

**DR. MGR HUMAN RESOURCE DEVELOPMENT  
INSTITUTE OF ANDHRA PRADESH HYDERABAD**

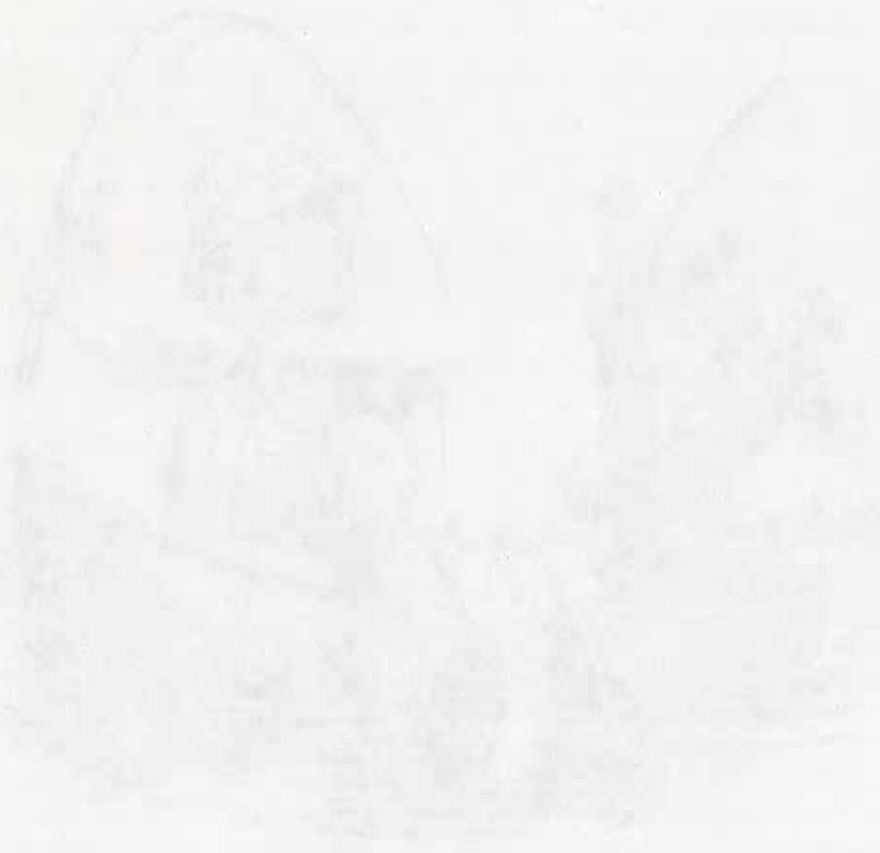


**STRESS  
MANAGEMENT**





**NEURONAL EMPOWERMENT  
FOR  
SUCCESS**



NEUROLOGICAL EMPOWERMENT  
FOR

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# INTRODUCTION

Human capital evaluation will include systems to measure the skills, capabilities and know-how. Core-competency, competing capabilities and intellectual capital will be assessed in financial terms in future. Balance sheets will reflect human assets. Hence there is need to enhance value of each individual by adding new skills to his own tools kit. Self-directed and self managed executive will provide the muscle power to his organisation. The ability to bring global power to solve local problems will be the yard stick for measuring the vitality of an organisation in future. Organization must be mission focused and value-based. Hence there is need to create a new-mind-set. Mind-set is linked to the attitude of a person. Attitude is an integrated set of emotions unconsciously accepted through the force of previous experience. About 85% of our success depends upon attitude. The balance 15% depends upon resources, educational qualifications, experience, skill and opportunities. Every one has the ability to change his attitude. Neuronal empowerment is the process for changing the attitude. Just as we change a chip in a computer we have to change the attitude of a person to create a new mind-set.

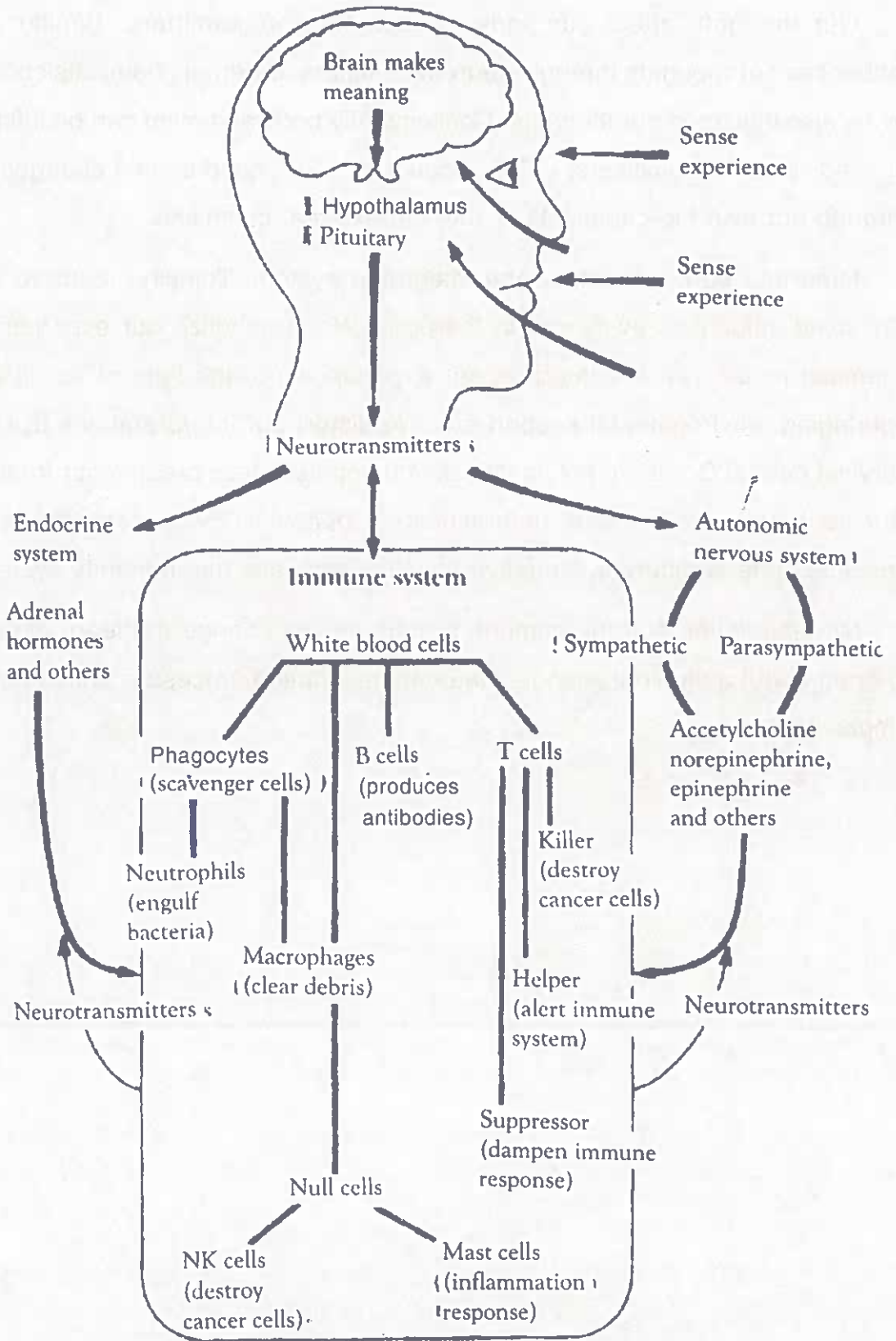
Effectiveness of an individual depends upon his attitude. Inherent potential can be mobilized through the desire and inner urge to succeed. One needs a road map, milestones, guideposts and bench marks to proceed enthusiastically to reach his destination. An individual must be empowered to canalize his reservoir of knowledge, experience and skill to achieve his ambition.

Neuronal empowerment inspires the individual for self-motivation. We are fast losing touch with our-selves. We are becoming stranger to our-selves. Hence we should attempt to befriend our-selves. The biggest challenge we face today is to develop the friendly relationship with our selves.

We unconsciously evaluate the gain to pain ratio while we invest our effort in performing a task. Our genetic predisposition normally exaggerates the pain. We can alter our evaluation through neuronal empowerment programme. Hence most of the problems are created by our attitude, perceptual distortions, value systems, beliefs, assumptions, expectation cause and effect relationships, logic, reasoning process etc. All of these techniques are learned in the process of growing up and hence can be altered at our will.

Trillion wire net works in the brain create our self-image, self-worth, self-esteem and self-confidence. Our identity is neuronally updated on a continuous basis. We give pleasure rating and pain rating to events, things places and people. We interact with ourselves and the environment on the basis of our own logic and reasoning. The entire process is chemical interaction between neurons of the brain. At preverbal stage chemical molecules carry out numerous interactions. Neurotransmitters act as messengers between neurons before we decide and act. Every decision involves millions of neurons. Thoughts are chemical molecules in motion. We generate atoms to form the molecules of our thoughts. Every thought is a chemical event. Our behavior has a chemical base. Neurotransmitters underlie every thought, emotion, feeling, memory and action. Our identity is basically a chemical system. Our joys and sorrows are etched as neuronal pathways. Our experiences are neuronally recorded as chemical systems.





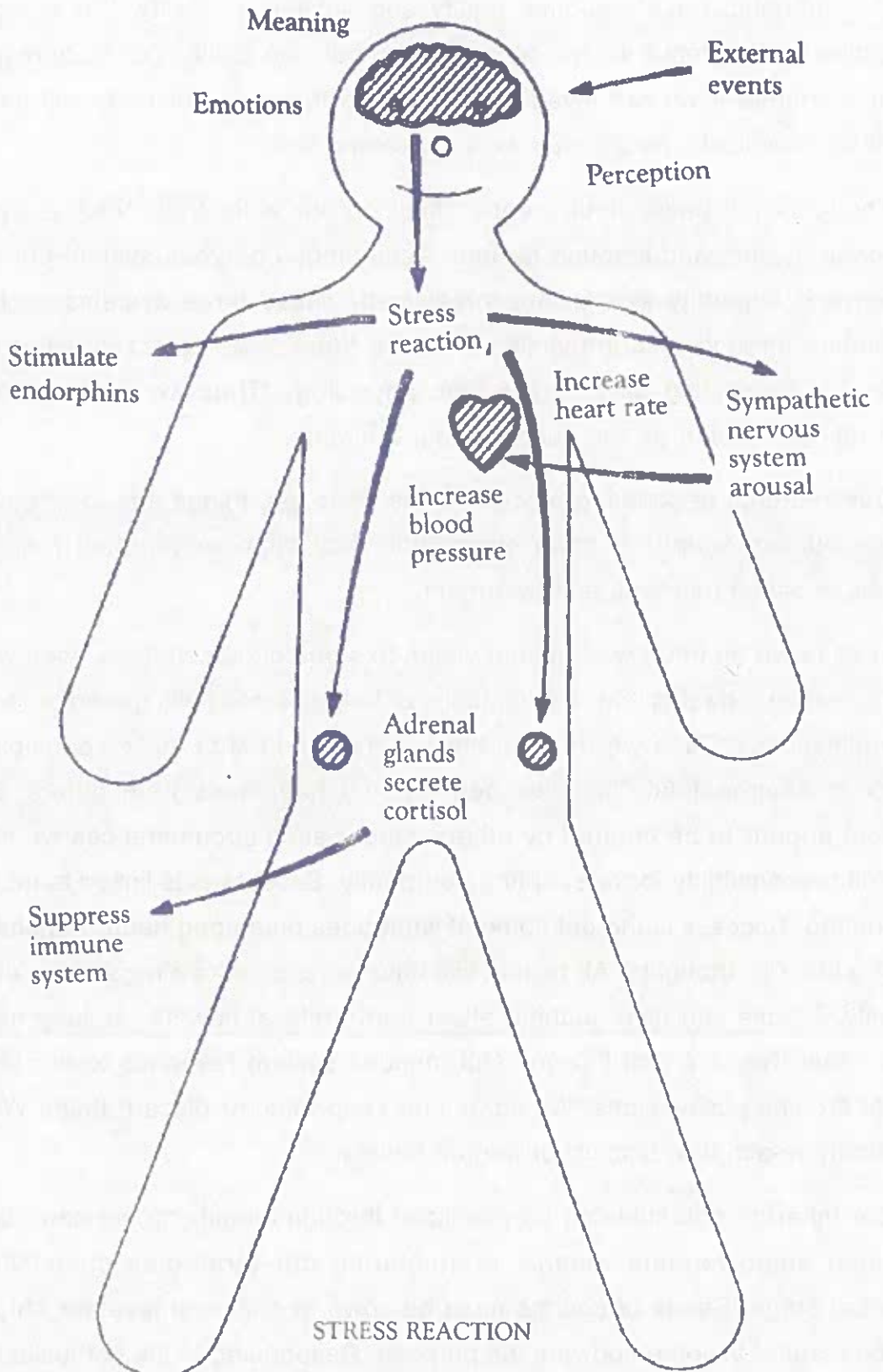
MIND-BODY LINK AND THE IMMUNE SYSTEM



Our thoughts affect our body through Neurotransmitters. Similarly body influences our thoughts through Neurotransmitters. External chemicals consumed by us also influence our thoughts. Consequently body and mind can be influenced by medicines, tranquillisers, L.S.D, alcohol etc. Our mood can be changed either through our own bio-chemicals or through external chemicals.

Mind and body constitute one integrated system. Thinking leads to action. Our mind influences every cell in the body. We metabolize our experiences as chemical molecules. We interpret our experiences, in the light of our interests, upbringing, environmental support etc. We distort our interpretations to suit our survival needs. Our learn helplessness and hopelessness creates our frustration. Our neuronal baseline state determines our behavior. Every person's neuronal baseline state is different. Negative baseline weakens the immunity system.

Mind-body link and the immune system should change the learn old scripts to bring about attitudinal change. Neuronal rescripting process is called neuronal empowerment.



Our thoughts have objective reality and subjective reality. We create our subjective reality. Hence we are co-creators of our own reality. Our body responds to our thoughts. If we are invaded by negative thoughts our body will be filled with toxic chemicals. As a result we will become sick.

Thoughts will have simultaneous effect on our autonomic nervous system, endocrine system and immune system. Autonomous nervous system endocrine system and immunity system are intertwined. These three systems exchange information through neurotransmitters. These three systems act together in the process of translating our thoughts into physiology. Thus we initiate chemical chain reaction based on the quality of our thoughts.

Our neuronal re-scripting process helps us to see things afresh. We should change our old scripts to bring about attitudinal change. Neuronal re-scripting process is called neuronal empowerment.

In case we feel that we become victim to some circumstances, then we will have negative thoughts. Our assumptions of helplessness will generate feelings of hopelessness. Then we tend to blame others and shift our responsibility to others or environment. Then we beg joy and happiness from others. Every problem appear to be created by others. Under such circumstances we should take full responsibility for re-scripting neuronally. Successes is linked to neuronal re-scripting. Success is the out come of what goes on among neuro transmitters. Belief guide our thoughts. All beliefs will have consequences regardless of their actuality. People can have asthma effect from artificial flowers, as long as they believe that they are real flowers. Our immune system responds to our beliefs. Beliefs are like possessions. We can either keep them or discard them. We can neuronally re-script to discard unwanted beliefs.

Our Inherent potential can be mobilized through identifying our core values. Neuronal empowerment means, restructuring our strategies chemically at preverbal stage. Seeds of change must be sown at chemical level for obtaining desired results. Vision empowers the purpose. Responding to life enthusiastically

is the aim of this programme. One should be able to do right things for right reason. Neuronal empowerment inspires one for self-Motivation. We can use our brain's untapped potential to achieve new levels of success. We can get what we want when we believe that we can achieve it. Empowered person can recognize new opportunities and respond to change quickly. If we feel good about our selves, we can work enthusiastically. This programme is designed to make the participants to feel good about themselves and covers.

- 1) Energy systems with in human body.
- 2) Identification of negative attitude (Exercise)
- 3) Objective reality and subjective reality (Psychogram exercise)
- 4) Interface of Neuronal Empowerment
- 5) Hardware and software of Neuronal Empowerment
- 6) Update of Neuronal Empowerment and
- 7) Bio-Psycho-social systems interaction.



Brain cells consult among themselves





# WHAT IS NEURONAL EMPOWERMENT FOR SUCCESS?

## AIMS AND OBJECTIVES

Empowerment is a process for changing the mind-set at the chemical level in the brain. Brain contains about 1000 crores of neurons. Each neuron is capable of having chemical interaction with about 10,000 neurons in the process of finding solutions to our problems. Empowerment enables one to look for probability spaces in the mind-scape for finding creative alternatives

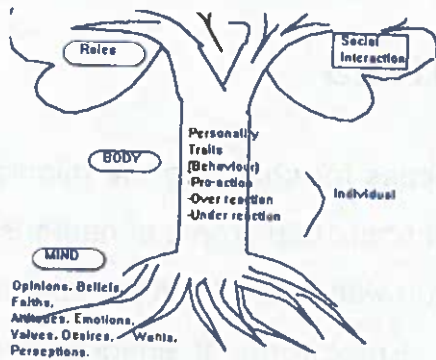
Fear prevents us from realistically evaluating the risks to face dynamic situations. Benefits comes from the risks only. Doubts make us powerless. Doubts have faith in the worst outcome. There are many opportunities in the risks. We have to be concerned about the future because we have to spend the rest of our time there. Our "unconscious incompetence" justifies our conservative out-look, complacent attitude and conceited moves. We defend our "In competence". Neuronal Empowerment helps us to break the mould and emerge as "competent individual".

Thought is a chemical event. Thoughts produce neuro peptides in the brain. We are all aware of "plecebo effect" which is responsible for converting "Belief" into "Bio-chemical".

Besides food we have to consume about 60,000 thoughts every day and produce "bio-chemical activities. Bio-chemical produced by our thoughts are responsible for our wellness or illness.

Our feelings of euphoria are produced in the brain by "dophamine". Depression is caused by "serotonin". Stress coping capacity depends upon the level of "dehydropiandrosterone". (DHEA) in the body. "Gluco-Corticoids" secreted

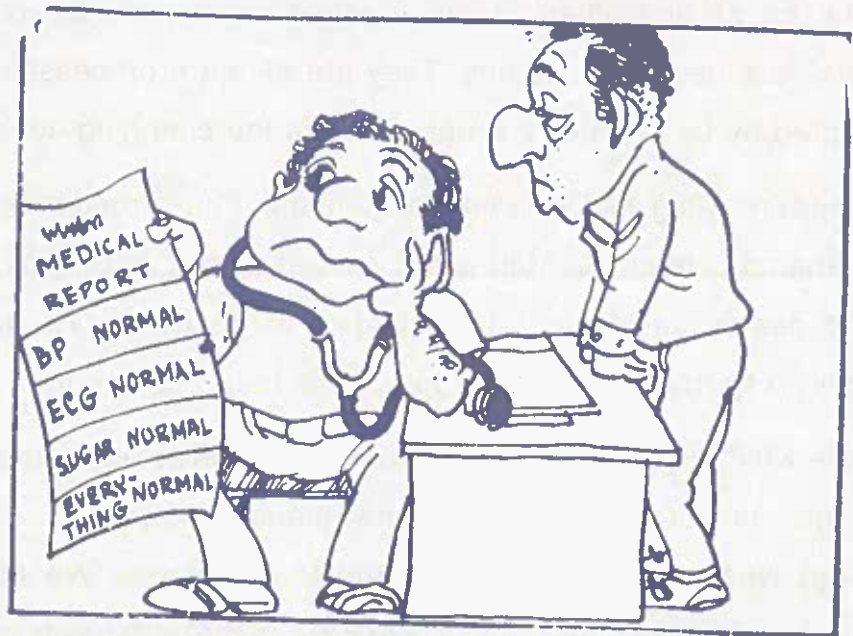
by the adrenal glands are regulated by our thoughts. Positive thoughts produce “endorphins” to relieve fatigue arising out of expenditure in the pro active behavior.



Quality of thoughts can be modified by the individual himself. We are responsible for what goes on inside our brain. We are “co-creators” of our reality. Empowerment improves self-image, self-esteem and self-confidence. Personal and social systems are built up as neuro-chemical interactions. Logic, philosophy, cause and effect, commonsense, ethics, morals, reasoning ability, culture etc., have no genetic base. They are all learn processes. What is learn can be unlearned or modified at our will. Our personal identity is created through neuro-chemical action. Psychic experiences are bio-chemical interactions.

Expectations are changing very quickly. Demographics and cultural values are interfering with our priorities. Insecurity and uncertainty is forcing us to look for “emotional props”. There is need to reinforce our bond with ourselves. Emotional resilience is needed for stability under crisis conditions. There is need for psychological immunization for survival in the 21<sup>st</sup> century. Neuronal empowerment is psychological immunization to face the unexpected changes in the future life situations.





# NEURONAL RE-SCRIPTING FOR SUCCESS

World is changing at an un-imaginable speed due to communication revolution. Many successful executives are being sucked into the vortex of their own complacent attitude, conservative perceptions and self centered behavior. As a result they are tending to adopt self defeating defensive postures. Such persons are rationalizing their unconscious incompetence as settled habits. Unless neuronal re-scripting is undertaken by such individuals, they will not be creative and enterprising. Their doubts are making them powerless. Doubts stimulate escape conditions. Doubts have faith in the worst out-come.

Fear prevents us from realistically evaluating risks. Profits come from risks only. We are responsible for what goes on inside our neuronal system. We are co-creators of our reality. Our experiences are neuro-chemical interactions. Personal and social systems are built up at chemical level in the brain. Our self-image, self-worth, self-esteem and self-confidence are neuronal scripts only. Logic, philosophy, cause and effect, common sense, ethics, morals, reasoning ability, culture etc., are neuronal updates. They are all learn processes. Whatever has been scripted by us can be re-scripted to suit the changing conditions.

Many are reacting with their environment and transferring their responsibilities to the changing conditions. Man is not a creature of circumstances. He has the abilities to desire, decide and do according to his needs. His neuronal scripts are his own responsibility. He can update his neuronal scripts.

We are what we think we are. Success is linked to our neuronal scripts. We can change our script and improve the chances of success. Success is the outcome of what goes on in our neuronal processes. We have to make a commitment to ourselves and keep it. We have to make deposits into our personal integrity vision and mission and give meaning to life. Passion for life and power

of vision of the future will sustain enthusiasm forever. We live out of our imagination rather than on our memory alone. Vision is the primary motivator for our actions. Vision can be scripted neuronally at our will. We can envision fulfillment of our desires on our mental screen.

Some persons see themselves as victims and shift their responsibilities to others. Victimization of self is a mental concept. Such defective mind-set needs change. We get treated the way we teach people to treat us. Hence rescript can empower us. We should not beg joy from others. We can enjoy our life through neuronal re-scripting. We can use our neuronal pathways either for wellness or illness. Neuronal scripts can do anything. Body understands the neuronal transactions. For example our dislike for the job, financial loss, joy of success etc., are understood by the body. We cannot hide any secrets from our body. Body responds appropriately to neuronal scripts.

Imagination is the ability to construct the future from the past experience. Thought alter the bio-chemistry of the body. For example the thought of a drop of lime juice on the tongue produces saliva in the mouth. The mental image sends message to salivary glands at chemical level. Our intent is responsible for bio-chemical changes in the body. Each person can create his own inner experience based on his own imagination. Hence ever changing environment should be seen as full opportunities for success in life.

We have to improve our self-image, self worth, self-esteem and self-confidence through neuronal re-scripts. Constantly we should visualize our success and act like a person we would like to be. We should act as if, it is impossible to fail. Life is to be enjoyed and not feared. Have a look of a winner. Mind-ware development is necessary to succeed in life. Mind-ware development is called neuronal re-scripting. Our personal identity is created by the neurons of neuronal pathway. Mystical and psychic experiences are on account of chemical interactions among the neurons of the brain. There is no single place in the brain where every thing comes together. For forming a single scene on the mental screen millions of neurons located at different parts of the brain have to combine

their resources. We integrate elements of personality into a functional unit called self-confidence. Self-confidence can be improved through neuronal re-scripting.

We simultaneously receive two inputs. (1) Our impression about the environment directly through sense organs (2) Our inner impressions as feelings based on our own interpretation of direct vision. Direct experience can be called sight. Our interpretation is insight. We have to harmonize sight and insight. Both sight and insight together create our personal reality. Sight is in a fragmented form. Insight is integration process. We have to co-ordinate external input with the contemplative component of thought to establish a harmonious relationship between them. We have to invest effort in the process of negotiation with ourselves. We have the innate ability to negotiate paradoxes. We should properly use our built in potential to harmonize sight and insight

Conventional security, stability and continuity will be missing in the future. Hence we should improve our coping capacity to deal with uncertainty and insecurity. We have to be psychologically immunized to face the future confidently. We passions overwhelm reasons suffer a setback. Then emotions play a key role. Emotions and reason will have to be blended skillfully for success. Such skills is called emotional intelligence.

Emotions have a mind of their own. Emotional intelligence co-ordinates head and heart.

Head is the seat of logic. Heart is the seat of emotions. Harmonizing head and heart is neuronal re-scripting. Neuronal re-scripting is like changing a chip in a compute. Attitudinal change is a chip changing process.

Everyone has the ability to change failure into success. The process of changing negative attitude into positive attitude is called neuronal re-scripting. One has to look into himself constantly and make the needed changes through neuronal empowerment programme in a time bound manner. One has to be a good listener, be honest in his relationship and overcome greed and selfishness.

All organizational problems stem from people problems. People are the wheels



with spokes. Spokes are family, financial, physical, technical, emotional, mental, social, political, cultural and spiritual aspects of the individual. The spokes are interconnected at hub. Hub is the core personality. Failure of any one spoke would result in the disturbance in the shape of the wheel. Any disturbance in one area will spill over to other fronts. Hence introspection and auto-suggestion are needed to set right the weaknesses in a person. Neuronal re-scripting will facilitate the process of introspection and auto suggestion.

Stress is a part of our living. There will be physical, psychological and biological changes in the body on account of stress. Stress is what happens when we feel tension, anxiety, worry, guilt, anger, fear, envy, prejudice, greed, hurt, delusion, misery etc. The bio-chemical changes produced by our feelings cause both biological and psychological disturbances. The response of the body to the demand made on it is called stress. We create the demand and respond to it.

We create stress to ourselves based on our evaluation of the situations faced by us. We unconsciously calculate gain to pain ratio. Our unconscious incompetence exaggerates the pain. Thus we are stressed. We can alter the evaluation process through neuronal re-scripting programme.

When we perceive a challenge we tend to feel that there is gain in the investment of effort. If we perceive a threat we tend to feel pain the investment of effort. Hence the problem is created by our perceptual distortion. Bio-chemical changes are on account of neuronal evaluation of the situation. We put labels on our neuronal processes. We must correct our perceptual distortions and update our values. We have to learn from our experiences and manage our emotions.

We can use our brain's untapped potential to achieve new levels of success. We should not allow our inherent potential to work against us. We can get what we want when we believe that we can achieve it. We improve self-confidence and self/esteem by bringing about changes in our attitude, correcting the perceptual distortions and updating value system. This process is called neuronal re-scripting

If we feel good about our not required selves our/esteem will improve.

1. Have a specific picture of what you want
2. Focus on your priorities
3. Determine the important goal.
4. Develop conviction and willingness.
5. Take charge of yourself.
6. Develop alternative solutions
7. Select the best solution

It requires commitment, perseverance and enthusiasm to achieve success.

While Fear is a genetic endowment, too much or inappropriate quantity accounts for many failures. Fear is the core emotion in psychopathology.

Threatening situations stimulate pituitary gland to release the hormone called (ACTH), This hormone stimulates adrenal gland to release steroids to enable us to cope with the situation. If we feel threatened for long periods bio-chemical imbalance occurs. Pathological consequences affect our health and cognitive functions. Defense reactions and consequences are neuronal processes.

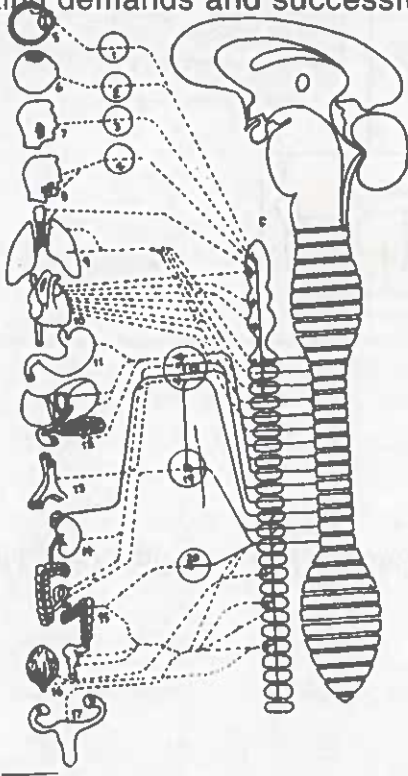
Trillion wire net works in the brain, actively process chemical interactions between neurons, before we act; Even though we are genetically predisposed for learning, our learning ability depends upon individual efforts. Each casual glance employs a billion brain cells to summarize our experience, recalling neuronal data, before we understand what we are seeing. Brain engages many processes simultaneously. Our looking is converted into seeing through a series of chemical process. Seeing starts the processes of thinking. Thinking results in specific thoughts. Thoughts stimulates behavior. Our behavior has a chemical a chemical base. Our identity is basically a chemical system. The secret of what any thing means to us depends upon how we are connected to things and events chemically.

Neurotransmitters carry messages between neurons of the brain. Hence neurotransmitters underline every thought, emotion, memory and learning. The chemical nature of our thoughts can be regulated at our will. Neuronal re-scripting strings them at our will to improve the quality of chemical molecules constituting the thoughts to enable us to succeed in life.

With the change of mindset circumstances will also change. We can unlock our mental ability to achieve success. We have to neuronal re-script to achieve the mission in our life. Life is negotiated settlement. Life is what our thoughts make of it. We are totally responsible for what we think about ourselves. Just as an athlete build his muscles of his body by performing physical exercises, we can re-script creativity at neuronal level. We are not helpless. We have many resources that can help us. Blaming ourselves make it more difficult to succeed in life.

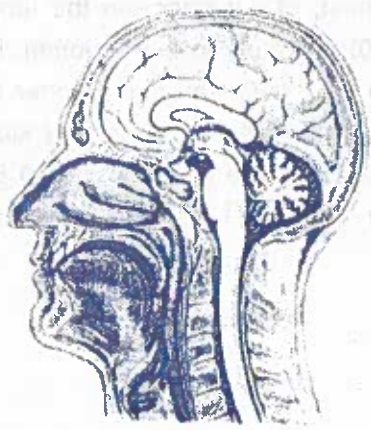
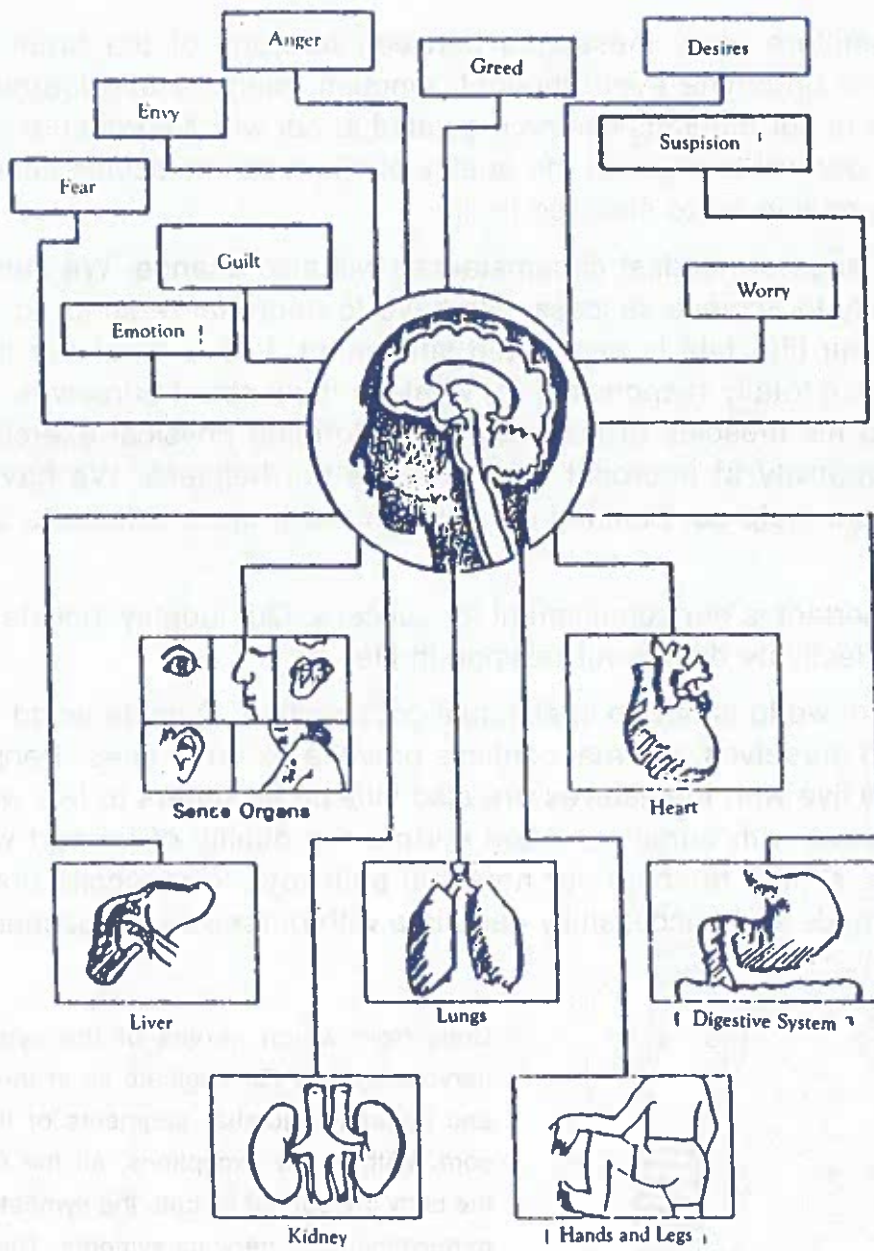
What is important is our commitment for success. Our identity, beliefs, values and attitude collectively define our mission in life.

The model of world is not an intellectual construction. Outside world mirrors, our rapport with ourselves. Internal conflicts provoke external ones. People who find it difficult to live with themselves are also difficult for others to live with. The rapport we achieve with ourselves often mirrors the quality of rapport we have with others. We should re-script our neuronal pathways to reconcile potentially conflicting demands and successfully negotiate with ourselves to succeed in life.



Cells from which nerves of the sympathetic nervous system (B) originate lie in the thoracic and upper two lumbar segments of the spinal cord. With a few exceptions, all the organs of the body are served by both the sympathetic and parasympathetic nervous systems. This is seen in the chest, of r Instance in the lungs (9) and heart (10); example in the abdomen include the stomach (11), liver and gall bladder (12), blood vessels (13), adrenal glands and kidneys (14), the small and large intestiness (15) Blader (16) and the female (17) and male reproductive organs.





EMOTIONS AFFECT OUR HEALTH

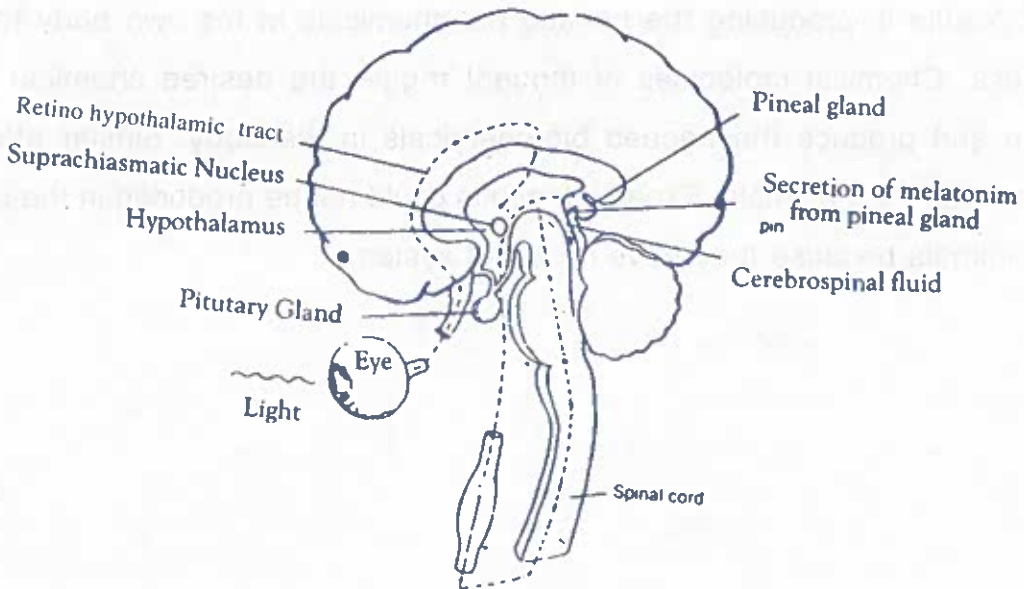
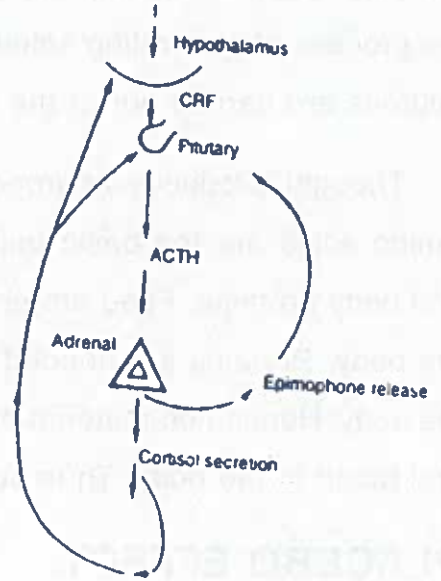
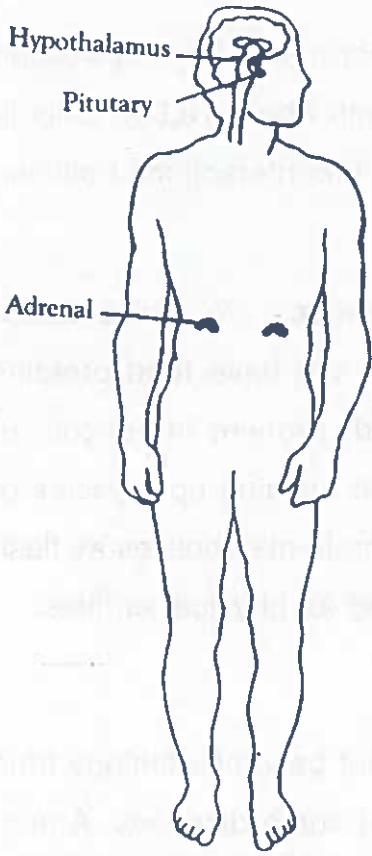
# BELIEF BECOMES BIOLOGY

Thought is a chemical event. Our brain has about 1000 crores of tiny cells called neurons. Each cell is capable of having connections with about 10,000 cells in the process of generating solutions to our problems. All the interactions between neurons are carried out at the chemical level only.

Thought produces neuropeptides in the brain. Peptides are amino acids. Amino acids are the basic building bricks for proteins. We have food proteins and body proteins. Food proteins are converted into body proteins in the cells of the body. Proteins are needed for the maintenance and building up muscles of the body. Hence non-material thought generated in the brain metabolizes as flesh and blood in the body. Thus our beliefs are materialized as physical entities.

## **PLACEBO EFFECT:**

Medical practitioners are aware of the fact that belief becomes biology from a long time. Placebo effect is used in the treatment of some diseases. A non-medical sugar pill is made to believe as a potent medicine. This belief of the patient results in producing the needed bio-chemicals in his own body to cure his illness. Chemical molecules of thought trigger the desired chemical chain reaction and produce the needed bio-chemicals in the body. Similar attempts were made to treat animals. Expected results could not be produced in the bodies of the animals because they have no belief system.



Our belief system assists neuronal empowerment. We can use the same ability to re-programme an individual to bring about desired changes in his behavior. Behavior is energized by the bio-chemicals of our thought process.

### **PAIN CAN BE CONVERTED INTO PLEASURE AT OUR WILL**

Certain user-friendly equipment converts pain into pleasure. Pain is a chemical event. Pain message is transmitted as chemical signals to brain through nervous system. Brain interprets the pain as suffering. The interpretation could be modified by the individual through neuronal process. Many techniques of neuronal empowerment are in use. Such of those who could afford huge expenditure electronic stimulator can be implanted in the body to intervene and modify the message of pain into a pleasant experience.

Now user-friendly implants are available are available to convert pain into pleasant experience. A spinal stimulator tells the brain that the pain emanating from the patient's body is an enjoyable experience. The sensation of pain is carried to the brain through a series of electrical impulses. Finally the brain reads the new message as a pleasant experience. A patient can manipulate the external switch of the implanted equipment and change his own feelings. The neuronal programme can be changed at will. We can also achieve such results through Neuronal Empowerment. Our will power is more powerful than electronic implants. Every one can neuronally be reprogrammed. Empowerment is within our hands.

### **QUALITY OF THOUGHT CAN BE CHANGED**

Changes in the quality of thought can alter the composition of bio-chemicals in the brain. For example positive thoughts produce empowering bio-chemicals. Similarly negative thoughts produce toxins in the brain, which depress the mood of the person.

Every one can empower himself by changing the qualities of thought. Neuronal empowerment is the process of changing the chemical composition of thought. Our attitudes, perceptions, values, emotions, feelings, beliefs, expectations etc., after the chemical nature of neuro-peptides produced by thought.

Neuronal Empowerment process aims at increasing the awareness of the individual to the causes and consequences of negative thoughts. Altering neuronal programme improves the quality of thought for the empowerment of the individual.

## **SYMPTOMS OF NEGATIVISM**

Behavioral traits which need neuronal empowerment are:

- 1) Fear of self-expression
- 2) Intense sense of time urgency
- 3) Frequent experience of boredom
- 4) Lack of goal clarity
- 5) Lack of single mindedness of purpose
- 6) Feeling of insecurity often
- 7) Disturbance due to uncertainty
- 8) Aggressive interpersonal relationships
- 9) Addition to drugs
- 10) Dissatisfaction with self

Symptoms of emotional disturbance are:

- 1) Negativism (2) Defensive behavior (3) Violence (4) Irresponsibility (5) Resentment (6) Role conflict (7) Suspiciousness (8) Inflexibility (9) Cynicism (10) Expression of job dissatisfaction (11) Irritability (12) Distrust (13) Meanness (14) Disloyalty (15) Detachment (16) Alienation (17) Alcoholism (18) Drug Abuse (19) Emotional instability (20) Lack of self control (21) Apathy (22) Loss of objectivity (23) Fatigue (24) Depression (25) Insomnia (26) Insecurity (27) Frustration (28) Anxiety (29) Loneliness (30) Hopelessness (31) Helplessness (32) Boredom (33) Lack of creativity (34) Loss of memory (35) Poor judgement (36) Loss of perspective (37) Loss of memory (38) Poor recall ability (39) Unexpressed feelings (40) Poor self image (41) Restlessness (42) Discomfort (43) Failure to have clear goals (44) Anticipating defeat always (45) Underestimating his potential (46) Depending on luck for success (47) Making



others behavior more significant than their own (48) Expression of urgency and emergency (49) Shyness (50) Self hate (51) Clowning (52) Need to be needed (53) Need to be liked (54) Need to be appreciated (55) Need to be approved (56) Need to be accepted (57) Guilty feelings (58) Worrying about the future (59) Lack of initiative (60) Nervousness (61) Timidness (62) Communication difficulties (63) Fear of rejection (64) Prejudice (65) Hostility (66) Vindictiveness (67) Lack of confidence (68) Difficulty in understanding others (69) Arrogance (70) Secretiveness (71) Argumentative Nature (72) Dogmatism (73) Inconsiderate behavior (74) A State of Panic (75) Hypersensitive to criticism (76) Lack of concentration (77) Loss of memory (78) Confusion (79) Reaction time too long or too short (80) Irritability. Of ten conflicts arise on account of

1. His own self-concept
2. His perception of others concept
3. His expectations
4. His definition of his role
5. His definition of others role
6. Complaining of poor standards
7. Lack of clear goals
8. Complaining of inadequate facilities
9. Lack of trust
10. Gap between aspiration and achievement

A persons original neuronal programme will have bearing on:

- 1) Culture
- 2) Heredity
- 3) Psychological state
- 4) Emotional make up
- 5) Value System
- 6) Attitude
- 7) Perception
- 8) Habits
- 9) Social context
- 10) Personal Experience
- 11) Aspirations
- 12) Interests
- 13) Educational level
- 14) Social status.

## **COMPUTERS ARE CHALLENGING HUMAN BEINGS**

We are in a sea of change. Computers are challenging human being in skill and intelligence. The entire world is tending to have a single consciousness. Infinite channels of communication are influencing our values.

We are all prisoners of our thoughts. Thoughts are shaping our actions. Our thoughts are limiting our potential. New mind set and skills are needed for success during 21<sup>st</sup> century.

We should have a mission in life. Our mission will project a vision on the mental screen. Vision will have a road map, guide posts, bench marks and milestones. Our imagination transports us into the future. Vision over reaches beyond what is known in the present. Neuronal Empowerment shows us clearly what is to be done and why. Behavioral medications are needed for succeeding in the future. One should be able to adopt to ever changing circumstances.

## **DEMOCRATIZATION OF INFORMATION**

Empowered individual will be detail oriented to check and recheck the information and its source. He would accept the responsibility along with accountability. Self confidence will enable empowered person the take willing and prudent risks. Responsible risks must be taken for growth.

Technologies are economically inter lined and are working in an interdependent manner. Interactive electronic speed ways are merging with multimedia and consumer entertainment. Information and knowledge are available on the network. Democratization of information has brought about a sea of change in the concepts of hoarding knowledge. Our skills can be broadly divided as hard skills and soft skills. Hard skills are technical and operational abilities. Soft skills are social, people oriented, moral ethical and spiritual. There is need to update both hard and soft skills. New mindset is needed for updating. This new mindset is called empowerment.



## **EMPOWERMENT**

Empowerment is a process to enable an individual to realize his full potential and take full responsibility for his own development. Empowerment will have to be programmed through neuronal chemical changes. Empowerment means using the available resources optimally. Empowered person will have enthusiasm to solve his own problems in creative ways. Empowerment enhances self-esteem and self confidence. We have to make deposits in to our integrity account to increase confidence. One should buy himself from himself before he sells himself to the environment. Trust in over selves reduces fear and enhances self-esteem.

We create what goes on in our head. Hence we have a responsibility to clear all negative thoughts. Negative thoughts create both physical and psychic pain. People who cannot respect themselves cannot empower themselves. An empowered person reinvents himself. You require new set of skills to look at your self. Human nature wants statuesque. Hence it opposes change. Change means breaking with the past. This process scares many.

## **OUR THOUGHTS CONSTRUCT THE WORLD**

Change in our thoughts will change out side world also. Our view of the world changes. Thus relationships change. We will be able to find the gap between where we are and where we want to go. Life is what our thoughts tell us. What you see on your mental screen is created by you. What you get is what you negotiated for. Inner satisfaction comes from inner peace rather than from changing the external environment. Inner voice speaks through our behavior and action.

Our neuronal experience is a subjective process based upon our mindset. Our thoughts construct the world around us. Hence we are Co-Creators of our reality. Our thoughts are generated by chemical reaction among neurons of our brain. Neuronal systems are connected to every part of the body. Nerves carry impulses from the brain to the body and from the body to the brain. Brain and body are interconnected chemically. Personal and social systems are built up as neuro chemicals. Brain holds date, information, knowledge and wisdom at chemical level. Our self concept is perpetually recreated as a neurobiological state.

## NEURO-BIOLOGICAL STATES

Every experience generates feelings. Feelings are generated through our interpretation of experience. For example satisfaction or dissatisfaction generate their own quality of feelings. We get a reconstructed image based on our feelings.

Ethics, morals, culture etc., have no genetic base. They are neuro-biological states created through our interpretations. If our interpretations change, new neuro-biological state can be created. This process is called Neuronal Empowerment. Intelligence is nurtured and strengthened by self awareness and conditioning process. Our belief about our competence has profound effect on our ability. Emotions can be channeled to energize our abilities.

A person who feels that he is victimized develops toxic chemicals in the brain. Negative lens view generates harmful chemicals. Our thoughts create our web of life. We can change our biology through thinking and feeling. Our immunity system is conditioned by our thoughts.

## INTENTION IS A BIO-CHEMICAL

Our thoughts influence every cell of the body. Our bodies are bundles of information, intelligence and energy. The bio-chemistry of our body is the product of beliefs, values, attitudes, perceptions, expectations, hopes etc.

Hence our bio-chemicals are produced by our desires, ego, attachment etc. by changing these learnt conditioned systems, we change the energy level in the body. Every mental event is transformed into biochemical molecules and stored in the neurons of the brain.

The messages contained in our intent are transformed into bio-chemical molecules. Non material message is transformed into a thing by our brain. For example the thought of lemon juice in the tongue produces saliva in the mouth. The mental image sends message to salivary glands. Similarly message from a person "I love you", "I hate you" send different biochemical's into the blood circulatory system. Changes in one's bio-chemistry communicated through thought message stimulates expected bio-chemical changes in another person's body.

## **CULTURE'S IMPACT**

Conceptual treasure of our communities accumulated through ages is called culture. Our language is the medium for communication. Our ability to express ideas preserves the culture. Language is not generically transmitted. Our culture is created by the language. Each word acquires a meaning in the culture. Our neuronal content and context are created by the environment. We interpret our experience and convert into chemical molecules before they are stored as memory in our neurons. The content and context can be reformed to suit the changing situations and environment. This process is called Neuronal Empowerment.

Our ability to make language as a tool for our existence enables us to reformulate the meaning as we wish and change the original programme. This process is called Neuronal Empowerment. Our thinking process is more powerful than language. We transmit from one person's brain to another person's brain a string of words. The meaning is extracted by the listener on the basis of his own interpretation. If the interpretation changes, meaning also changes.

## **INTERPRETATION IS SUBJECTIVE**

Words are interpreted by the listener on the basis of prediction, expectation, want, mission, attitude, perception, value, abstraction, belief, previous experience, interrelation, mood, knowledge, information, logic reasoning etc. We frame an idea based on what we accept as reality. We structure our reality. We compare our reality frame with other's frame of reference. Words can only indicate the qualitative and relational features of the situation in a general way. However thinking brings in psychological sense, utilitarian concepts, interests, etc. to convert general information into specific frame of unique nature. To understand what people say, we use our vast store of common knowledge. Every human community evolves a great array of explanations, grammer forms, sentence-frames and idioms as culture. All of us learn this common knowledge during child hood, which forms the foundation of our personality. To change our outlook, we have to change the structure and form of mental frame we prepared our selves. This change is called Neuronal Empowerment.



## **ROLE OF SUPPRESSORS AND CENSORS**

We create our own blocks by empowering suppressors and censors a during our child hood. We block our thinking by suppressing our thoughts. If a suppressor can speak, it would say "stop thinking that" certain censors created by us will not allow us to think about some issues. For example sex is censored by most of us. We suppress sexual urges. These suppressors and censors have influence on our learning and thinking. Unless we empower our neuronal system by cleaning the suppressors and censors we will not be able to use our potential completely and comprehensively.

Our thinking process will have to co-ordinate different levels of conceptual frames. Physical, social, mental, time and space have different levels of conceptual frames. Our thinking process will have to take into account all levels simultaneously to arrive at a decision. As we grow up our ability to co-ordinate will also improve. This change is called neuronal empowerment. The inter linkage of these aspects is called wisdom.

## **TECHNOLOGY AND CULTURE ARE INTERTWINED**

New mind set is needed for handling dynamic technologies, educated employees, demanding customers, unpredictable competition etc. Survival depends upon responsiveness, flexibility, speed, improved quality, cost reduction and efficiency. New set of capabilities such as shared mind-set, adding value to all stake holders etc., are to be developed. Hence there is need for focusing the attention to Neuronal Empowerment.

Empowered person will function in a self directed and self motivated manner. He would establish trust through authenticity and credibility. Empowered person's reciprocal commitment would earn him dedication and loyalty from team mates. As conventional security, stability and continuity will be missing in the future, empowered person will have to depend upon his strengths. It is difficult to impose authority on the environment of constant change. Hence risk taking ability, customer retention techniques, improving service quality and value have to be learnt by the investment of effort.

Best practices are driven by technologies, which are intertwined with the culture of the organisation. They are service centered, service-focused and service sensitive. When customers are pleased employees will be satisfied with their jobs.

## **NEW MIND-SET IS NEEDED**

Change of mind set to treat customer as partner is to be programmed. Customer wants the service in his own way. To satisfy the customer employees must be allowed to use their potential in an innovative manner.

New mind-set with magnanimity, courtesy, sincerity, earnestness and kindness is needed to meet the competition. One should act now and take change of tomorrow. There is need to balance competence and character. We have to integrate truthfulness, compassion and self control into thoughts, words and deeds.

For effective living, emotion and reason will have to be blended in a proper proportion. This skill is called emotional intelligence. The elements of emotional intelligence are 1. Self awareness 2. Managing feelings 3. Handling Stress 4. Empathy 5. Sympathy 6. Communication skills 7. Self discipline 8. Self-disclosing 9. Insight 10. Self – acceptance 11. Personal responsibility 12. Quick decision making ability 13. Social skills 14. Passion and reason balance 15. People's skill 16. Minimising emotional feelings 17. Emotional resilience 18. Acknowledging the problem 19. Thinking like other person 20. Proactive behavior.

## **EMOTIONAL ENERGY**

Emotional honesty, emotional feed back, emotional connection would direct emotional energy to firm up self confidence.

Emotional resilience and renewal increases the radius of trust circle and builds up relationships

Character, commitment and courtesy increases influence with out formal authority.

Sensing opportunities and computing the future enhances creativity.

Habits holds us as hostages. We have to use our emotional intelligence and transcend our Original Neuronal programming. Reasoning has power only when emotions support them. Emotional intelligence is the main source of human influence. Negative emotional energy will disrupt reasoning power. Too little emotional energy will result in apathy. Emotional intelligence is the social skills.



Emotional intelligence is the social capital for the development of social skills. Emotional intelligence energy to build rapport and trust in relationships.

## **HEAD AND HEART LINKAGE**

As we are conditioned to seek assistance from outside source our emotional intelligence is not well developed. When we pay attention to the messages of our heart our emotional intelligence will improve. We should believe our heart. When we don't pay attention to our heart, we tend to blame others. Unless we hear our heart we will not have peace of mind. We must pay attention to our feelings. We will have to connect our head to the heart. We should listen to inner truth communicated by our feelings. Emotional intelligence harmonizes the logic of the head and the feelings of the heart. Creative wisdom exists at the core of emotional intelligence. To develop emotional intelligence the connection between head and heart should be strengthened. This strengthening process is called the Neuronal Empowerment. We should learn to ask correct questions and sharpen our insight. We should stimulate our thoughts so that the link between head and heart is reinforced. A lot of effort is needed to break the conditioning process of our early childhood and create new pathways.

## **NETWORK SOCIETY**

**Neuronal Empowerment means:**

1. **Attitudinal Correction**
2. **Perceptual distortions are to be set right**
3. **Emotional intelligence is to be developed**
4. **Values will have to be updated**
5. **Faith in our selves should be increased**

# MIND WARE DEVELOPMENT IS CALLED NEURONAL EMPOWERMENT

Character is bundle of habits. All habits are learnt. Hence they can be re-programmed.

We are moving towards a net work society. Command and control is replaced by relationships. Relationships are based on common understanding of objectives, policies, strategies and team work.

Man is a combination of variety of energies. Man is the only energy source that can decide about its own use. All other energies are subjected to man's control. Human energy created, transformed, maintained and developed through self efforts. Neuronal empowerment is a process for optimum utilisation of human energy system. The areas where changes could be effected are listed below.

## LOGIC, PROBLEM SOLVING ABILITY AND REASONING DEPENDS UPON MANY FACTORS SUCH AS :

1. Association
2. Comparison
3. Curiosity
4. Analysing ability
5. Evaluation
6. Interpretation
7. Recall
8. Recognition
9. Relationship
10. Thoroughness
11. Spontaneity
12. incentive for reasoning
13. Family events
14. Personal affairs
15. Unusual experiences
16. Philosophy of life (Mission)
17. Goals
18. General attitudes
19. Thinking habits
20. Beliefs
21. Convictions
22. Prejudices
23. Attitudes
24. Perception
25. Alertness
26. Mental State
27. Emotional
28. Perseverance
29. Patience
30. Willpower
31. Concentration
32. Discrimination
33. Interpretation
34. Open Mindedness
35. Depth of knowledge
36. Mental resource
37. Thinking process
38. Information data base
39. Knowledge
40. Wisdom
41. Problem solving skill
42. Identifying the core issues
43. Decision making ability
44. Active or passive
45. Biased or open minded
46. Clear or obscure
47. Concentrated or scattered
48. Deep or shallow
49. Fast or slow
50. Organized or disorganized
51. Unlimited or limited
52. Examining who, what, which, why, where, when, and how
53. Understanding
54. Ambition
55. Hard work
56. Initiative
57. Caution
58. Courage
59. Competence
60. Articulation
61. Vision
62. Sense organs effectiveness
63. Ability to read body language
64. Self

esteem 65. Vision 66. Self worth 67. Fantasy 68. Strategy 69. Expected results 70. Maturity level 71. Motivation 72. Pride 73. Selfishness 74. Assumptions 75. Self confidence 76. Close and effective relationship 77. Priority 78. Opinion 79. Religious background 80. Needs 81. Wants 82. Desires 83. Challenges 84. Threats 85. Opportunities 86. Forcefulness 87. Seriousness 88. Intellectual Attention 89. Self development 90. Awareness 91. Attention 92. Focus 93. Insight 94. Foresight 95. Far sight 96. Memory 97. Manipulating techniques 98. Clear thinking 99. Cultural background 100. Educational background 101. Social resources 102. Economical resources 103. Political Exposure 104. Technological resources 105. Psyche 106. Know-how 107. Achievements 108. Stress levels 109. Health status 110. Self acceptance 111. Self-Awareness 112. Self concern 113. Self determination 114. Self reliance 115. Disappointments 116. Doubts 117. Discontentment 118. Failures 119. Frustrations 120. Grieves 121. Insecurities 122. Obsessions 123. Resentments 124. Ridicules 125. Upsets 126. Domestic environment 127. Ingenuity 128. Listening Ability 129. Empathy 130. Sympathy 131. Large heartedness 132. Forgive ness 133. Hurt feelings 134. The concept of fairness 135. Confusion 136. Agitation 137. Concentration 138. Emotional disturbance 139. Emotional resilience 140. Emotional Adjustment 141. Presence of mind 142. Emotional maturity 143. Keen sense of observation 144. Venture 145. Boldness 146. Risk taking ability 147. Sensitivity 148. Indifference 149. Laziness 150. Uncertainly 151. Insecurity 152. Organising Ability 153. Confidence level 154. Self Acceptance 155. Interpersonal relationships 156. Responsibility 157. Accountability 158. Willingness to change 159. Willing to sacrifice 160. Morals 161. Self Control 162. Biases 163. Back ground 164. Sure of right and wrong 165. Hardiness 166. Tact 167. Thoroughness 168. Effectiveness 169. Efficiency 170. Intelligence 171. Sincerity 172. Stability 173. Smartness

## **THINKING**

At the early age we learn through guessing the cause and effect. After we understand and internalise the logic we tend to regard cause and effect as common sense. Common sense is not a simple thing. Commonsense is learned rules, exceptions, dispositions, tendency, balances and changes. Commonsense is devious and intricate. The illusion of simplicity comes from loosing touch with what happened during infancy.

Subjective reality of the world and ourselves involve our attention and short memory. Brain circuitry changes to create awareness. Awareness is happened through interaction with environment. Our personal identity is created by neurons and associated muscles. Our joys and sorrows are created by the chemical changes that take place in the neuron assembly. Psychic experiences are chemical interactions among neurons of the brain. Similar experiences can be produced by phychedelic drugs. There is no single mental scene different neurons located at various parts of the brain will have to combine their chemical molecules in a coordinated manner. In this process values, beliefs, attitudes, perceptions, expectations, imagination, cause and effect, logic, reasoning, etc., play a key role. At an early age our ideas are all confused. We lack clarity. However feelings are stored in the neurons. These experience form the foundation for our future actions. Hence there is need for Neuronal Empowerment for bringing about change in the behavior of adults.

## **EACH PERSON'S YARDSTICK IS DIFFERENT**

Self-image, Self-worth, Self-esteem, Self-Confidence etc., are formed based on the feelings of childhood experiences. Our mind set acts as an yard stick to measure each situation. Each person's yard stick is different. Hence at adult stage there is need for continuous reconciliation of yard sticks between people through neuronal reprogramming. Inner satisfaction comes from repogramming the mind-set. Mind-ware development is needed for personality changes. When ever you experience either physical or psychological pain you must investigate the cause. You should bring about neuronal change to convert pain into pleasure. This process is called Neuronal Empowerment.



Empowerment is creation of learning space in the neurons. Continuous action and reflection stimulates chemical changes inside neurons. Eyes cannot see what neurons cannot recognise. Similarly ears cannot listen what neurons cannot understand. Our efforts to make neurons change brain chemistry is called empowerment. Chemical molecules inside neurons orchestrate and initiate chemical action based on our will power. Our will power can recall old information stored in the neurons and update it continuously. We can generate new knowledge and promote creativity. Competition can be met through innovation and new skills. We recognize only subjective reality represented by neurons as mental picture. Our mental picture can be changed through Neuronal Empowerment.

## **REMOVE THE SHACKLES OF THE PAST**

Many people suffer the pain of their own errors. They fear the future because they are paralysed by the past. We have to be programmed to remove the shackles of the past mistakes so that we can move forward. Problems are only opportunities in work clothes. Our life is what our thoughts make it. Our thoughts build road blocks and prevent us from making correct decisions. We can programme our thoughts to get past these road blocks.

Self confidence is an empowering belief. It allows you to take manageable risks. It enables you to act decisively. It spurs you to realise your full potential. If you want to improve your outlook on life you can do it. What you see in your mental screen is created by you. What you get is what you bargain for. Your thoughts can hold you back. If you think you can, you can. Hence Neuronal Empowerment can improve your self-confidence. Make the best use of your life. You can get what you want from life.

You are born with creativity. You have to empower your self to change, revitalise and reorder your life. You are creative, when you move forward to realize your goals. Success comes your ability for Neuronal Empowerment.

## **YOU HAVE TO TAKE NEEDED RISKS**

People with low self esteem cannot use their potential comprehensively. They won't take the needed risks. They live in self blame. They can't trust others.



They remain in the background. Their self-image, self-worth and self-confidence will be low.

1. They will be complacent
2. They will be conservative
3. Their ego and attachment will enslave them. They will be seen by others as conceits.

Such people will not be concerned about the future. Every one should be concerned about the future, because they have to spend the rest of their lives there. Hence Neuronal Empowerment is the only solution for their problems. They have to be reprogrammed to have high self-esteem. Many of us worry about the troubles, most of which never happen. Hence we should prevent our worries to lower our self-esteem.

## **NONE CAN MAKE YOU FEEL SMALL**

When you are confident, authoritative and credible you command attention. You should be rid of power-robbing phrases. Suit the action to the word and the word to the action. You should send strong non verbal messages. Voice and body language communicate the message upto 90%. Both voice and body language are unconscious behaviors. They can be neuronally programmed. Words have weight, sound and appearance. A Well chosen word gives best results. You can shape your words the way you need to get the impact you want. All depends upon your programming.

No one can make you feel small, without your consent. When you are emotionally victimised, your consent must be there. Reprogramming is withdrawing that consent. You should develop skills of healthy disagreement. You can learn to disagree more agreeably and accept criticism gracefully. You can learn to control anger. Accept other's imperfection. You get the best results from people who feel good about themselves. Hence build more meaningful relationships.

## **MOTIVATION**

The deepest aspiration of human nature is the desire to be appreciated. You can get best out of others through praise. Motivate inexpensively. You can motivate people without spending money. Criticise constrictively to improve their performance. Increase the self-esteem of others. If you make people know that you trust them they will take increased responsibility. You can add value to yourself through self-development. The value has been defined as the ability to command the price. You can have fun as you pursue your profession. The result of success is making your vocation. If you don't get the hob you like, don't hate what you do. Find fulfillment at work. Work has a potential to add to the life. No matter what the circumstance of your work, you can make work-life more fulfilling. Don't serve time. Make time serves you. Make good use of time to add value to your effort. All the above concepts can be neuronally programmed to empower you.

## **THERE ARE ONLY OPPORTUNITIES IN LIFE**

There is no security or certainty in life. There is only opportunity. Hence you should be able to recognise the opportunities and use them. You should programme yourself to unearth hidden opportunities that are heavily packed. You should have skills to open the packages and take charge of opportunities. Every crisis is an opportunity for success. You should boldly face every crisis and use the opportunity to your advantage. Experience is not what happens to you, it is what you do with what happens to you.

Adult attitudes are shaped during childhood. You can help children to develop positive out look. Parents can neuronally empower children. Accept problems of children as real. Let your children witness expressions of warmth, caring and display of affection between you and your spouse. Your behavior programmes children's future.

## **CHANGE THE CONTENT AND CONTEXT OF NEURONAL BASE**

During our childhood we plan our abilities based on our early understanding. As we mature we built more layers of experience on the early foundation. As we

grow, the layers below become remote. The content and context of foundation formed during early childhood shapes our decisions as adults. Hence there is need to examine the foundations and empower them to sustain alterations in the super structure. This process is called Neuronal Empowerment. Unless effort is expanded we will not be able to understand the content and context of our neuronal foundation built by us during formative stage. At surface level we tend to feel "I don't know". However if we make determined effort, we can alter the content and context of neuronal base.

We are thinking, not knowingly what it means to think. We deal with things that we don't completely understand. For example we drive a car, not knowing how the engine works. Similarly we drive our body through our thinking. Unless we develop self-awareness we will not know about our thinking process. The process is a huge programme involving bundle of muscles, bones, joints etc., Working together in a coordinated manner. To change our behavior the programme need alteration.

## **EVERY DECISION INVOLVES MILLIONS OF NEURONS**

Trillion wire net works in the brain actively processes chemical interactions between neurons before we act. Every decision involves millions of neurons. Neurons are designed to solve our basic needs of food, defense and procreation. However we are using them for the development of science and philosophy. We are teaching these new skills in another way. As they are not genetically predisposed for learning science and philosophy, their learning ability depends upon individual efforts. Each person's expectations, goals, act. are different. Their thinking process is not the same. Consequently the strategies or solve problems are evolves individually. The process of clearing conflicts by us is called neuronal Empowerment.

Each casual glance employs a billion brain cells to summarize the experience recalling the neuronal data, before we understand what we are seeing. Thinking affects our thought. Brain engages many processes simultaneously. Our awareness is associated with our memories. Our " looking" is converted into

“seeing” through a series of chemical processes. “seeing” starts the process of “thinking”. “Thinking” results in specific “thoughts”. Thoughts stimulate behavior.

## **IDENTITY IS CONTINUALLY UPDATE**

Each process represents a perception. Different perceptions are tied together by thought. Our identity is created by thought. We establish relationship with our selves with the meaning we already know. Especially the content and context of know is linked to new inputs. Thus new identity is re-created. Thus an identity is continuously updated. We build our identity based on our subjective reality. Each person’s subjective reality is different. Unless neuronal reconciliation is made cooperation, coordination of activities between people is difficult. This process is called Neuronal Empowerment.

The secret of what anything means to us depends upon how we have connected it to other things we know. When we have only one connection we will meet dead-end and get blocked. Single sense can lead you along only one track we often get struck-up. Neuronal Empowerment gives you many sensible new connections in different paths. Then you have options to solve the problem in many ways. Then you can consider alternatives and envision things from many perspectives. You are empowered to find best solution to your problem.

## **CONEUSION CREATES PSYCHIC PAIN**

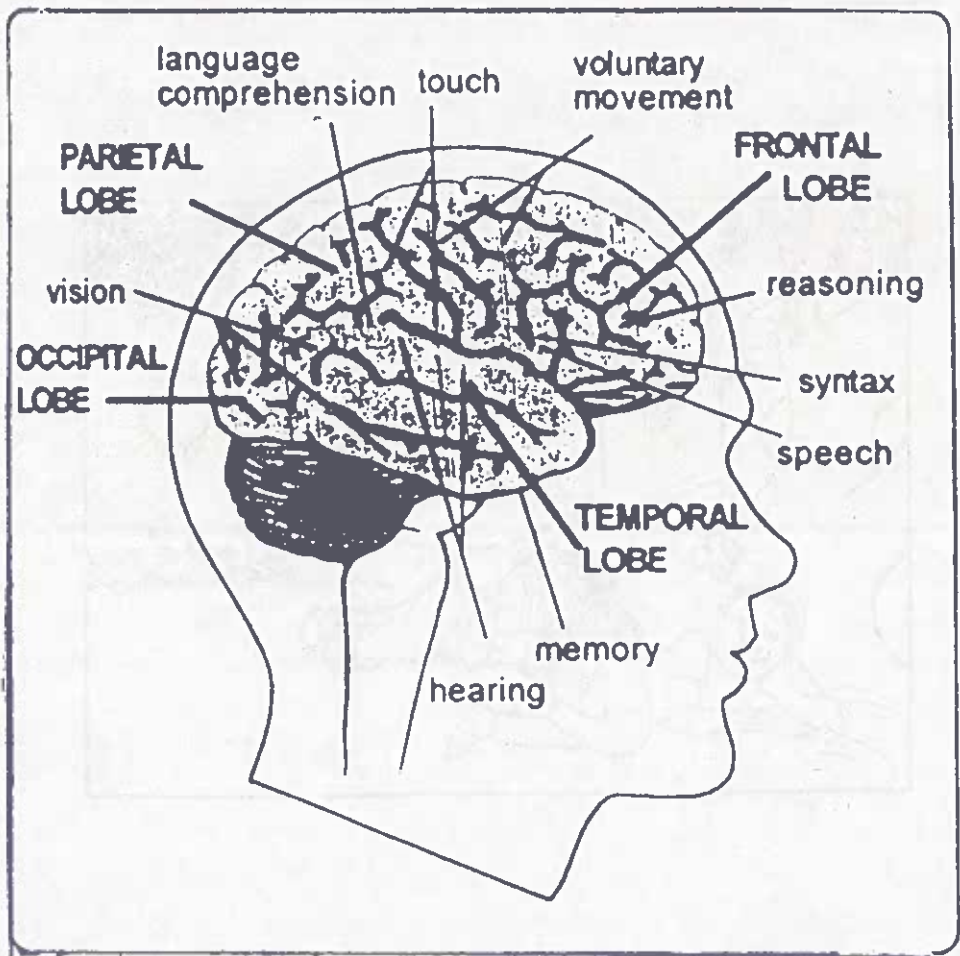
We should have priorities. If you are not organized you cannot concentrate on important problems. You get distracted by non essential issues. You push yourself away from mainstream. When you get struck up in the mess of non essential issues, you are confused. The experience of confusion resembles pain. Then internal processes must be found. Often disrupting thoughts create frustration. Then we tend to abandon our effort for finding constructive solution. We direct our energy in a destructive effort for finding constructive solution. Under such circumstances Neuronal Empowerment through self-awareness will provide innovative solutions, Hence despiriting thoughts should not be encouraged. They should be considered as signals for stimulating new processes.

People learn to produce new ideas that enable them to solve difficult problem. Brain produces ideas. We learn to frame and carry out complex tasks. We can use various memories to solve a single problem. This process is called Neuronal Empowerment. When we solve a difficult problem millions of neurons are engaged in forming new pathways in the brain. Thus we can empower neurons continuously.

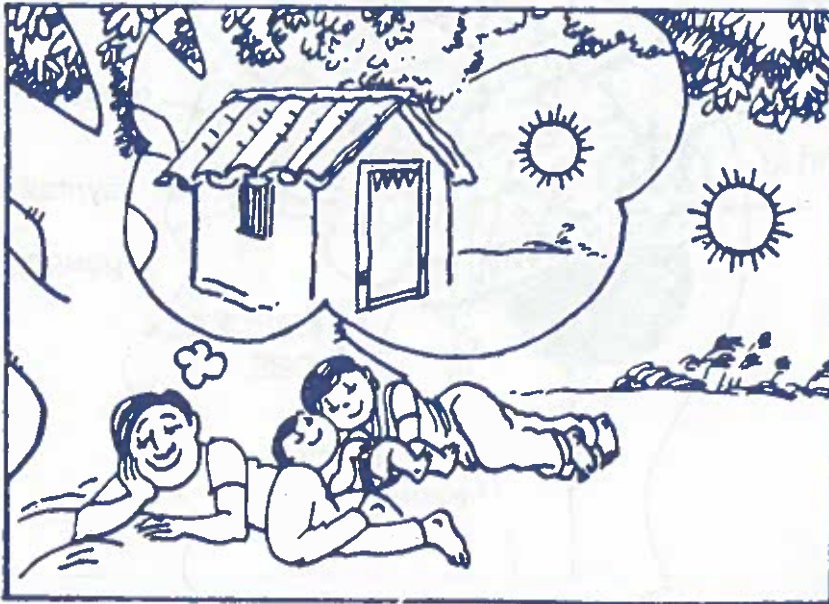


## WE CAN SHAPE NEW IDEAS

When we are walking, the muscles of the leg are not concerned about the direction of our walk. They expend the effort. They are not bothered about the purpose of walk. The judgment about the direction, purpose, benefit etc. Are made at neuronal level. Hence changes are necessary at neuronal level only if any alteration is to be made. Neuronal Empowerment enables us to bridge different concepts to produce innovative solution. We can mould and shape a new idea to suit our skills. We learn from watching, working and thinking. Hence Neuronal Empowerment is a continuous process. Partial hints may result in a new concept. Our intelligence does recognize any closed situation from without an outlet. Our intelligence cuts an opening to find a solution from difficult problems. Such of those who fail to empower neuronal pathways end up in pessimistic strategies. Pessimism is not our nature. It is an acquired habit. We are equipped to solve our problems in a positive goal directed manner. We can create many paths to solve our problems. We can choose the best. We are endowed to see several ways to find a suitable path.







# NEURONAL EMPOWERMENT PROCESS

Fast Changing techno, economic and social conditions call for a dynamic readjustment of our capability. Information explosion has brought about change in our concept of space. Transportation facilities have brought about changes in our concept of space, and time. The world has become a global village. Information is democratized. Nature of work is shifting from physical activity to neuronal empowerment. Future competitive edge depends upon the individual productivity rather on capital assets. The work culture is changing fast. One who is able to see the future clearly will be able to forge ahead. Vision should become inspiration quickly translating the data, information and knowledge into activity is the need of hour. Dynamism and flexibility are the needed skills. Managers must acquire the skills to lead the group. Leadership is a collaborative approach to work. Teammates must be empowered by coaching, training, and sharing information. Innovative risk taking abilities will pay dividends. Using networks instead of command and control will be the art of success. Self-management to have influence without formal authority is the technique needed in the future, Character and honor will be the assets needed for success. To bring about such radical changes, neuronal empowerment is the only solution.

## **WE WILL HAVE TO DIGEST ABOUT 60,000 THOUGHTS EVERY DAY**

Empowerment is a process that enables individual to realize his built-in potential for deriving satisfaction. Empowerment is a neuro chemical chain reaction. Our neuronal experience is a subjective chemical process. Logic, philosophy, ethics, morals, reasoning ability, relationship etc., will have to be built-up as chemical system among neurons of the brain. Empowerment is the creation of learning space inside neurons of the brain. Content and context of

earlier neuronal experiences will have to be altered. Food is digested by the body. Thoughts will have to be digested by the neurons of the brain. On an average we will have to be empowered to increase their processing capabilities, Thoughts are responsible for the wellness or illness. Negative emotions will have pathological consequences. Harmonious integration of passion and reason is called empowerment. For example anticipation of outcome combining with fear creates anxiety. Similarly anticipation of outcome combining with fulfillment is satisfaction.

Fear is psychologically constructed as a response. Fear is tailor made to a situation. We construct our responses. The Complex hierarchy of petrochemical reactions siring out of psychological triggering are coordinated as fear, Fear regulates due to fear weaken the immunity system..

## LANGUAGE CREATES CONFUSION

Language plays an important role in neuronal empowerment process. For example we understand fear through various words (1) Alarm (2) Scare (3) Concern (4) Worry (5) Misgiving (6) Qualm (7) Disquiet (8) Uneasiness (9) Weariness (10) Nervousness (11) Jitteriness (12) Apprehension (13) Anxiety (14) Fright (15) Dread (16) Anguish (17) Panic (18) Terror (19) Consternation (20) Distress (21) Unnerved (22) Distraught (23) Threatened (24) Defensive (25) Horror (26) Guilt (27) Shame (28) Hurt act.

Courage is the ability to over-come fear. While fear is a part of our life, too much or inappropriate intensity accounts for many common psychiatric problem. Defense relations constantly change, based on our updated experience.

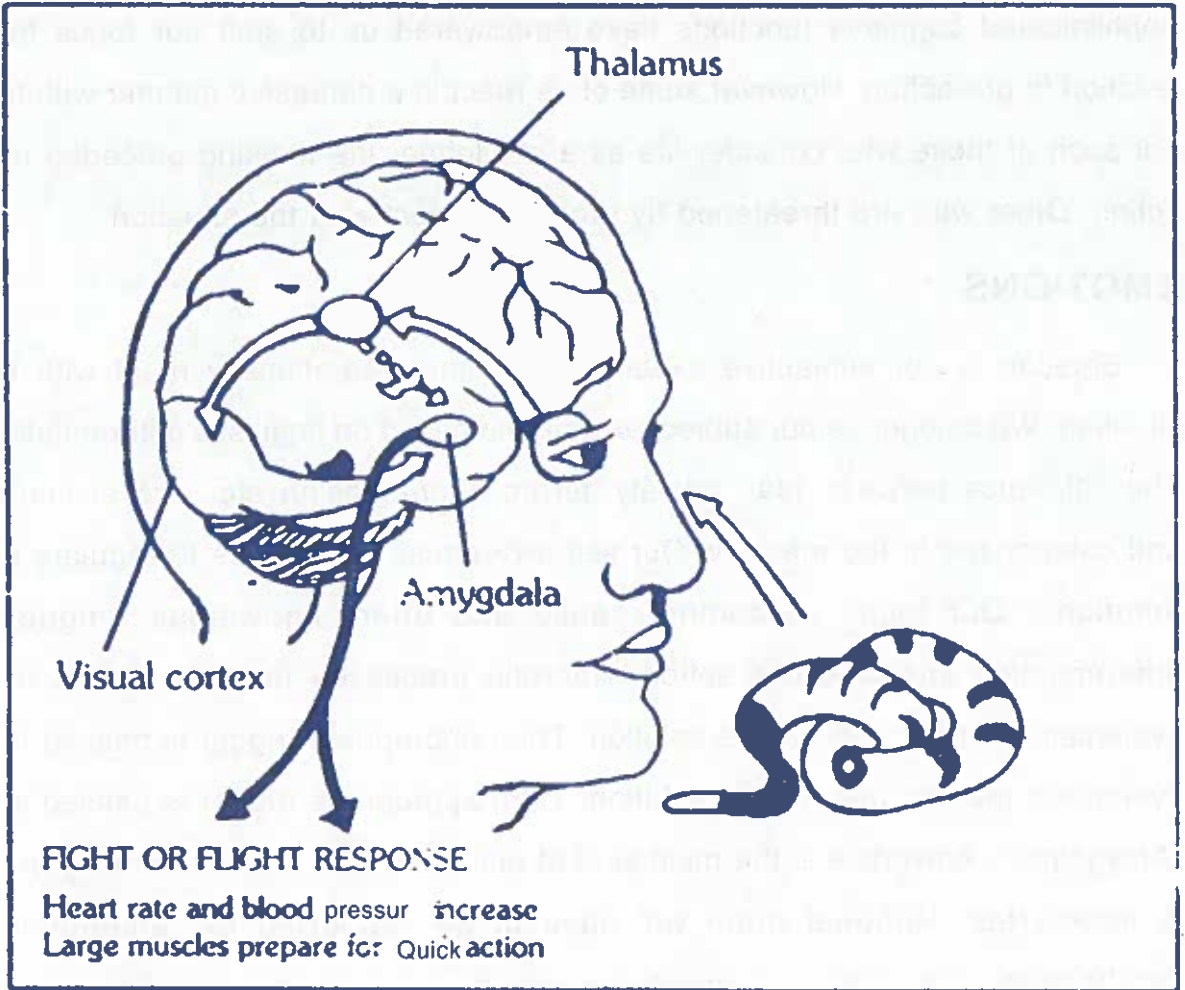
There is generic component of fear in our behavior. Our genes give raw material to build our emotions. However evolution has enhanced our ability to

respond to fear. We are enabled to think before acting. Animals don't have such facility. They are guided by intuition. We have thinking capacity in addition to intuition. However thinking process has suppressed our intuitive ability. We gather data, analyse the information, apply disseminating ability and decide before acting. Sophisticated cognitive functions have empowered us to shift our focus from reaction to pro-action. However some of us react in a defensive manner with life. For such of those who consider life as a challenge, the thinking preceded pro-action. Other who are threatened by problems, react with the situation.

## **EMOTIONS**

Emotion is our subjective experience. Animals emotionally react with the situation. We categories our subject experience based on linguistic differentiation. The difference between fear, anxiety, terror, apprehension etc., are evaluated and categorized in the memory. Our self-awareness enables us to regulate our emotions. Our logic, reasoning, cause and effect knowledge, linguistic differentiation interface our action. Necrotic processes the information in a systematic manner and finds a solution. Then appropriate trigger is passed in a systematic manner and finds a solution. Then appropriate trigger is passed in a "Amygdales". Amygdale is the main seat of emotions. Our rational thinking brain is neo-cartex. Rational brain will have to be supported by "emotionality intelligence". Passion and rationality will have to be balanced for social acceptance. Neuronal empowerment improves the quality of "emotional intelligence". During childhood rational brain is not well developed and hence we act impulsively. As we grow up " emotional intelligence" improves.







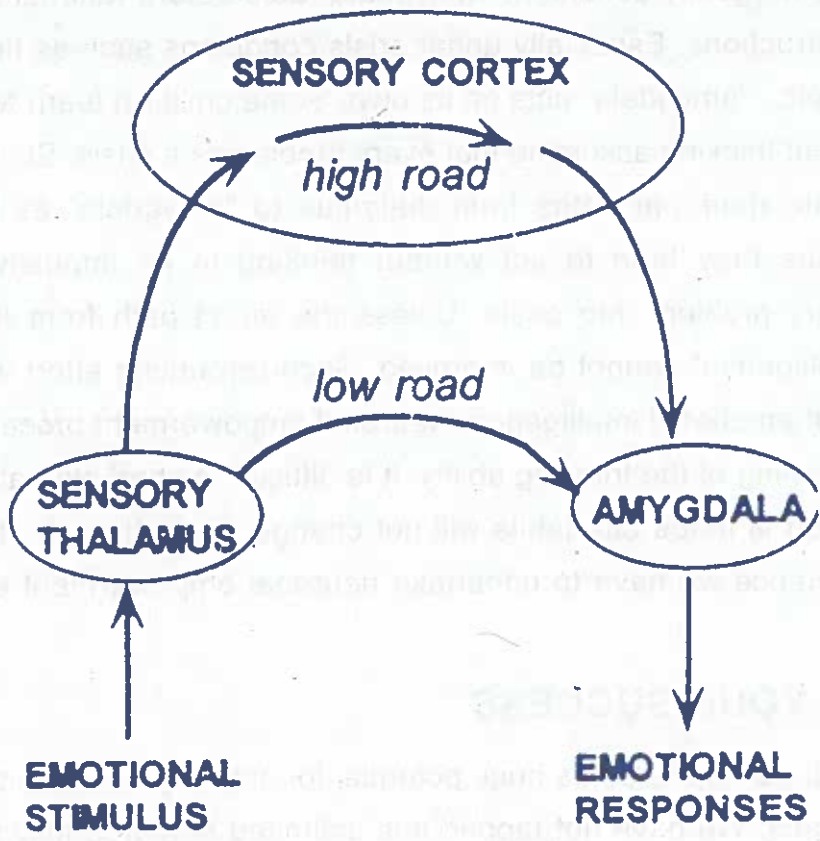
## **ROLE OF AMYGDALA**

Experience is translated into language in thalamus. Thalamus sends the information to sensory cortex. Sensory cortex analyses the information and evaluates the gravity of the situation. Appropriate response is shaped. Then instructions are passed on to "amygdala" for necessary action. However a small portion of the original communicated to "amygdala" from the thalamus for advance action. Under emergency conditions "amygdala" acts before rational mind sends appropriate instructions. Especially under crisis conditions such as fire accident, electric shock etc., "amygdala" acts on its own. Some children learn to act during childhood without thinking assuming that every problem is a crisis. Such childhood experience create neuronal paths from thalamus to "amygdala" as high ways. Hence as adults they tend to act without thinking in an impulsive manner, converting every problem into crisis. Unless the direct path from thalamus to "emotional intelligence" cannot be improved. Such rerouting effort will result in the increases of emotional intelligence. Neuronal empowerment process is aimed at the reconditioning of the thinking ability. It is difficult to shed old habits. Unless determined effort is made old habits will not change. Even though it is difficult, it is possible. Hence we have to undertake neuronal empowerment exercise for success.

## **VISUALIZE YOUR SUCCESS**

Our brain's right hemisphere has huge potential for creating mental picture based upon our thoughts. We have not tapped this unlimited resource fully to enhance our problem solving ability. These powers will be useful for discovering new opportunities, increasing confidence, setting goals, creating new products, changing attitudes and perceptions, understanding other people, improving new skills, enhancing quality of life, developing solutions for difficult problems, winning competition etc. Our mental imagery can be changed to suit our requirements.

Weight lifting sports-men practice without actual weights based on their imagination. They assume that they are lifting actual weights and go through the



motions physically. They visualize themselves winners in the competitions. They acknowledge the applause of spectators gives them confidence in the actual deeds. Similarly tennis player assume that they are serving an ace without the ball and the bat. The location where the ball strikes in the process such imageries enable sportsmen to achieve their goals. Many great men use this technique to change their mind-set. We can use it at our will for neuronal empowerment to meet any situation.

## **PREPARE THE BLUE PRINT OF THE FUTURE**

With the change of mind-set, circumstances will also change. Learn to use the powers inherent in you, so that you can fulfill your desires. Thoughts create their own picture on the mental screen. Our thoughts can give us happiness, satisfaction and peace of mind. Satisfaction empowers inner-self. Mental state of self condemnation triggers worry, hurry, guilt, delusion, hate etc.

What you picture in your mental screen becomes the blue print for the future. For example Harold Wilson at the age of 10 told his parents that he wants to become the Prime Minister of England. He took a photograph of himself sitting in front of No. 10 Downing Street, the official residence of the Prime Minister as an young boy. He was motivated by his imagery to work hard. Finally after 42 years he occupied No.10 Dowing street building and fulfilled his ambition. The picture to realise the wish. Similarly obsession, failures, defeats, misery, pain, hurts, grief etc., will also create biological changes in the body. Our immunity system fails if negative picture is constantly projected on the mental screen.

## **YOU HAVE TO BE FRIEND TO YOUR-SELF**

Our quality of life depends upon our thoughts. Things can go your way or against you depending upon your mental vision. We have to update our thoughts to have peace of mind and fulfillment. Some of our bestial tendencies which are genetically programmed generate fear often. All animals are self centered

and hence we have also a tendency to be selfish. Without love we cannot live. We have to love our surroundings to improve the quality of our life. We have to guard against our bestial nature creating internal conflicts. Emotional inner-conflicts and created by fear. Love can drive away fear and resolve the conflicts. Encourage love and take charge of your life, you can unlock your mental ability to achieve it. Don't allow your inherent power to work against you. By energising your immunity system you can heal yourself, you can change your success. If you believe in yourself on your mental screen as a successful person. You have to overcome self-doubt your strengths, talents accomplishments and respect yourself.

## **COMMIT YOURSELF FOR SUCCESS**

- ★ Have a specific picture of what you want.
- ★ Focus on your priorities.
- ★ Develop conviction and willingness.
- ★ Allow your intention to respond to your desires.
- ★ Take charge of your self.
- ★ Decide the following.
- ★ What are all the alternatives?
- ★ Who are people you need?
- ★ What are the resources needed?
- ★ When do you want the resources?
- ★ How you want to go about?
- ★ Which are the support systems?
- ★ Why are you hesitating?





It requires commitment, perseverance, hard-work, sacrifice, self-confidence, sincerity, clear objective and enthusiasm to achieve your goals.

You have to rediscover yourself for empowering your inner strengths. Do the required home work to prepare the action plan with full details. Micro Planning will empower you to face the contingent situation and decide the course of action well in advance. Take full responsibility for your decision.

Use right hemisphere of your brain to visualize your success, much before it happens, motivate yourself to realize your ambition. Over-come fear with love. Don't limit yourself with irrational doubts.

## **ATTITUDE CHANGE MUST BE ATTEMPTED**

Change in attitude empowers you. Attitude is what you think and how you feel at any point of time. Attitude is the state of mind.

- ★ Attitude is the way you perceive the world.
- ★ Attitude is the way you communicate with others.
- ★ Attitude is the disposition, you transmit to others.
- ★ Attitude shapes the imagination.
- ★ Attitude is the mental state including the unconscious.
- ★ Attitude is personal.
- ★ Positive attitude triggers enthusiasm.
- ★ Positive attitude taps inherent energy reservoir.
- ★ Positive attitude enhances creativity.
- ★ Positive attitude helps to maintain good inter-personal relationships

- ★ Positive attitude expands friends network.
- ★ Change in the habits releases latent energy for productive purposes.
- ★ Attitude adjustments are necessary on account of negative drifts.
- ★ Change in focus from problems to solutions in needs.
- ★ Attitude is an on-going dynamic process.
- ★ Attitude is the key for successor failure.

You should attempt to periodically repair the damage caused due to wear and tear of your attitude. Adjustment are necessary on account of self-image problems and negative drift. Body sends signals whenever attitudinal adjustment is needed. Energy is available for productive purposes. Attitude canalizes the energy. However genetic predisposition factors to the fore-front.

### **ACTION PLAN WITH A TIME FRAME IS NEEDED**

Your attitude determines whether life is to be faced as a challenge or as a threat. Such of those who feel that life is a challenge, externalize, traits such a competence, commitment, courage, confidence, enthusiasm, initiative, innovative trait, creative talents, alertness, spontaneity optimism motivation etc., such of those who feel life is a threat exhibit traits such as crisis, out of control, nervousness, anxiety, worry, guilt, irritation, hate, hurry, boredom, withdrawal, sluggishness, pessimism etc., The dominant traits determine the attitude of the person. Every one can identify himself his own attitude and remedy the weaknesses.

Attitude repairs must be carried out to empower themselves. An action plan for empowerment with a specific time frame with full details must be prepared

and executed with commitment. Guidance from experts may be sought if necessary. Others efforts will not substitute the efforts of the individual concerned. Others can only guide, support, suggest, encourage, give feedback etc. For example a patient must take medicine for his disease. Doctor taking medicine will not cure the patient.

Attitude change must be attempted for empowering yourself to succeed in life.

## **PERCEPTIONAL DISTORTIONS MUST BE CORRECTED**

Our thoughts are composed of objective reality and subjective reality. Objective reality is universal . Subjective reality is individual oriented. For example a rose flower is seen as rose flower by everyone. Those concept is objective reality of each individual is different as indicated below:

- ★ Master of the house feels that this status is enhanced by wearing the flower on his coat.
- ★ House wife feels that she can offer rose flower to God.
- ★ Boy feels that he can present it to his teacher.
- ★ Young girl feels that it will enhance her beauty.
- ★ Gardener feels the genetic base of the flower
- ★ Botanist feels the genetic base of the flower.
- ★ Artist feels the colour scheme.
- ★ Poet feels the imagery contained in it.
- ★ Economist feels the economic value.

Thus perceptions are based on subjective reality of each through their interrelation, past experience and expectation. Perception gives whole picture from a fraction. The gaps are filled up by the individuals according to their desires. Subjective reality either elevates the energy level or depresses the mood. Perceptual distortions are mainly responsible for negative attitude. Hence perception distorts the attitude. Subjective reality is created by the individual himself. Hence it can be corrected to improve the quality of life.

### **PLEASURE AND PAIN RATIO**

Effort will have to be expended for performing an activity. Expenditure of energy produces physical activity. Physical activity is always associated with either pleasure or pain. Expected outcome gives psychological gain. We unconsciously evaluate the physical pain involved in the performance of the activity and psychological gain associated with the outcome. We pleasure rating to the gain and pain rating to the effort. Every moment we estimate the ration of pleasure to pain involved in the activity we are engaged in. If the pleasure is more we feel the challenge and experience enthusiasm. If pain is more we dislike the work. We have limited choice in selecting our work. Hence we have to bring about attitudinal change and correct perceptual distortions about the work we are engaged-in. We should increase pleasure rating and reduce pain rating of the work we are engaged control. If we improve 'the quality of thought about the work we are engaged in, we can enjoy our work and life together.

### **STRESS MANAGEMENT**

We are subjected to physical, biological and psychological reactions while responding to changes. The response of the body to the demand made on it to

face the changes is called stress. Our psychological system creates the demand and biological system responds to it. Our bio-chemicals help our interpretation of the situation. We create stress for ourselves on the basis of our attitude and perception. Stress is what happens to us when we feel tension, anxiety, worry, guilt, anger, envy, prejudice, greed, hurt delusion etc. The bio-chemicals produced by our thoughts cause both physical and psychological disturbances in the body. Glucocorticoids secreted by the adrenal glands provide extra energy needed by the body under stressful conditions. Glucocorticoids break down glycogen in the liver convert it into glucose interacts with the oxygen in provide the needed energy. Glucose interacts with the oxygen in the blood to release energy to cope with the stressful conditions. Oxidation process breaks glucose and the by products of water and carbon dioxide are sent out after supplying the energy to the muscles. Blood contains steroid called dehydroepiandrosterone (Dhea) whose levels will determine the coping capacity. Continued exposure to stress deplete the levels of DHEA. Our thoughts change our biology. Despair and hopelessness raise the risk of heart attacks. Joy and fulfillment give us health and longevity. Our mind influences every cell of our body. Psychological stability will enable us to cope with the stress. Pro-active behavior will increase psychological stability. Hence neuronal empowerment is the only solution for stress management.

## **NEUROTRANSMITTERS PLAY A KEY ROLE**

Neurotransmitters carry signals between neurons of the brain. Neurotransmitters underlie every thought, emotion, memory and learning. Neurons produce these molecular messenger. Molecular messengers are "Dopamine", "Serotonin" etc. Neurobiology study focuses our attention on chemical nature of our thoughts.

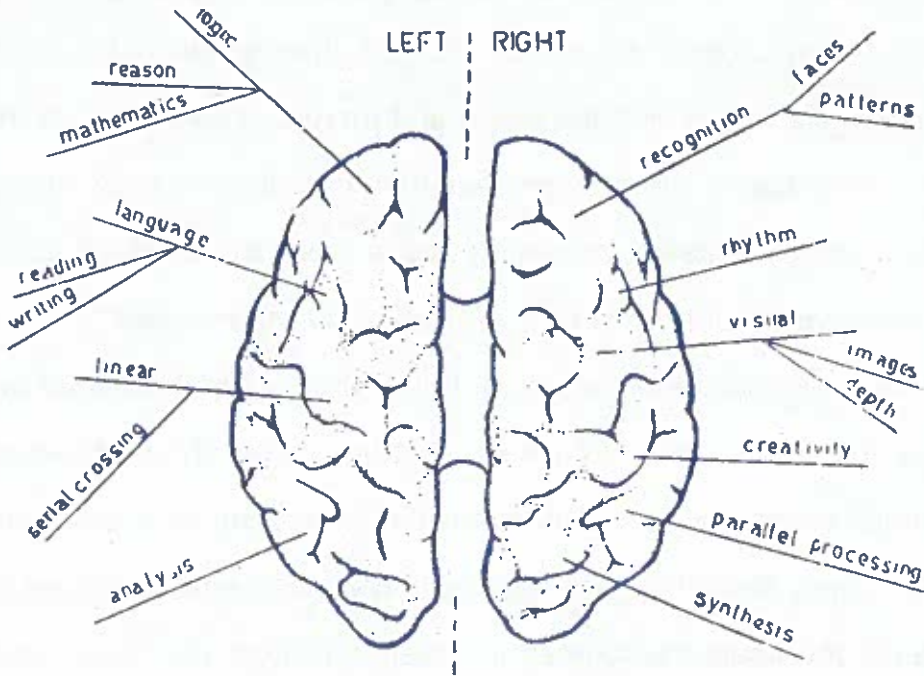


Hence key lies in the management of the quality of thoughts. Quality of thoughts can be regulated at our will. Hence empowerment enables us to manage our stress.

In a stressful body built-in response is triggered. Then adrenal glands release adrenaline. Our thoughts simulate the pituitary gland in the brain. Pituitary gland release” adreno corticortpoic hormone” (ACTH) that result in the release of adrenalin. Adrenalin mixes with the blood and travels to every cell of the body converting the message of the stressful situation detected by the pituitary gland then blood pressure increases., breathing-rate is stepped up, blood sugar goes up, glucose is converted into energy and supplied to the muscles. Thus body is prepared to meet the threatened situation. In this process an individual becomes alert, aroused and tense. Once stressful encounter is over, the body relaxes and returns to normal condition. As our body has limited resources of vital hormones we should use them discretely and sparingly. Neuronal empowerment enables one to conserve the scarce resources in order to protect our health and delay ageing process.

# WISH HAS LION'S SHARE IN THE SUCCESS

We are motivated by our thought. We either wish to fulfill our mission in life, or avoid pain. At any moment our inherent energy will be engaged in producing results as per the blue print prepared by our wish. Neurochemicals are vehicles to carry out the wish.



specialization of the left and right hemisphere

Characteristics of the Left Hemisphere of the Brain

- ASSERTIVE
- LOGICAL
- ANALYTICAL
- VOCAL LANGUAGE
- SPECIFIC
- MATHEMATICAL
- ARGUMENTATIVE
- FRAGMENTED VIEW
- SCIENTIFIC
- SKETCHY
- ROUTINE & SYSTEMATIC
- MASCULINE CHARACTER

Characteristics of the Right Hemisphere of the Brain

- RECEPTIVE
- EMOTIONAL
- IMPULSIVE
- IMAGINATIVE
- TOTAL VISION
- INTUITIVE
- COMPROMISING
- WHOLISTIC VIEW
- SPIRITUAL
- ARTISTIC
- CREATIVE
- FEMENINE CHARACTER

Wish uses thought to obtain satisfaction. We encourage the wish to gain strength for the subjective concept. As subjective component of thought gains strength our thought becomes intention. Intention empowers the wish. Then wish becomes will convert our energy systems into physical activity. Physical activity produces result.

We compare the result with our wish. If result invariance with our wish, we tend to identify the cause in the external sources. The difference between our wish and result is mainly due to defective blue print and strategy adopted by us. Hence cause of our failure is within us.

The main reason for failure is in the structure of our wish. Our subjective reality misguides us. Hence correction is needed in the subjective component of our thought.

Everyone should structure the subjective component of thought taking into account various factors in a pragmatic manner. This process is called neuronal empowerment for success. Success is within our hands. Don't blame the environment for your failures. Empower yourself and succeed in life. Don't react with life. Develop proactive behavior don't allow negative attitude to gain upper hand. Be Optimistic. Neuronal empowerment is development of optimism, positive attitude and pro-active behavior.





Food Habits need Rescripting



PROCESS

### BURN OUT

NEUROLOGICAL

NOT NOW, I AM LOOKING INTO  
SOME IMPORTANT MATERIAL  
ON PSYCHOANALYTICAL, BASIC  
HUMANITARIAN NEED PHENOMENON



Figure 17



# BURN OUT

Many motivated, committed bright people fail to get job satisfaction after few years. The work loses its meaning. Top performers expect to give them satisfaction throughout life. They find that stress overtakes them after few years of service. They frequently experience physical, emotional and mental exhaustion. Demanding situations. Their high personal expectations become an illusion. The ratio of stress to reward does not meet their aspiration.

At the initial stage of learning to do the job, the stress experienced will be converted as a resource to meet the challenges of the work situation. They are excited and rewarded by the results of their growth and self-development. The length of learning period is determined by the complexity of the job, the knowledge they have, the techniques available for teaching and supportive atmosphere. Hence they are able to absorb the stress and enjoy the process of learning.

Then employees move to the "do" phase. Every day they feel a sense of satisfaction in doing the job better and better. If the rewards meet their expectations the frustration tolerance levels will improve. Consequently the stress could be absorbed. In fact greater stress has been aiding the individual to perform better. Eventually the satisfaction from routine job becomes less and less. At that stage one cannot absorb stress. As a result, the stress will become distress.

To prevent the damaging effect of negative stress during mid-life one should try to learn something new. If one is not provided with an opportunity to learn new things the symptoms of burnout will start appearing one after the other. At this

stage the individual will attribute the symptoms are justified as situational stress or life changes. These symptoms appear as physical, emotional and mental exhaustion

Physical exhaustion is experienced as fatigue, muscle tension, changes in eating and sleeping habits, etc. The low energy level will prevent them from taking initiative. They are easily bored with no apparent cause.

Emotional exhaustion is experienced as feeling of helplessness, hopelessness depression, etc. They are often irritated for no specific reason. They feel that their soul is dying. The lack interest in the job.

Mental exhaustion experienced as lack of self-esteem. They are dissatisfied with themselves. Feelings of incompetency sets-in esteem. They suffer from inferiority Complex. At this stage customers, clients, colleagues and subordinates appear as problem creators. Their own poor self-image complicates the problem. The work which gave them pleasure earlier will becomes state, routine and painful.

The symptoms of burnout are:

1. Feeling bored easily
2. Feeling scattered at work
3. Feeling trapped in the job
4. Feeling over-worked
5. Feeling under-paid
6. Feeling that others are better
7. Feeling that others are not respecting him

8. Feeling lack of time for completing the work
9. Feeling that work is not stimulating
10. Feeling that boss is a pain in the neck
11. Politicalizing the work environment
12. Feeling that every one is watching him to fail
13. Feeling that he is all alone and no social support
14. Feeling that problems are created by others
15. Feeling that he has no energy for a change
16. Greater sense of satisfaction from the jobs done out-side tour of his assigned work.
17. Feeling that his work is extremely difficult
18. Appearing to be busy with-out corresponding productivity
19. Looking for adventure always
20. Constantly seeking change and variety
21. Feeling tired too easily
22. Wants to spend more time all by himself
23. Spending more time in activities such as watching T.V., light reading , day dreaming etc.
24. Feeling restless frequently
25. Finding it difficult to make important decisions

26. Finding it difficult to concentrate
27. Often worrying about little things
28. Suffering from minor illness frequently
29. Expressing pessimistic views often
30. Forgetting commitments, appointment etc.
31. They cannot relax. They think about work during leisure hours
32. They cannot sit still
33. They smoke heavily
34. They indulge in gambling
35. Spending more time in clubs etc.
36. They easily lose control over their emotions
37. They lose contact with friends and well wishers
38. The lack innovation and spontaneity
39. They do minimal work necessary for the job
40. They blame others for their mistakes and failures
41. They have chronic illness like diabetes, arthritis, ulcers, high blood pressure, back problems, colitis, migraine, digestive troubles, sleep problems etc.,
42. They always question the worth of their efforts equating work with the remuneration
43. They want to leave the situation which is seen as an unmanageable

44. They often with-draw from competition
45. They lack punctually
46. They feel that others don't appreciate their work
47. They often think that they are misfit in the organization
48. They become drugaddicts
49. They feel that there is no joy in living
50. They lose touch with reality
51. They have frequent nervous breakdowns
52. They are hyper active
53. They are over reactive
54. Every situation is considered as an emergency
55. They adopt crisis management style
56. They often worry about the past mistakes
57. They often feel anxiety about the future out come
58. They are dissatisfied with the environment
59. They lack co-ordination with self
60. They lack clarity of goals
61. They often feel insecure and indulge in hectic activity to over-come fear
62. They have a tendency to nag others
63. They over estimate their ability



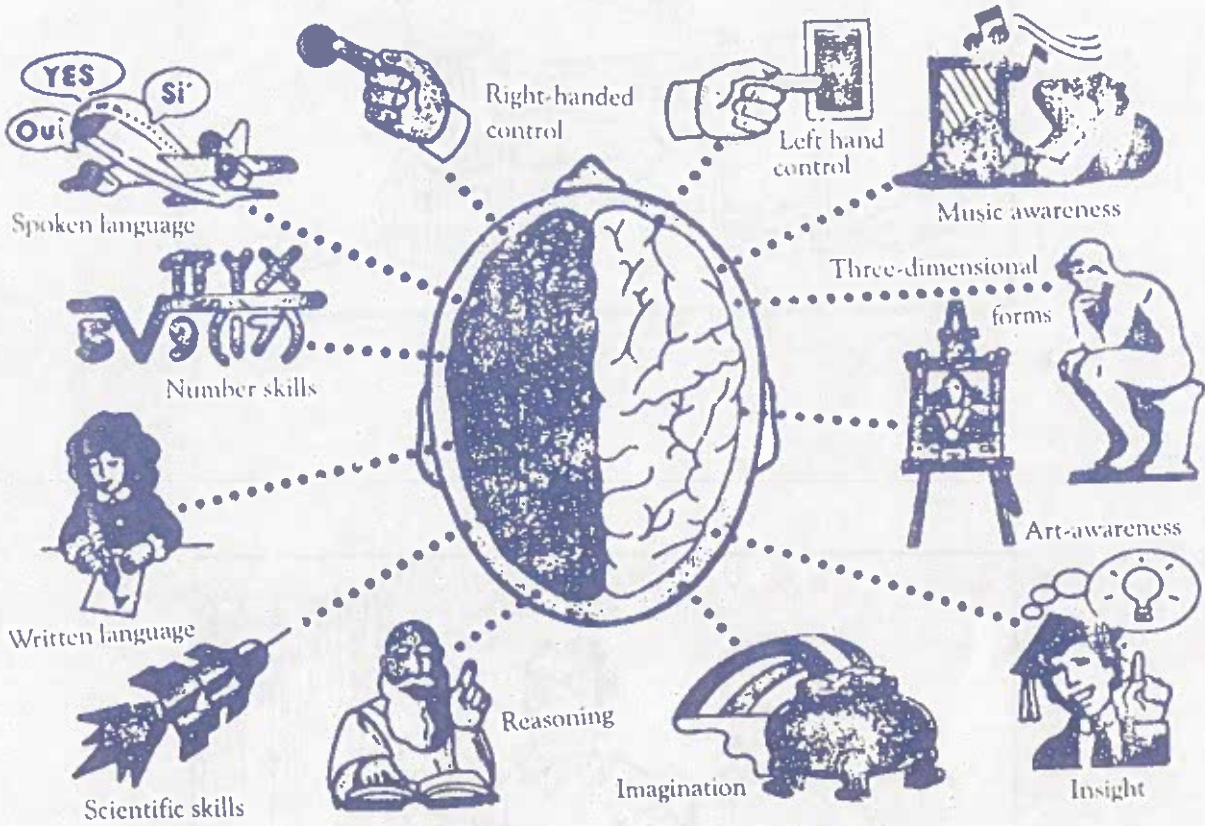
64. They leave things unfinished
65. They have fear of failure
66. They have fear of rejection
67. They have fear of unknown
68. They want immediate gratification
69. They prefer statusquo
70. They appear to be over-controlled
71. They insulate themselves by referring to codes , procedures, rules etc.
72. They lack enthusiasm
73. They are not innovative
74. They lack self confidence
75. They have negative attitude

All the above symptoms will not surface at any one point of time. They gradually project themselves as natural traits. All these symptoms cannot be seen any one person . If majority of them appear in different forms one should consider that he is becoming a burnout. The cause is from with-in . no use of blaming environment, society, organization or family. They should attempt to identify the problem by introspection.

To over come the ill effects of burnout there is need to correct perceptual distortions .Attitudinal change must be brought about . One has to identify his

own behavior pattern which is causing the problem. There is need for reassessing the values, goals and priorities .Unrealistic goals lead to frustration and disillusionment. One has to take good look at 1. What he wants 2. Where is he going? 3. How to get what he wants . There is a need for good social support system .They need people who share their thoughts, interest, values, views and priorities. They need friends who can understand them . They need guidance without criticism.

If proper timely action is taken many can over-come this problem with-out serious damage. There is possibility to bring about attitudinal change to make the individual happier, healthier and stronger. Hence don't neglect burnout symptoms. Constructive timely action should be initiated to prevent the damage due to burnout. Rationalising burnout symptoms will complicate the problem . Others cannot substitute the victims one must be motivated to help himself . Hence please hurry-up to help yourself.





# CAUSES OF BURNOUT

1. Family demands interfere with the work.
2. Challenge contents of job is reduced.
3. Unreasonable expectations of the organizations.
4. Lack of status.
5. Over work.
6. Importance of the job in the organizational set-up going down.
7. Lack of job knowledge.
8. The ethics of the job are in conflict with my convictions.
9. Role ambiguity.
10. Lack of social support in the work situation.
11. Non co-operation among colleagues.
12. Feeling guilty as other social and religious interests are being neglected due to lack of time.
13. Restructuring of the job content.
14. Lack of opportunities for self-development.
15. Conflicting demands of boss, subordinates and colleagues.
16. Quality of work is eroding.
17. Quality of work life is becoming worse.
18. Poor interaction between roles.
19. Lack of authority for the development of creativity.
20. Mismatch between the skill and role demands.
21. Role is isolated.



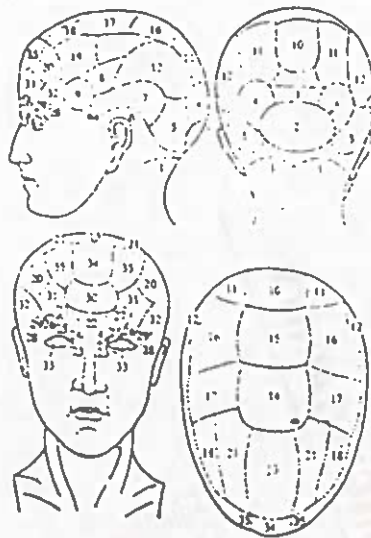
22. The resources are inadequate to perform optimally.
23. Chances for acquiring skills for meeting future needs are not available.
24. Other are better placed.
25. Lack of recognition.
26. Exploitation by others.
27. Scope for training and development is less.
28. Self and role are in conflict.
29. Vague and unclear objectives of role.
30. Poor image of the organization.
31. Lack of competence.
32. Poor conceptual abilities.
33. Poor interpersonal relations.
34. Stagnation in the role.
35. Lack of encouragement from the top.
36. Inconsiderate boss.
37. In disciplined subordinates.
38. Non co-operative colleagues.
39. Financial pressure.
40. Ill health.
41. Conflict of values.
42. Superiority complex
43. Inferiority complex.
44. Lack of initiative.

45. Lack of clear understanding of priority.
46. Privileges are curtailed.
47. Obligations are increasing.
48. Organisation goals and individual needs are in conflict.
49. The organization structure restricts the personality.
50. Identity is eroding.
51. Organisation's policies are changing.
52. Job context factors are changing.
53. Job content factors are changing.
54. Competition from younger generation is increasing.
55. Scope for adding value to self is reducing
56. Accountability is increasing without corresponding support.
57. Held responsible for others lapses.
58. Mean tactics adopted by superiors, subordinates and colleagues
59. Notable to cope up with the speed of work environment
60. Lack of scope for relaxation.
61. Hostility in the work environment.
62. Inter group dynamics at work related decision.
63. Not being involved in the work related decision.
64. Unrealistic expectations.
65. Obsolete equipment.
66. Inadequate study material.
67. Lack of guidance for updating knowledge.

- 68. Fast changing technology.
- 69. Information overload.
- 70. Reduction in response time.

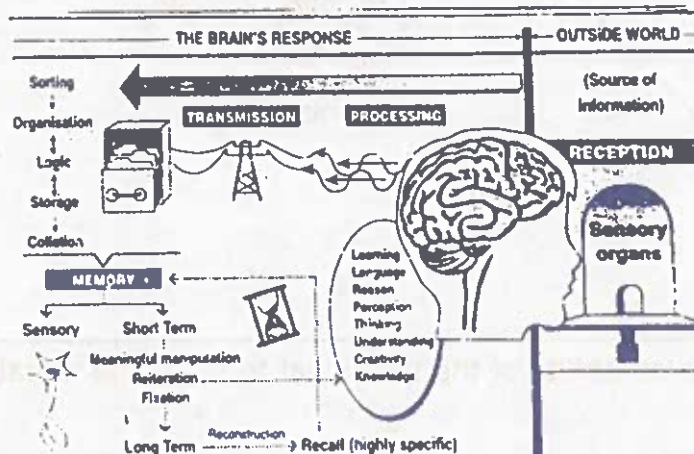


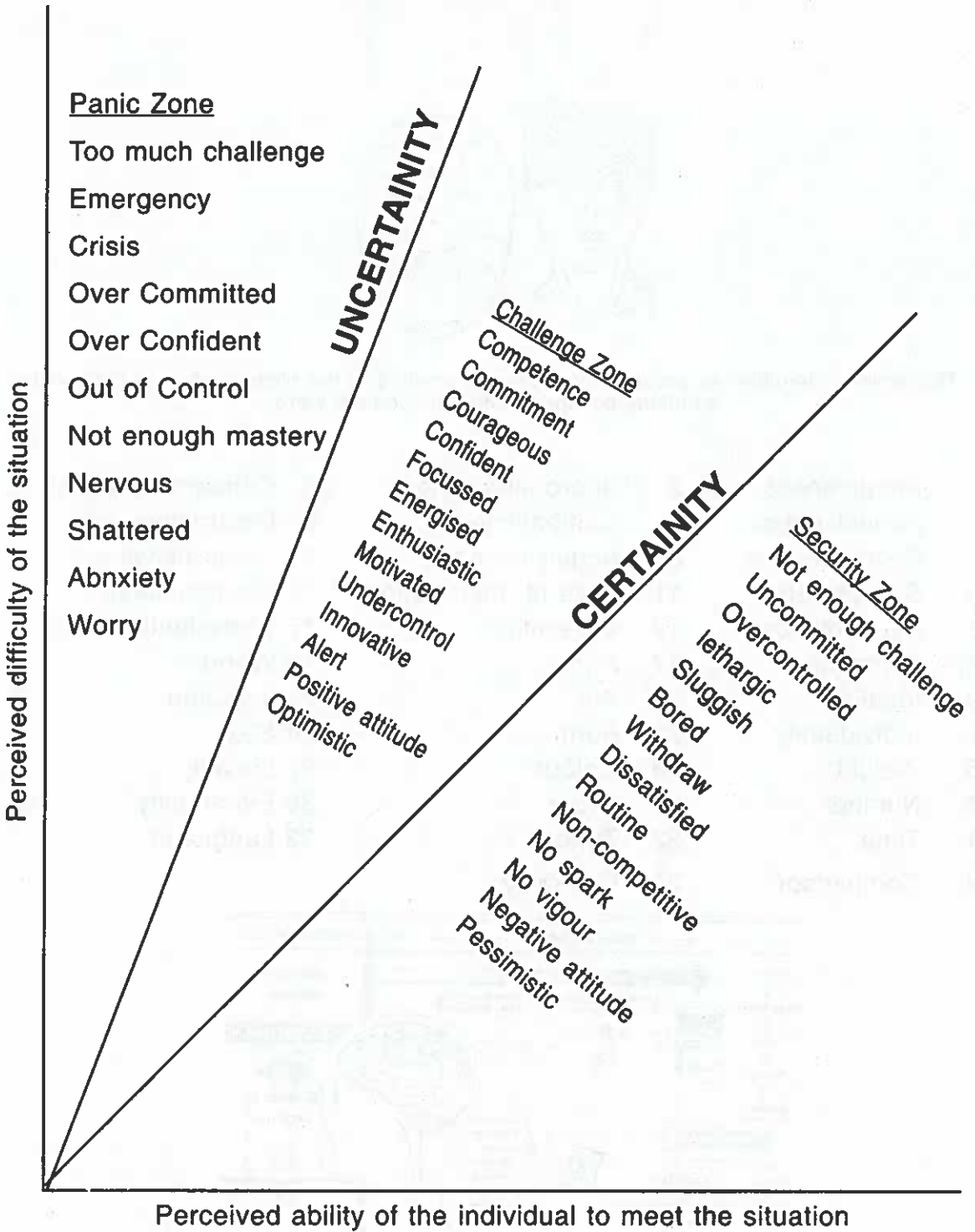
GLOW OUT



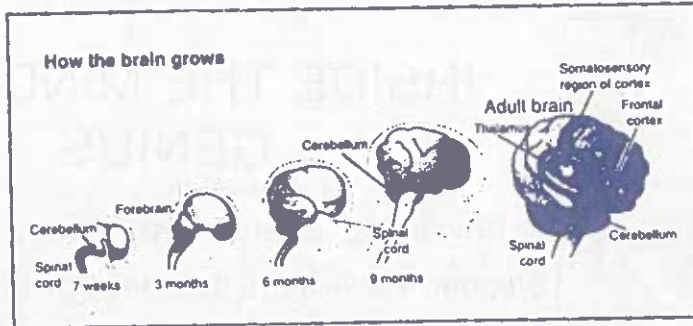
The regions identified as personality organs, according to the classification of Gall, with additions by Spurzheim and Combe, were:

- |                   |                         |                       |
|-------------------|-------------------------|-----------------------|
| 1. Amativeness    | 2. Philoprogenitiveness | 3. Concentrativeness  |
| 4. Adhesiveness   | 5. Combativeness        | 6. Destructiveness    |
| 7. Secretiveness  | 8. Acquisitiveness      | 9. Conscientiousness  |
| 10. Self-esteem   | 11. Love of approbation | 12. Cautiousness      |
| 13. Benevolence   | 14. Veneration          | 15. Conscientiousness |
| 16. Firmness      | 17. Hope                | 18. Wonder            |
| 19. Ideality      | 20. Wit                 | 21. Imitation         |
| 22. Individuality | 23. Form                | 24. Size              |
| 25. Weight        | 26. Colour              | 27. Locality          |
| 28. Number        | 29. Order               | 30. Eventuality       |
| 31. Time          | 32. Tune                | 33. Language          |
| 34. Comparison    | 35. Causality           |                       |









5-6 weeks



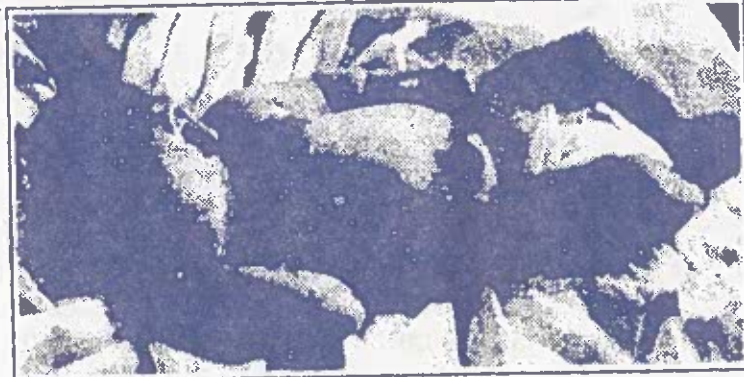
29 Weeks :  
First sign of electrical activity in the brain's cortex

32 Weeks :  
Most babies born from now on will survive

34-40 Weeks :  
Foetus can be conditioned to respond to familiar sounds.

**2 Weeks : Conception**

Traditionally, gestational age is measured from the last menstrual period. Take off two weeks for the conceptual age



40 - 44 Weeks :  
Male circumcision,  
Baby may or may not receive pain relief

45+ Weeks :  
Baby smiles

48 - 54 Weeks :  
Body clock kicks in.  
Baby may sleep through the night

**Fetal development Stages**



## INSIDE THE MIND OF A GENIUS

Physically wasted and barely able to talk, Stephen Hawking, a brilliant British physicist, has become hearty the perfect cerebral being, thinking his way deeper and into the mysterious heart of creation.

**By John Boslough**

He greets visitors to his Cambridge University office with an impish grin and hint of conspiracy in blue eyes twinkling behind steel-rimmed glasses. Even at 42, his boyish face makes him look more like a student at the British University than a distinguished professor of mathematics. But his body, slumped awkwardly in a motorized wheelchair, is thin and wasted. With the muscle structure of a bedridden old man. His speech is so labored it is almost impossible to understand.

Despite these handicaps perhaps because of them Stephen Hawkins has managed some of the great strides in physics since Albert Einstein. In fact, he often has been portrayed as this half-century's answer to Einstein.

Some physicists even think Hawking could pull off one of the greatest coups in science history. That would be the creation of the single theory reconciling the twin pillars of modern physics: Einstein's theory of general relativity, which declares that twin gravity controls the behaviors of planets, stars, galaxies and universe itself and does it in a predictable manner; and the quantum mechanics theory, which maintains that, at the atomic level, matter behaves randomly.

Einstein who spent the last 30 years of his life trying to reconcile these seeming contradictions of nature, rejected the randomness of quantum mechanics. "I cannot believe that god plays dice with the cosmos." He said.

Finding the underlying interaction that explains both of these theories is an almost religious quest to some scientists, who believe that such a unification would remove the last barrier to a fundamental understanding of the universe.

Formulating such a theory is the goal of Stephen Hawking, whose life is a remarkable lesson in courage, adaptability and the power of the human intellect.

**Crippling Disease:** Hawking whose father was a research scientist, is the eldest of four children of a bookish, tightly knit family. At Oxford University, which he entered in 1959, he was free-spirited, witty, somewhat unruly, and popular among his friends in the town's many pubs. For awhile Hawking was steersman of his college's second rowing team.

Because of his first rate mind, his teachers tolerated stephen's casual approach to academic life. Though he did little work, he could easily handle any mathematical problem put before him. At graduation he was required to take a special oral exam to determine whether he should receive a first-class honours degree, which he needed to gain a scholarship for a graduate physics programme at Cambridge, Oxford's ancient rival.

In response to a question from an examiner about his future plans, Hawking replied; " If I get a first, I shall go to Cambridge. If I receive a second, I will remain at Oxford. So I expect that you will give me a first." He received his first.

During his early months at Cambridge, though, a physical disorder became apparent. He began stumbling, slurring his speech and having trouble controlling

his legs. Doctors determined that he had amyotrophic lateral sclerosis, a little known. Crippling disease that renders the voluntary muscles useless and is usually fatal. Hawking realized that he might not live to see his 25<sup>th</sup> birthday.

At Cambridge, finding it hard to walk without a stick, Hawkins became profoundly depressed. He abandoned his studies and spent much of the time drinking.

In January of 1963, while visiting his family in the city of St. Albans, near London, he was invited to a party. There he met Jane Wilde, a blue-eyes brown-haired student of languages, who was about to enter Westfield college in London. Jane liked Stephen for his wit and questioning intelligence, and he admired her energy. Stephen deteriorating physical condition and his shortened life expectancy did not put Jane off. After a two-years relationship they were married in 1965.

The marriage turned out to be a watershed in Hawking's life. He stopped worrying about dying and started working. And he became a father: Robert was born in 1970 and Timothy Stephen in 1979.

When Time Began: Shortly after the wedding, Hawking began to display a powerful scientific genius. One of the problems of the mid 1960's involved the "big bang" the enormous blast that physicists were convinced created the universe. They knew that the universe was now expanding at a steady rate, but when theoreticians ran their calculations backward, reversing the expansion, it was impossible to work out what had happened at the instant of the big bang itself. At the point, all the equations broke down.

Hawking was intrigued with the notion that the universe had begun as a singularity, a point of infinite density in which time and space merged as one.

He began working on the idea with professor Roger Penrose, then at the University of London and one of the world's foremost mathematicians. By 1969 the pair had produced a new famous theorem showing that the universe must have begun as a point of infinite density if Einstein's theory of general relativity is correct.

"In other words", Hawkins is fond of recalling with an infectious grin, "we had shown that time has a beginning."

By the early 1970s Hawking's condition had so deteriorated that he was permanently confined to a wheelchair. But his mind was soaring, and he was coming up with one innovative theory after another. What would become Hawking's greatest theoretical triumph involved black holes.

When a large star exhausts its thermonuclear fuel, it collapses under the force of its own gravitation. If the conditions are right, the star then compresses itself into something so dense that physicists believed nothing, including light, could escape from it.

As Hawking turned his fertile mind to black holes, he began uncovering secrets never before imagined. In 1971 he postulated that the death of a star was not the way black holes could be created, that much smaller black holes could be created, that much smaller black holes could have been formed by the cataclysmic forces at work during the big bang. Hawking determined mathematically that as many as a million black holes could exist in our galaxy. He calculated that each of these mini holes would be no larger than a proton but that each would contain the mass of Mount Everest.



Wall of skepticism: In 1973 Hawking began mulling over the behavior of matter in the vicinity of black holes. Forced by his deteriorating physical condition to give up using pencil and paper, Hawking did all his theoretical work in his head. Because it was difficult to remember complex equations, he translated his problems into geometrical diagrams as far as possible and then dictated the results to an assistant. As Hawking's brain twirled and juggled the formidable equations, he made a discovery so preposterous – and so profound – that he was sure he had made a mistake.

What Hawking had found was the black holes-in defiance of every known law emit a steady stream of particles, or radiation. This meant that black hole itself could evaporate. For large black holes, such as those created by the collapse of a star, or the enormous holes that astronomers think may lie at the core of galaxies, the evaporation process would take many times the age of the universe. But for small black holes, Hawking calculated an average life expectancy of about ten thousand million years a long time, but less than the age of the universe. Eventually, when a small black hole was no longer able to itself together, it would burst apart in a shower of high-energy gamma rays. Some of them, Hawking calculates, should be popping off about now.

His black-hole theory was so unconventional that even Hawking himself, usually confident of the creations of his intellect questioned it for weeks more going over and over the calculations. If he was right, it would change everything in physics. If he was wrong, it would take him years to regain his credibility.

Finally, in February of 1974, Hawking, then 82, journeyed down from Cambridge to the Rutherford Appleton research laboratory to delivery to a group

of fellow physicists a paper entitled “.Particle Creation by Black Holes”. When the presentation was over, the questions that followed showed his fellow physicists skepticism.

But Hawking was not about to give up. The next month, his paper was published *Nature*, in the prestigious British science journal. Within days physicists around the world were talking about his theory. Since then, mathematical evidence has accumulated that black holes do emit particles and explode. And the evidence has been confirmed by other theoreticians using different approaches. The black-hole emission itself is now called “Hawking radiation”.

## THE ULTIMATE QUESTION

Since the black-hole dynamics Hawking uncovered were similar to those thought to have occurred during the big bang, his theory could help physicists understand how sub-atomic particles were created and how they interacted during that explosive genesis.

But far more important, Hawking had applied the laws of quantum mechanics to a black hole, an object described by the laws of general relativity. This was the first step towards finding the underlying interaction that would bring together the theories of general relativity. This was the first step towards finding underlying interaction what would bring together the theories of general relativity and quantum mechanics. “God not only plays dice (with the cosmos). But also sometimes throws them where they cannot be seen.”

The Dirty-Brick structure housing the Department of Applied Mathematics and Theoretical Physics looks like a 19<sup>th</sup> century factory lost among the Gothic facades and spires of Cambridge. Hawking commutes there each day in his

motorized wheelchair from his home on the ground floor of a Victorian house about a kilometer away. His office contains racks of physics texts, a computer terminal, picture of his children, and a special page turner. Scientific papers are photocopied and laid on the desk so he can view them.

In his office, Hawking spends most of his time thinking about the very early universe: the first trillionth of a second or so after the big bang. "The early universe holds the answer to the ultimate question about the origin of everything we see today, including life," he says.

Hawking is a thought and stubborn man. And he has been blessed by having the right people round him admiring colleagues and his strong, close family. (At home, Jane Wilde Hawking and a team of nurses now take care of nearly all Stephen's physical needs, from brushing his teeth and feeding him, to combing his hair and dressing him.) But his main strength is that, as the ravages of disease have gradually taken his physical powers from him, he has come to live his life largely in the mind, finding there powers so prodigious that they surprised even himself.

For Stephen Hawking, his wheelchair has become a unique vantage point from which to seek the basic law of nature. He has become nearly the perfect cerebral being, a small speck of human creation comprehending the whole.

(Reprint : Reader's Digest, November 1984)





**Pessimist**



Figure. 25

**Optimist**



# MANAGEMENT OF EXECUTIVE STRESS

## EXERCISE "SELF DISCOVERY"

Please Mark u at the appropriate place

	Yes	No
1. Do you <u>resent</u> most of the time doing the work entrusted to you?	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you find it often <u>difficult to express</u> your feelings especially to say 'No' when you sincerely feel so?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you find it often <u>difficult to tell</u> some one who had let you down how you feel about him or her?	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you find yourself frequently <u>asking for permission to speak</u> when you are in a group discussion?	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you frequently <u>feel</u> that you are likely to fail in your attempt and withdraw?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you <u>feel</u> often that you look stupid?	<input type="checkbox"/>	<input type="checkbox"/>
7. Do you <u>feel</u> frequently that you have no freedom to discharge your responsibility on the job?	<input type="checkbox"/>	<input type="checkbox"/>
8. Do you <u>feel</u> most of the time that no one listens to you?	<input type="checkbox"/>	<input type="checkbox"/>
9. Do you often <u>wish</u> that you are like some one whom you worship as your 'Hero'?	<input type="checkbox"/>	<input type="checkbox"/>

## Management of Executive Stress

## Stress Management

10. Do you find your self jealous over the accomplishments of others and feel unhappy?
11. Do you often find yourself easily offended by others behavior or language
12. Do you often feel that others don't understand you, inspite of your best efforts
13. Do you feel that suffering is natural and give up under critical conditions?
14. Do you find it difficult to walk away from people you find annoying frequency?
15. Do you explain yourself a lot to gain acceptance?
16. Do you spend a lot of time often analyzing your relationship with your friends and relatives fearing that you have been misunderstood.
17. Do you find it difficult most of the time relax and clear your mind of job relate matter when you are at home?
18. Do you place higher priority frequently on acquiring things are prestige than enjoying the job?
19. Do you believe that it is terrible to fail and give-up without even attempting?

20. Do you find it difficult to take leave for relaxation without feeling guilty or insecure?
21. Are you impatient with people often who don't think the way you believe they should?
22. Do you wait until your boss thinks to do something for you when your promotion is overdue while your junior is actually promoted?
23. Do you feel uncomfortable to wear ceremonial dress for a formal party?
24. Do you sit and listen patiently often waiting for a fast talking salesman to finish even though you don't require the product and have many important works on hand?
25. Do you get nervous and upset many times if some one criticizes your work?
26. Do you agonize over the inconsiderate behavior of some one who had borrowed money and had neglected to repay and sky nothing to him or her?
27. Do you hang back and feel uneasy most of the time expecting some one to invite you to participate in the discussion at a social gathering?

28. Do you take a drink because you don't want to hurt your    
 friend's feeling even though you had given-up drinking?
29. Do you go ahead and ask for forgiveness if some one asks you    
 to apologize for something you don't feel sorry about just to  
 please others?
30. Do you go along and see the house-site any way because    
 your feel obliged to be nice to the person who had taken  
 the trouble if a real estate dealer insists to show you  
 the property that you have no intention of purchasing when  
 you have other important works to do?
31. Do you act meek and tend to behave like a creep when    
 you are requesting for a loan from a bank while the  
 agent is not in favour of granting the loan?
32. Do you often buy a gift and feel unhappy about the    
 expenses if you have to attend a party which you want  
 to avoid but forced to attend?
33. Do you frequently endure without saying anything when    
 a nearly stereo is playing loudly in your house or in the  
 next portion causing your physical discomfort?
34. Do you get angry and say nothing when your neighbour's    
 dog is barking loudly in the early morning hours  
 disturbing your sleep

35. Do you sit there often and feel abused when a drunk at a party 's pestering you with meaningless chatter just to humour him?
36. Do you get upset and complain to friends frequently about the ingratitude, if some one does not say thank you for a favour you have done?
37. Do you let it pass many times and allow the other person to speak for you, if some one interrupts when you are about to speak for yourself?
38. Do you eat something frequently and feel unhappy when you feel hungry while you are trying to reduce your body weight?
39. Do you sit there and feel annoyed often if you are subjected to nagging either in the organization or in social circles?
40. Do you take the advice, many times and feel bad when someone is giving you a dose of unwanted advice?
41. Do you play children's games often with your children and constantly look at your watch when your children want you to play with them but you don't really enjoy it?
42. Do you feel bad frequently if some one says that he doesn't understand you inspite of your efforts to clarify the ambiguity?



43. Do you frequently change your hair style or cloths if some one says that he or she dislikes your hair style or cloths?
44. Do you often yell at the intruders and get upset because no one lets you to have any time for yourself when your privacy is continually interrupted?
45. Do you often get into the car and feel anxious all the way home if your friend who is drunk insists on drinking you home in his car?
46. Do you complain to friends many times about excessive heat and get annoyed when the temperature is high during summer months?
47. Do you complain to friends frequently about high standards set in your work situation?
48. Do you complain to friends often about lack of clear objectives in your organization
49. Do you complain to friends many times about lack of discipline among your subordinates?
50. Do you feel most of the time much pressure from the top?
51. Do you feel often that you are having inadequate contact with top bosses?
52. Do you frequently indulge in heavy criticism about the management while talking to friends?
53. Do you frequently complain to friends about inadequate facilities in your organization?

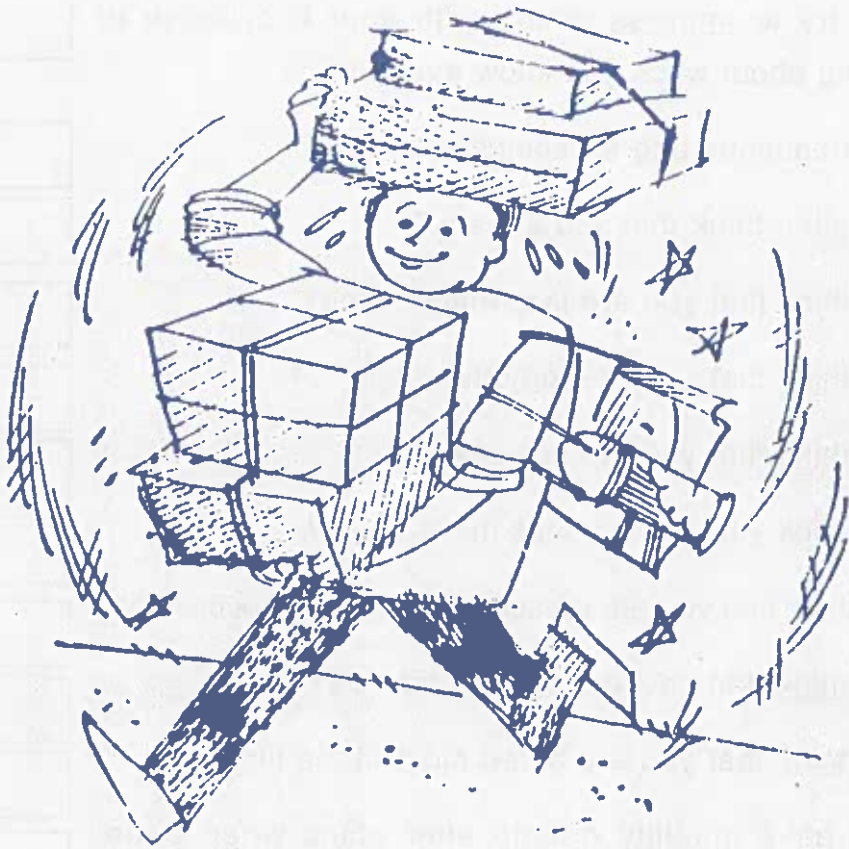
- 54. Do you complain to friends frequently about the inadequate resources in your organization?
- 55. Do you think that you lack personal goal many times?
- 56. Do you often withdraw from conflict area?
- 57. Do you feel that compromise is the best method of solving conslicts?
- 58. Do you often feel suspicious of your subordinates and set up agents to watch them?
- 59. Do you feel self-hate often?
- 60. Do you identify authority with status and power?
- 61. Do you got a need to be appreciated, approved and accepted?
- 62. Do you think frequently that you cannot control yourself?
- 63. Do you think external control is needed for the motivation of your subordinates?
- 64. Do you think that complaining about yourself to friends is necessary?
- 65. Do you often have guilty feeling interfering with your decisions?
- 66. Do you frequently sit idle and brood when you have lots of work to do?
- 67. Do you often feel inadequacy
- 68. Are you afraid to meet people many times?
- 69. Do you frequently feel that you lack initiative?
- 70. Do you often repeat the same mistake and indulge in self-pity?

Management of Executive Stress

Stress Management

- 71. Do you feel that you have always been that way and it is not possible to change?
- 72. Do you often feel nervous before superiors
- 73. Do you feel lonely and lack social support often?
- 74. Do you feel that your are inferior frequently?
- 75. Do you feel miserable often without knowing the reason?
- 76. Do you have difficulty often in making eye contact with the person with whom you are speaking?
- 77. Do you have difficulty often in finding the difference between assertion and aggression?
- 78. Do you frequently derive more satisfaction from outside activity than from the job assigned to you in your organisation?
- 79. Do you look for glory, status and fame most of the time instead of doing the job as it should be done?
- 80. Do you frequently feel insecure?
- 81. Do you give credit for your work to other when it rightfully belongs to your and feel unhappy?
- 82. Do you attribute your views to other whom you think are more influential and powerful with a view to convey the message?
- 83. Do you behave in abnormal always with the intention of gaining attention for satisfy your needs for recognitions?

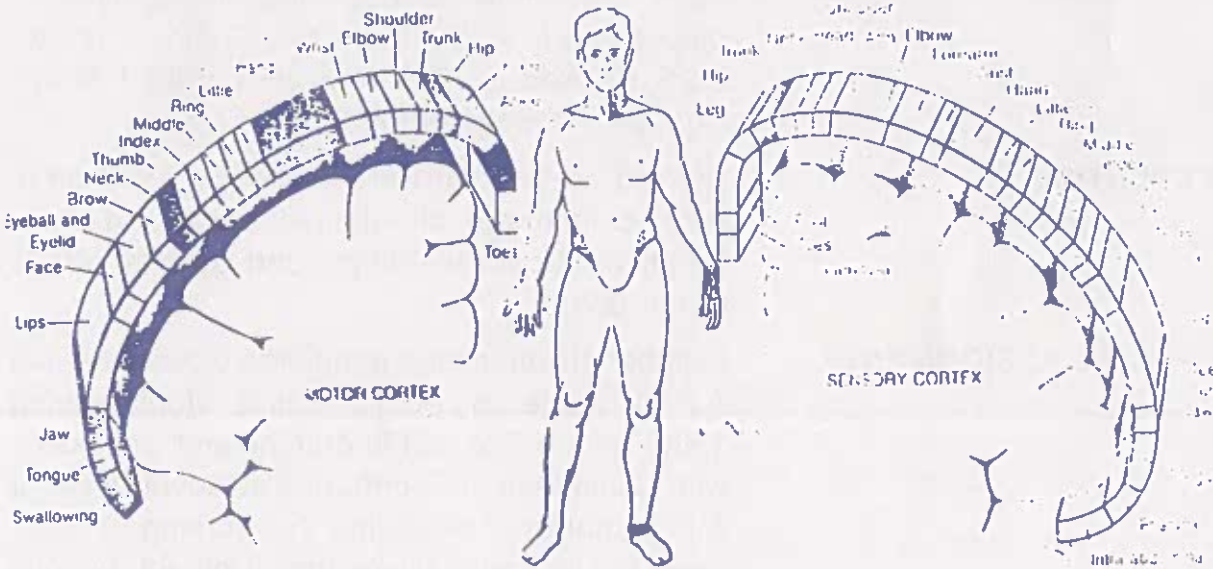
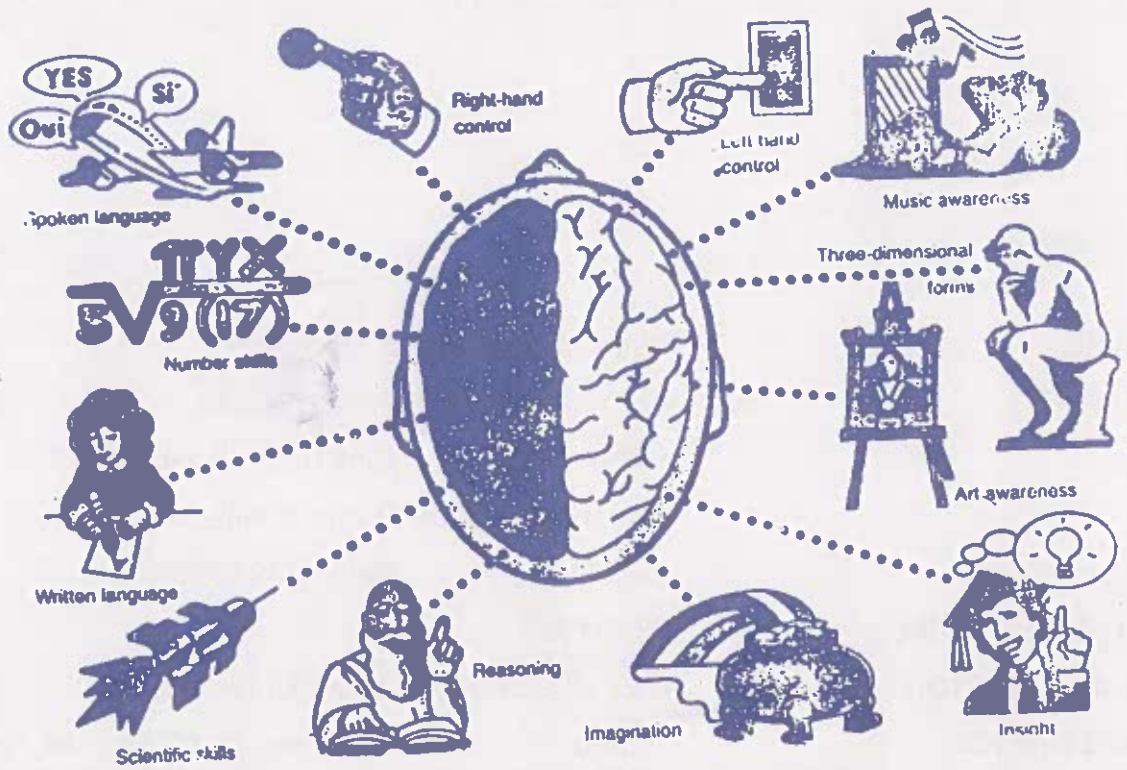
- |  |                          |                          |
|--|--------------------------|--------------------------|
| 84. Do you try to <u>impress</u> others with your knowledge of something about which you know every little?        | <input type="checkbox"/> | <input type="checkbox"/> |
| 85. Do you frequently <u>beg</u> for compliments?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 86. Do you often think that you are shy?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 87. Do you think that you are lazy many times?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 88. Do you <u>think</u> that you are forgetful often?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 89. Do you <u>think</u> that you are immature?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 90. Do you think you are careless many times?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 91. Do you <u>think</u> that you are irresponsible on many occasions?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 92. Do you <u>think</u> that you lack self-confidence?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 93. Do you <u>think</u> that you are bored most of the time?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 94. Do you have <u>inability</u> often to alter plans when better alternatives are available?                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 95. Do you have a <u>tendency</u> most of the time to measure everything in monetary terms and compare?            | <input type="checkbox"/> | <input type="checkbox"/> |
| 96. Do you often <u>complain</u> that others make more while doing the same work?                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 97. Do you get <u>up set</u> when corrupt people escape punishment while you are not responsible for the decision? | <input type="checkbox"/> | <input type="checkbox"/> |
| 98. Do you always <u>insist</u> that there should maintain consistency?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 99. Do you constantly <u>look forward</u> for a vacation?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 100. Do you have <u>difficulty</u> in admitting your own mistakes often?   | <input type="checkbox"/> | <input type="checkbox"/> |



Neuronal rescripting needed person



# Stress Management



## Neuronally Rescripted Person



## BIO-DATA

**NAME** : Atluri Ventateswara Rao

**ADDRESS** : 1) Vanapamula House No.45,  
: Pin- 521263 Plot No.8, Road No.13,  
: Krishna District Banjara Hills, Hyderabad

**TELEPHONE** : (08674) 43662 (040) 3397078

**DATE OF BIRTH** : 28-9-1927

**QUALIFICATION** : B.E. (Electrical) Madras University - 1950

**EXPERIENCE** : Joined as Junior Engineer in APSEB in 12-8-1950, worked in various capacities at different places in A.P. Retired as Chief Engineer on 30-9-85. Worked as Chairman, Hyderabad Allwyn Co., Ltd., During 1986-88

**EXPERTISE** : Worked as Director Personnel from 1978-88 in APSEB incharge of Administration, Industrial Relations, Board meetings, and General affairs of the Board.

**SPECIAL ASSIGNMENTS** : Member of Committee appointed Government of A.P. for suggesting Administrative reforms during 1986. Took active part in drafting and discussing with Committee of Secretaries of Government of A.P. Incharge of reviewing the working of State Level Public Undertakings from 1986-89. Various interventions made for improving the working of Organisations had yielded excellent results. Member of State Security Board from 1986-89.

**HUMAN RESOURCE** : Conducted H.R.D. Programmes in hundreds of Public Private Organisations covering more than 15,000

## **DEVELOPMENT ACTIVITIES**

participants ranging from Chairman to First level Executives. Presently conducting HRD Programmes for Director and Senior Scientists of C.I.S.R. Laboratories such as

1. Indian Institute of Chemical Technology, Hyderabad
2. National Physical Laboratories, New Delhi.
3. Indian Institute of Petroleum, Dehradun.
4. Central Building Research Institute, Roorkee.
5. Acknowledged by experts as one of the best Management Professional.

## **AWARDS**

: Republic day National Invention Award in 1969 for popularising Prestressed Concrete Poles for laying Electrical lines in the Country.

A. P. Govt. Award in 1968 for writing best book in Telugu for Children

Many prizes for writing best Technical papers.

Award from APSEB for economising the process of manufacturing of P.S.C. ples.

## **FOREIGN TRAINING**

: Trained for one year in Japan during 1963-64 in the Erection, Maintenance and Repairs of Power Transformers and Switchgear.

Toured Extensively Great Britain, France, Switzerland and Germany for studying the Power Industry during 1981.

## **SPECIAL INTERESTS**

: Authored about 35 books in Telugu and English on Human Problems ranging from WOMB to TOMB. Maintaining contact with readers through regular columns in Dailies, Weeklies, and other Periodicals.

Much sought after Speakers for inspiring and motivating different types of audiences.

The Programmes presently conducted by Sri. A. Venkateswara Rao.

1. Neuronal Empowerment for success.
2. Managerial Revolution for 21<sup>st</sup> Century.
3. Management of Mid-life Blues.
4. Stress Management.
5. Domestic Harmony.
6. How to bring up talented children?



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तदैव वीर्यवत्तरं भवति

**Duty performed  
with Knowledge, Faith and Devotion,  
becomes really effective**

**CR Human Resource Development Institute of Andhra Pradesh**

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