



# EFFECTIVE MIND-TRAINING FOR BUSINESS DEVELOPMENT AND LEADERSHIP SUCCESS

**BJORK BUSINESS™ OFFERS A UNIQUE PROGRAM THAT JOINS  
REAL-WORLD LEADERSHIP CHALLENGES WITH AWARENESS  
TRAINING, MEDITATION PRACTICE AND THE SCIENTIFICALLY  
PROVEN EFFECTIVENESS OF MINDFULNESS STRESS REDUCTION.**

Based on the notion that our minds are the largest untapped resources for business development, the program combines the following proven methods:

- MBSR© (mindfulness based stress reduction)
- Success coaching
- Ms Bjork's extensive experience as a CEO
- A proprietary leadership awareness matrix system



Linda Bjork, a former decade-long CEO of what she built to become one of Scandinavia's largest design and branding agencies; Amore. Known as a thought-leader in her industry, she now teaches leaders and brands how to get their inner business in order.

## LEADERSHIP MBSR© MIND TRAINING PROGRAM™ (4 OR 8 WEEKS)

Most leaders want to build profitable and healthy organizations that make a positive impact in the world. This is not possible with untrained minds and overwhelming stress.

- Between poor decision-making and burn-outs, stress has become hugely expensive for most organizations.
- Companies feel the negative impact of unfocused and overwhelmed managers.
- Business development suffers from limited thinking and lack of alertness and calm.

During the course of this 8-module program, participants will increase self-awareness and build mental strength required for a resilient leader and better business developer.

The program is a company group on-site program held during 4 or 8 weeks, with one 90-minute meeting each week. It is not department specific and can be held for a variety of different leaders.

### THIS PROGRAM IS DESIGNED TO:

- **IMPROVE BOTTOM-LINE**
- **GROW INNOVATION AND BUSINESS DEVELOPMENT SKILLS**
- **REDUCE STRESS**
- **BUILD ADVANCED LISTENING SKILLS**
- **INCREASE EFFICIENCY, FOCUS AND RESILIENCY**
- **EXPAND INTELLIGENCE**
- **BOOST CREATIVITY**
- **INCREASE JOY AND WELLBEING**
- **DEVELOP A MATURE ORGANIZATION WITH DEEPER ENGAGEMENT, BETTER DECISION-MAKING AND LONGEVITY**



# LEADERSHIP MBSR© MIND-TRAINING PROGRAM™

In a circular curriculum, the BJORK BUSINESS Leadership MBSR© Mind-Training Program™ goes through four module themes, twice. A common thread through all modules is practicing and gaining tools for stress-relief, resilience and a calmer mind, while adapting advanced listening skills and a higher sense of wellbeing and joy.

## BEING

WEEK 1 and 5:

Participants experience themselves as *being* leaders, rather than just having a leadership title. We explore who we really are in relation to our own leadership and how to cultivate integrity in the constant stream of demands and judgments. Self-defeating modes are also identified and diffused. We learn the difference between the ego and the core self, a skill that can lead any organization through difficult times to new levels of success.

## SPARK

WEEK 4 and 8:

An inspirational leader acts with purpose and ease. It seems unattainable for many, but anyone can cultivate spark and make their rightful dent in the world. As we experience our passion for making a difference, we will step up from motivating staff to inspiring people to greatness. We will learn how to use our own imagination, creativity and innovative abilities to connect to ourselves—and others—on a deeper level.

## FOCUS

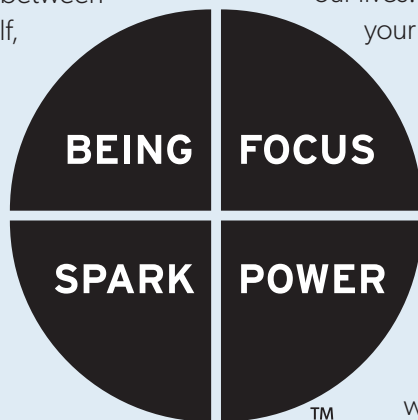
WEEK 2 and 6:

Participants learn how to train their minds to extraordinary focus. We learn how to alleviate thought-clutter and the negative impact of distractions. We learn how to diffuse the non-wanted workings of our own auto-pilots—so that we actually make our own decisions in our lives. Knowing what you and your team need to focus on, and how to get there, ultimately makes you invaluable as a leader.

## POWER

WEEK 3 and 7:

In these sessions, we will experience our inner power and learn how to always access it. We will understand the correlation between our thoughts and our feelings, examine our power drainers and learn how to turn victim-hood in to victory. As old power paradigms are proven flawed and self-defeating, we learn new ways to accomplish what we are here to do.



The course is a company group on-site program held during 4 or 8 weeks, with one 90-minute meeting each week. Homework will be assigned.

This program is not department specific and can be held for a variety of different leaders.

Group size can vary from 8 to 22 people. Although deeply developing for participants, no personal information is shared during the course of the program.

## WITH THIS PROGRAM PARTICIPANTS CAN:

- **FEEL EMPOWERED IN THEIR LEADERSHIP ROLE**
- **BECOME MUCH BETTER DECISION MAKERS**
- **DRAW UPON TOOLS THAT SHARPEN THEIR FOCUS AND CALM THEIR MINDS**
- **LEAD WITH HIGHER ALERTNESS & MATURITY**
- **BECOME MORE JOYFUL AND MORE INTELLIGENT**
- **BE MUCH BETTER BUSINESS DEVELOPERS**

*A 2-day intensive course held on an off-site location is also offered. Individual coaching based on the same principles can be arranged with limited availability.*

For more information and to book a presentation of the BJORK BUSINESS™ programs, please speak to Ms. Bjork directly: +1 (917) 922-1117.