

**MIND BASICS**

CONCEPT

**BRAIN - BIKE - BUSINESS**

# **CHAMPION(SHIP) IN BUSINESS**

LEADERSHIP-WORKSHOP

**NEURO-  
SPECIAL**

with **Hanka Kupfernagel**

- World-Champion -

## **Business meets Championship**

- Activate your full brain power
- Create sustainable change
- Strengthen and sustain resources
- Develop 'neuro tools' for your goals

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## 1 | INTRODUCTORY SESSION

### CONSCIOUSLY VS. UNCONSCIOUSLY

Of course, we believe that we lead our lives based on conscious decisions. In the module we will have close look into how our minds really work on what effect this has on our leadership role.

- How do we develop our egos?
- What influence do our egos have on us and on our surroundings?
- What are the mind effects of our personal well-being?

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## **2 | APPLIED NEUROSCIENCE SESSION**

### **YOUR MIND ON CHANGE**

Change is difficult. Just look at all the great New Year's Wishes that mostly fail. This failure is mainly due to the way our minds operate.

In this module we will show you what modern neuroscience teaches us about the way our brains cope with change and how we can help the brain to overcome this New Year's Wish syndrome.

- How can we support our mind on change?
- How do automatisms, conditioning and attitudes keep us from changing?
- How to overcome established neuro-networks that do not longer work for us?

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## **3 | POWERFUL BRAIN HACKS**

### **SMART WAYS TO BOOST YOUR BRAIN POWER**

Only together body and mind are healthy, strong and efficient. They influence each other in dynamic processes and can support each other excellently.

- Healthy body for a healthy brain.
- How nutrition and physical activity affect the performance and health of your brain.
- Effective regeneration for more energy and greater focus: sleep, breaks, meditation.
- Simple hacks that keep your brain efficient – for today and tomorrow.

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## **4 | BIKE-BUSINESS | INTERVIEW**

### **BECOMING A WORLD CHAMPION - AND WHAT THAT HAS IN COMMON WITH YOUR JOB**

Hanka Kupfernagel (former professional cyclist ) talks about the challenges on her way to the top of the world championship - playing the mental game and enforcing women power in professional sports business.

- Physical training is not enough.
- Highs and lows and moments of insight.
- Winning or losing the competition.
- Tips, tricks and strategies from professional sports.

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## **5 | NEURO TOOLS FOR CHANGE**

### **SUSTAINABLE CHANGE**

Together with the renowned neuroscientist Srinii Pillay, we developed the Mind Basics Approach to implement planned changes in the daily work more.

To establish new skills and behavior we use tools that are proven successfully in high performance sports and can easily be transferred into the business context.

- Visualization
- Neuro-Conditioning
- Alter Ego Development

# HANKA KUPFERNAGEL



Hanka Kupfernagel is a former German professional cyclist. In her favorite discipline, cyclo cross, she was among the best racers in the world until 2017.

In 2000, she won the Women's first Cyclocross World Championship and in the same year at the Olympic Games in Sydney, she won the silver medal in the roadrace.

In total, she won 18 medals at world championships, one silver medal at the Olympic Games and was over the years German Champion for 35 times in different disciplines.