***Business Principles, Advantages and Benefits of TIR Lessons***

**Created by Josh & Nita Matthews-Morgan of Learn Your Brain**

**Lesson One: Worthy Ideal**

**Business Principle: Goal setting and achieving**

Advantages: Importance of having growth goals that inspire people in organization. Other programs teach goal setting but don’t explain how to make goals that promote quantum leaps. Most organizations choose goals that they think they can do which means they go sideways. These goals don’t inspire people. Employees usually don’t buy into company goals but the process of setting and achieving team goals as taught in this lesson will allow them to align more easily with company goals.

Employees are encouraged to think big and set personal and professional goals too so they are more able to set big team goals.

Benefits: When employees have big goals that inspire them it helps move business forward. Because businesses are more successful the effects flows down: sales people sell more, employees feel more secure because they are working with companies that are growing. There is less turnover and employees are motivated because they are part of something bigger.

**Lesson Two: Knowing/Doing Gap**

**Business Principle: Return on Investment**

Advantages: Most trainings gives information about how to do their job. Our program helps you implement what you already know and changes behavior to close the gap between what employees know and they actually do.

Benefits: Return on Investment from past, present and future trainings. When people understand the cause of non-productive behaviors and how to change them, they become more productive so profits increase. The company won’t have to spend as much time on training because employees will do what they know to do. Because they are more productive they are happier, so there’s less turnover. Also there’s less friction between management and employees because employees are doing what management wants them to.

**Lesson Three: Infinite Mind**

**Business Principle: Productivity and Efficiency**

Advantage: Other programs cause a temporary improvement in behavior because they don’t change the root cause of behavior, which is paradigms. We teach how to change habits, and get teams to work together to replace negative habits with positive ones. A company culture of productivity is developed.

Benefit: Employees will be turning their non-productive habits into productive habits. They will be more efficient and productive in their jobs, which leads to an increase bottom line for the company.

**Lesson Four: The Secret Genie**

**Business Principle: Peak performance of employees, return on individuals**

Advantages: Other programs do not teach the root cause of success so any changes that result from these programs are temporary. Without the knowledge of how the mind works behavior changes of employees is temporary. Employees take a close look at their daily habitual actions to see where they can become more productive.

Benefits: Team performance improved through increased productivity of each individual. Employees and teams can break free from past results and habitual behaviors. Productivity and efficiency increases as employees and teams work better together.

**Lesson Five: Thinking into Results**

**Business Principle: Innovation and proactive thinking**

Advantages: Teaches people how to think and how to analyze their thinking. Helps them realize past results are a reflection of past thinking and to change what they are getting they have to change their thinking. Helps employees take responsibility for their behavior.

Benefits: Helps teams to come up with creative, innovative solutions to problems. Helps move situations that are stuck that have persisted for a while.

**Lesson Six: Environment is but our Looking Glass**

**Business Principle: Creating powerful teams**

Advantage: Employees will understand that to be more productive they have to change their image of themselves. Teams are strengthened through the emphasis of cooperation rather than competition as each individual makes a commitment to improve the functioning of the team.

Benefits: Teams become more productive as they improve their team image. Teams focus less on what the competition is doing and more on what they are capable of achieving as a team. Competition within the team is transformed to cooperation and working in harmony.

**Lesson 7: Trample the Terror Barrier**

**Business Principle: Overcoming barriers to success**

Advantage: Employees and teams usually don’t voice their fears and doubts so these issues don’t get addressed. This program creates an open environment for people to talk about fears so they can replace them with positive thoughts and get support from other team members. Teams also explore their collective thinking so they can see how they are limiting themselves. Employees will understand the source of their fear so they can move forward in spite of their fear.

Benefits: As employees overcome personal fears they can create effective teams. As they overcome personal fears they can help other members of the team overcome their fears so that all team members are more productive and forward thinking, more able to think of creative solutions to problems. This way teams are moving forward into bigger actions and the individual performance of each person is boosted.

**Lesson 8: The Power of Praxis**

**Business Principle: Aligning actions and results with company vision**

Advantage: Employees can see the connection between their beliefs and behavior. When they change non-productive to productive actions, their results can then match company mission and goals. Underlying beliefs are brought out in the open so that employees can change. Other programs may not give this chance for growth because they focus on teaching different behavior but if employees are not made aware of the congruency of their beliefs with their behavior, they still may not do the new behavior.

Benefits**:** Employees are responsible for helping create a vision of a perfectly functioning team that is reaching its potential. That means they will feel ownership for results of the team and will be catalysts for moving the team and company goals forward in a powerful way. They create the results that they are capable of creating together.

**Lesson Nine: The Magic Word-the magic of attitude**

**Business Principle: The attitude and mindset of high producing teams**

Advantages: In comparison with other program, TIR gives a very complete definition of attitude. Other programs may talk about the importance of having a good attitude, but this lesson really explains what it is and how to change it. This lesson teaches employees how to be focused and to change their thoughts and feelings about situations in the company that aren’t going well. When people learn that process they will be able to have control over any situation.

Benefits: Focused teams that have their thoughts, beliefs, and actions aligned will be much more productive and efficient. They learn the importance of keeping a positive attitude regardless of the situation. They will accomplish more in a shorter period of time so they will be more efficient.

**Lesson Ten: The Most Valuable Person**

**Business Principle: Effective leadership**

Advantages: Helps employees develop qualities of leadership in addition to being able to also be a good follower. Emphasizes the creation of a positive environment where employees are appreciated for the work they do. There is an emphasis on teamwork up and down the line. This lesson gives opportunities for team members and team leaders to share what they need from each other in order to move towards their goal.

Benefits: Creates cooperation among team members and a positive work environment. Allows team members to emerge in leadership roles which strengthens the team overall. Improves communication between teams and leaders. Leaders motivate their employees through appreciation.

**Lesson Eleven: Leaving Everyone with the Impression of Increase**

**Business Principle: Profit through service**

Advantages: emphasizes giving with no expectation of return, service to others. Promotes a high standard of performance for all levels in the company—leaders and employees are encouraged to do more and give more than they are paid for. Creates a culture of giving more than expected. Promotes positive relations within teams and between teams because team members start looking for what other people do well and bring it to their attention.

Benefits: As a result of this lesson, teams will look for ways to make customers and other team members feel valued and appreciated. This results in satisfied customers that continue doing business with company, smoothly running internal departments, and great company morale.

**Lesson Twelve: Magnifying the Mind**

**Business Principle: Team problem solving**

Advantages: Other programs show how to make incremental changes. This program lays out the steps for a quantum leap leading to dramatic results in performance. It introduces guidelines tocreate teams of people who work with understanding and in harmony towards achieving a unified goal.

Benefits: Employees are shown ways to sustain success so they keep getting better and better at what they are doing. This results in empowered employees and teams with unprecedented increases in performance.