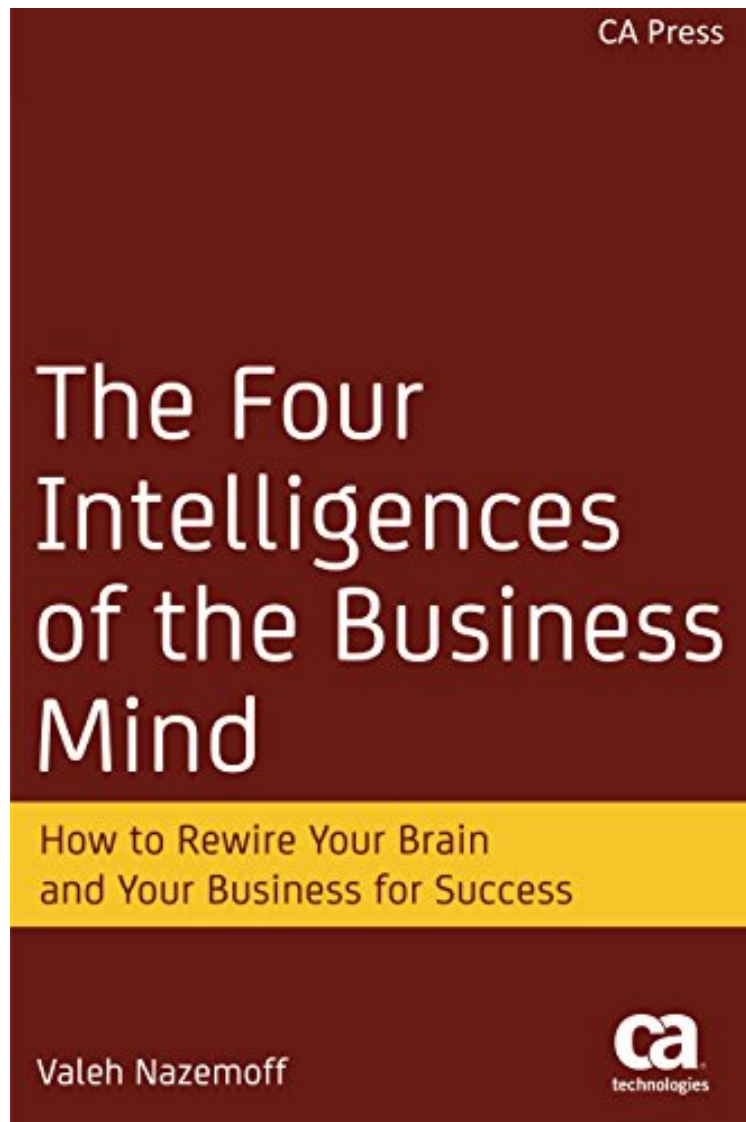


[Mobile library] The Four Intelligences of the Business Mind: How to Rewire Your Brain and Your Business for Success

The Four Intelligences of the Business Mind: How to Rewire Your Brain and Your Business for Success

Valeh Nazemoff

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Valeh Nazemoff : The Four Intelligences of the Business Mind: How to Rewire Your Brain and Your Business for Success before purchasing it in order to gage whether or not it would be worth my time, and all praised The Four Intelligences of the Business Mind: How to Rewire Your Brain and Your Business for Success:

2 of 3 people found the following review helpful. 'It is not enough to have a good mind. The main thing is to use it well.' - DescartesBy Grady HarpWashington DC based author Valeh Nazemoff earned a BS in psychology with a

focus in organizational behavior, two MBAs in both e-business and global management, and certification in project management and is now the Senior Vice President and co-owner of Acolyst, a high-level business technology performance management consulting firm. An accomplished strategic advisor, team builder, speaker, author and teacher, she is passionate about improving people's lives through strategic planning, technology and teamwork. Professionally known as a go-to business technology expert, who has been called the tipping point, Nazemoff has guided project teams for many governmental departments and agencies, including the U.S. Postal Service, Social Security Administration and Pension Benefit Guaranty Corporation. She has also consulted for clients of CA Technologies and was engaged by Lockheed Martin and CACI International, as well as coached and conducted workshops, which included attendees from Harvard University, IBM, Wal-Mart, and Erie Insurance. Valeh's book is subtitled 'How to rewire your brain and your business for success' and it is a valuable book for practically any level of business ownership or for those entrepreneurs eager to start a business. She first discusses how our brains process information and organize it and then use or misuse that information. Her Four Intelligences are Financial Intelligence, Customer Intelligence, Data Intelligence, and Mastermind Intelligence and the manner in which she discusses each of these aspects is not only educational but sharpens our abilities to recognize weakness as we see them and also how to re-focus and re-define methods that are no longer functioning well. Valeh's goal is to 'open our minds to opportunities, get excited about possibilities, have breakthrough moments and motivate ourselves to apply the principles she puts forward. A wise and useful manual, this. Grady Harp, February 15 2014

1 of 2 people found the following review helpful. Four areas in which business leaders need to declutter, simplify, collaborate, communicate, and strategize better. By Robert Morris. In *Tales from Both Sides of the Brain: A Life in Neuroscience*, Michael S. Gazzaniga shares and explains the results of major research in cognitive neuroscience in recent years. I was especially interested in these key points: Both sides of the brain constantly interact while retaining their separate unique functions, the brain is prewired in many different ways, and -- according to Gazzaniga -- "the processes of underlying behavior, cognition, and even consciousness itself are highly modular and work in parallel." If the mind is what the brain does, then the human brain has even more and more significant capabilities than once believed. Consider Howard Gardner's concept of multiple intelligences. With Erik Hille, Valeh Nazemoff has created what amounts to a primer for business executives on how to rewire their brain and, in process, rewire the business enterprise with which they are associated. She focuses on four core areas where Transformation Intelligence has the greatest impact: These are among the dozens of passages of greatest interest and value to me, also listed to suggest the scope of Nazemoff's coverage:

- o The Four Essential Transformational Intelligences for Businesses (Pages 3-4)
- o The Executive Function of the Brain (5-8)
- o The Four Essential Transformational Intelligences for Change (14-16)
- o Neuroeconomics (17-24)
- o Financial Intelligence (25-29)
- o Re-Purpose Customer Intelligence (30-31)
- o Customer Intelligence (38-39)
- o Habits (43-45)
- o Behavior and Predictive Analytics (45-47)
- o How the Brain Perceives Visual Information (54-58)
- o Opening Mind (73-77)
- o Window of Possibilities, and, Recognizing Patterns (84-87)
- o Delta of Possibilities (91-92)
- o Strategy Mapping, and, Ingredients of a Strategy Map (96-106)
- o The Output of a Strategy Map (111-113)

In my opinion, what we have in this volume is a 113-page primer on the basics of organizational and individual transformation. Obviously, need to have highly developed intelligence (both cognitive skills and reliable information) in four separate but related areas: finance, customer relationships, data, and what she characterizes as "mastermind" (on innovation) within a workplace culture in which personal growth and professional development are most likely to thrive. To those in need of much greater development of these basic concepts, I highly recommend these three sources:

- Management Rewired: Why Feedback Doesn't Work and Other Surprising Lessons from the Latest Brain Science by Charles Jacobs
- Beyond Performance Management: Why, When, and How to Use 40 Tools and Best Practices for Superior Business Performance by Jeremy Hope and Steve Player
- Beyond Performance: How Great Organizations Build Ultimate Competitive Advantage by Scott Keller and Colin Price

1 of 2 people found the following review helpful. Four Core Areas Interlinked for Brain Transformation for Business Success. By Richard R. Blake. *The Four Intelligences of the Business Mind: How to Rewrite Your Brain and Your Business for Success*. By: Valeh Nazemoff. CA Press 978-1430261643, 2014, 118 pages. Reviewed by Richard R. Blake, richard330@yahoo.com

In her book "The Four Intelligences of the Business Mind" Valeh Nazemoff introduces Keys to increasing focus, resulting in clarity of thought, enhancing decision making skills, and setting priorities, through transnational Intelligence impacting complex organizations: people, processes, technology, information, and performance. Nazemoff goes on to combine a balance of analytic, intuitive, social, and brain/mind consciousness in the individual's recognition of both personal and shared strengths and weaknesses within an organization. She describes how the brain and mind function. I found this discussion extremely interesting and especially helpful in understanding the area of the frontal lobe of the brain in decision making, problem solving and planning. This is also the area that enables cognitive thinking and controls judgment, speech, and reasoning. I was personally drawn to the chapters that highlighted pattern recognition and what can be done to sharpen and transform our entire business mind and strategy mapping for integrating the four intelligences for success. Among other things I found helpful include:

- A highly important discussion of determining a mission statement, vision, and values.
- The inclusion of intentional deliberate exercises for raising the level of consciousness resulting in a heightened state of alertness.
- Her conclusions regarding the inter-link of

collaborating: Financial, Customer, Data, and Mastermind with Money, Manpower, and Resources. The author demonstrates "a keen understanding" of business operation, organization, and principles; brilliantly linking them to organization psychology, neuroscience, and technology. The book is highly endorsed by leaders in the fields of business, education, management. I received a complimentary copy of this book for review purposes. The opinions expressed are my own.

International Bestseller and Amazon #1 Hot New Release - "The Four Intelligences of the Business Mind" offers practical strategies for business transformation, based on research from organizational psychology, neuroscience, business analytics, and multiple intelligences theory. Valeh Nazemoff, a strategic business technology advisor, reveals four different but interrelated types of intelligence essential to today's executive: financial, customer, data, and mastermind intelligence. Knowledge of these transformational intelligences will benefit anyone from individual leaders up through entire organizations. This short yet impactful book teaches readers to train their brains in this new way of thinking, apply these skills to their organizations, and influence their companies to adopt these transformation techniques. By approaching analysis, strategy mapping, and decision-making with the calm, positive, and proactive methodology detailed in this book, executives and decision makers will feel confident in addressing the challenges posed by constantly evolving business environments. Thinking according to the four transformational intelligences will become second nature, resulting in individual and organizational change.

"Nazemoff offers a framework to help business leaders sort through the endless barrage of data and make decisions effectively...ultimately helping business transform and grow to where you want it to be." -- Nicole Fallon, Business News Daily, Dec. 17, 2014 "It takes a lot of smarts to run a business, but not just any smarts. Four specific mental skills or 'intelligences' will help make any entrepreneur more successful, according to Valeh Nazemoff." --Minda Zetlin, "4 Mental Skills Every Business Leader Needs," Inc., Dec. 24, 2014 "I highly recommend that you look at your organization through the lens of The Four Intelligences of the Business Mind. If you do so, your business will improve in unexpected ways." --Mark Waldman, Executive MBA Faculty, Loyola Marymount University "The Four Intelligences of the Business Mind uses a revolutionary four-quadrant-based approach to teach you how to retrain your brain to optimize and transform your business. Valeh Nazemoff has written an excellent book with a commonsense approach and clear guidance." --Shaun Khalfan, Chief of Cyber Infrastructure, Department of the Navy "Practical, relevant, insightful, engaging, and a pleasant read, The Four Intelligences of the Business Mind puts human decision making into a whole new light, revealing practical steps that will allow you to reinvent your business and customer relationships!" --James Brady, PhD, FHIMSS, CIO, Kaiser Permanente Orange County From the Author I dedicate this book to you, the reader, on your journey forward to success. Success is the ripple effect that you cause in society through your actions. The most successful actions are rooted in positive intention, proactive initiation, inspiring innovation, and improvement of self and others. Let's impact the world together! From the Inside Flap