whose event dealt with keeping employees of a hotel on track during a major renovation — a big stressor for any hotel), said:

“David was great — a big help during a difficult time. And our managers now have a little in-joke. When things get stressful, we take a deep breath, and say: ‘Better go find our harmonicas!’ It really works!” — Nancy Nicolosi, Manager, Cleveland Marriott Hotel

Why Even *Think* About This Now?

Some of you reading this might feel that thinking about how to customize the harmonicas for an event is “putting the cart before the horse” — especially if you haven’t even decided to use my services yet! How presumptuous of this David Harp guy! Hrrmmmmph!

But looking at the way in which a variety of my past clients have chosen to characterize the event graphically, with a short description of that event, can help to show the wide range of my presentations. Each event I do is *completely* customized — the content, the music, and the “feel” or ambiance, casual or formal, serious or funny — in consultation with you and your event folk, to meet your specific needs.

About the Labelling Process

Each label is 1" X 4" (2.54 cm x 10.16 cm) in size. Our client decides on the logo, text, and look of the label, emails us any components (such as the logo or other artwork) that we might need, and we create a mockup. Once the client approves the mockup, we produce the label and label the harmonicas.

Following are a few examples that illustrate the above thoughts. In the first example I include a picture of the high quality Mojo Deluxe™ harmonica that comes inside each customized case. It’s my own brand, created to my specs: a lovely little instrument that with a minimum of care will make sweet music for decades or longer...

My Work May Sound Funny, But It's No Joke: A Very Serious Event for the FBI

This label was created for a very serious event on helping those who have to work with the death of a colleague — which includes having to deliver the devastating news to the colleague's spouse or family.

The emphasis was on strengthening the mind, so as to to prepare for a terrible event of this kind, though the process which I call building "Mental Muscle™."

My long-time *pro bono* work training hospice workers helped give me the strength to tackle such a difficult subject as I created this particular presentation... and the attendees took it seriously but with great enjoyment, as do most of my audiences (see the pictures on P. 6).



Helping Two Old Businesses with a New Merger: Thomson Reuters

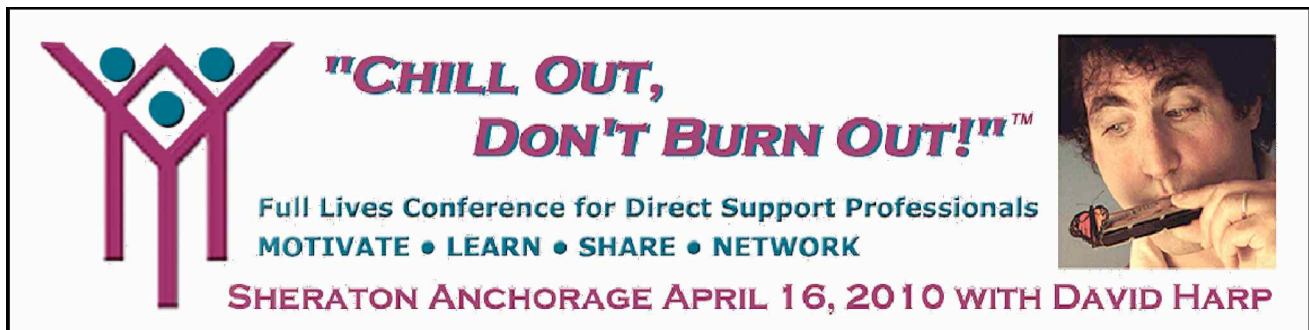
The merging of two giants in the news/communications/information field — each with its own different and very well defined corporate culture — was my main challenge for this event. The second challenge, which I enjoyed and welcomed, was to do at least small parts of my presentation in seven languages (English, Spanish, French, German, Dutch, Japanese, and Mandarin) to help the members of the combined multi-national group all feel welcomed. This event featured lots of small group work, with each small group made up of half the members from one company, and half from the other, matched by job description.



New Program: Chill Out, Don't Burn Out!™

Just what it sounds like. Originally created for groups of nurses, I've done versions of this presentation, which teaches time-tested psychological strategies for avoiding burnout through stress reduction in the most entertaining and effective way, for a variety of groups.

Any group that would like to lower their attrition rate, whether in service force or sales staff, can benefit from this type of event. This presentation is great for stress reduction of any kind (and all its attendant health benefits) and team-building as well as burnout...



Change Without Chaos and Cold Sweat™

Health care providers of all types are facing a rapidly changing playing field on every possible level, from medical to legislative. This event was aimed at helping high-level management reduce stress around these potential changes, so as to deal with them in a more effective way as they occur, and to be good role models for those who work under them. There was also a strong team-building component to this state-wide event, as well, since it was composed of managers and executives from offices across Tennessee.



How to See It Coming, Before It Hits the Fan™

Most industries and groups face similar change-related stress in the form of rapid organizational and technological transformation. When "Change Without Chaos" is combined with my "How to See It Coming..." workshop, the group gets a complete template and practice in predicting change, and dealing with it in the least stressful way possible.

Employee Reward Event: Great Stress Reduction Tools, Plus Lots of Fun!

This program was mostly, as the graphic would indicate, intended to be a fun event to reward employees of a mental health first while simultaneously teaching them my original CBT (cognitive-behavioral therapy) method known as "NPT" or "Neural Path Therapy" (as described in detail in my recent books *Neural Path Therapy: How to Change Your Brain's Response to Anger, Fear, Pain, and Desire* and *The Three Minute Meditator*."



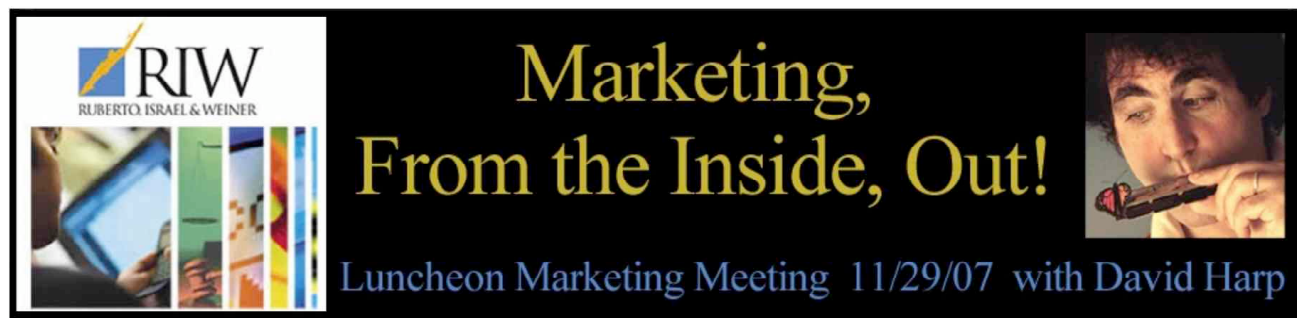
Team-Building for an EU Group, with Attendees from 38 Nations

This event emphasized international team-building in the service of sharing best practices amongst the EU attendees, who came from 38 different countries. Graphically, notice that the client provided the background for the image, which was used as a theme throughout the event (with the hexagons representing the "Giant's Causeway" of Northern Ireland).



Enhancing Co-operation in the Service of Cross-Selling Services

This label was created for a presentation in which the main point was to help partners and less-senior members of a law firm to enhance co-operative cross-referring (by overcoming potential control, competition, and ego issues which might arise and inhibit cross-selling).



Performance Under Pressure, for Surgeons, OR Nurses, and OR Managers

This was for a group of almost 1000 operating room (OR) surgeons, OR nurses, and OR managers, and aimed at promoting the ability ("Usable Smarts™") to instantly access what one knows how to do, even under the most challenging circumstances. This is done by identifying the mental obstacles that get in the way of such access, and practicing, under simulated conditions, overcoming them...with Harmonica-Based Stress Reduction, natch!



Usable Smarts:
Beyond Fear, Anger,
and Other Engrossing
But Useless Pastimes™

With **David Harp**

Managing Today's OR Suite

19th Annual Conference
November 8-10, Orlando

Sponsored by **CardinalHealth**

Festivals and Food Marketing, Pharmaceutical Sales, Mindfulness, and the FBI

As has been said of my presentation work, "David has done events for everyone, from Ben & Jerry's to the FBI." I've done events for four thousand people at a festival, and for a dozen directors prior to their annual board meeting (one of my "Peak Communication™" presentations). I've done a creativity sessions for Kraft Food, and a sales training event for Merck Pharmaceutical. Universities? Entire School Districts? Hospitals and hospices?

All of the above, as well as HarmonicaYoga™ at America's largest Yogic Training Center! **Because what I teach — how to use one's brain better, how to avoid unnecessary fear and anger, how to enhance communication and creativity while reducing stress, fear, and anger — these are skills that we ALL need, regardless of what our company or group organization does...**



Handouts, Action Plans and "Action Plan Buddies," and Perhaps a Song?

My events also often feature handouts for long-term followup use by participants, as well as customized "ACTION PLANS" (such as, for example, a "Usable Smarts Action Plan" in which each participant, after identifying the specific difficult situations (such as those involving fear and anger in the Operating Room workplace) that affect them, writes them down in the AP and commits to working with them, often in conjunction with a colleague (an "Action Plan Buddy"). My various books and CDs can also be made available for participants.

For many events, I'll also create an original song about your group or event in any style you choose — such as blues, rock, country, folk — and teach the group both to play it on their harmonicas, and sing it. Or sometimes (especially if creativity enhancement, teamwork, or "fun" is part of my mandate for your event) we'll break the group into small teams of 5 to 8 members (which can be done on your end, to create a team made up of front office staff combined with field workers and sales force, for example) and each team will create, with my instruction, their own song, and perform it for the group.

Please Look at Their Faces...Total Concentration, Total Enjoyment!

That combination of total mental concentration, and total enjoyment, is what allows me to teach the crucial psychological skills which I've been studying for so many years. As I said before, the harmonica is simply a useful tool that captivates my audiences while they are getting what may be some of the most useful information about their brains that they've ever gotten. Yet if I went up in front of a non-scientific group and started talking about the role of the parasympathetic nervous system in re-routing limbic responses to the cerebral cortex, I'd lose 95% of my audience right there. Instead, I teach them to play the harmonica WHILE exploring the function of that mysterious and sometimes mutinous organ known as the human brain...

Thank You for Your Time and Interest

Please let me know if I can be of any assistance.

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P.S. Although I am a serious cognitive scientist, and somewhat known internationally for my applied work and books on "short-circuiting unnecessary fight or flight responses," I am also considered by some to be a world-class blues harmonica player, even though that's not what I myself consider to be important as far as my work goes. That said, I love to "jamm," and here I am, playing in B.B. King's Club in Memphis, August 2008. I'm always delighted to integrate some good blues playing into my presentations, if desired for entertainment — especially if it's done as part of a "Blues Sisters and Blues Brothers Lookalike Contest" on the part of the attendees at the event. It's a great way to integrate the fun part of a during-the-day team-building or communication event with a post-dinner or post-cocktail party entertainment component!

