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# ***Thinking Tactics***

***How to Leverage  
the Power of Your Mind***

**Orange County  
California**

**Saturday,  
March 24, 2012**

Advanced Registration  
Due 3/10/11

Location

LePort Schools  
Mission Viejo Campus,  
22081 Hidalgo Ave., Mission  
Viejo, CA 92691

**9:30 a.m. – 4:30 p.m.**

(Continental breakfast &  
sandwich lunch provided)

Walk-In Price: \$375

**Advanced Registration  
Price: \$325**

***Sign up by March 10 to  
ensure your place!***

“No problem can withstand the  
assault of sustained thinking”  
—Voltaire

“Having participated in the *Thinking Tactics*  
course, I would recommend it to anyone  
who wants to improve their thinking  
methods. The course is particularly helpful in  
bringing to consciousness practical  
techniques to focus your thought process  
and overcome thinking inertia. Every  
participant in the course I attended found it  
to be extremely helpful.”

—John Allison, Former Chairman & CEO  
BB&T Financial Holding Company

**Register today**

**Call 212-972-9495**

Or visit [www.thinkingtactics.com](http://www.thinkingtactics.com)

**Managers, Business Owners, Engineers  
and Other Professionals—**

**Learn ways to speed up your thinking and  
get more done on your top tasks  
in this all-day workshop**

As a professional, you are paid to think—to figure out what the company or the client should do. Whether you are a manager or an engineer, a lawyer or a marketing specialist, you dig up facts the business needs, make business decisions, and solve your business's problems. When your thinking gets stuck or slowed down, the business gets stuck or slowed down.

In Thinking Tactics, you learn to identify why you are getting stuck, and surmount the mental obstacles with ease.

In the morning session, **Concentrating the Power of Your Mind**, you learn tactics to help you tap into your own experience and expertise, on demand. You learn how to concentrate, even when it's noisy, you are frequently interrupted, or there's too much to think about. You learn a technique that helps you switch mental gears and avoid losing your place, so you can return to a train of thought after an interruption. You learn tactics to identify and eliminate different forms of overload that can stop thinking, including emotional overload. You learn to spot hidden problems that can derail you—including internal conflicts and vague goals—and then you learn how to get your thinking back on track.

In the afternoon session, **Making Complex Tasks Fit in People-Sized Brains**, you learn thinking tactics that ensure you don't get bogged down by complexity overloading your mental circuits. You learn how to reconceive large, complex projects so you can focus on the essentials and ensure you get results by a deadline. You learn how to untangle the factors in a complex decision, so you can commit decisively to one option. And you learn that you cannot expand your mind to deal with every issue at once; that instead, you need to capture what you know, make decisions in the flow, and adapt as you go. You learn how to keep your thinking (and your work) moving productively, no matter how complex the task.

Most people tackle thinking challenges in an ad hoc manner. In Thinking Tactics, you learn to call on a flexible system of practical techniques—a system that you can use every day to solve problems faster, make better decisions, and get projects done.



527 Third Avenue #223  
New York, NY 10016

**Join thousands of people who have benefited from taking  
Jean Moroney's classes on thinking skills.**

Register on the web at: [www.thinkingtactics.com](http://www.thinkingtactics.com)

# Do you recognize these problems?

**“I’m always getting interrupted or distracted, so it’s hard to get anything done.”**

Distractions and interruptions kill your productivity by making you lose your train of thought. You then have to start the thinking process all over again. What a waste of effort.

In unit 1 of *Thinking Tactics*, I teach a method for capturing your thoughts which makes you interruption-proof. You may still get interrupted, but you’ll be able dive right back into your stream of thought.

**“I often feel overloaded by all I have to do. It’s hard to see where to begin.”**

Overload is the #1 mental obstacle to thinking. It comes in several forms. You can be overloaded just by the number of issues that are occurring to you, or your feeling of overload may be colored by confusion or intense emotions.

What you need is a simple procedure you can use to move your thinking forward, right at that moment. In unit 2, you’ll learn easy-to-implement solutions to the two most common forms of overload.

**“I put in the time on the tough projects, but sometimes it seems like I don’t get anywhere. I go in circles in my head.”**

We all go in circles sometimes. It happens when you jump into action prematurely, before knowing clearly which direction you need to go.

The secret for dealing with this problem is threefold:

1) You need to know how to catch such a problem sooner rather than later, so you don’t waste your precious time.

2) You need to be able to diagnose why you’re not making progress.

3) You need to set a better thinking goal—one that will help you move forward. We discuss this in unit 3.

**“I struggle getting creative work done on a schedule. I want to set ‘stretch’ goals but sometimes I shoot for more than I can deliver, so I face a huge time crunch.”**

Research has shown that you get more done when you set “stretch” goals—but that you bog down if you set unrealistic ones.

How do you set an appropriate “stretch” goal, particularly for creative work? You need an adaptive plan that can produce top results (if all goes well), and *will* produce decent results before the deadline, no matter what. In unit 4, I teach you the key tactic that helps perfectionists and everyone else turn in good work on time.

**“Sometimes I get stalled because I don’t know exactly what direction to go. There are so many factors to consider that it’s hard to figure out what’s best.”**

Complex decisions are...complex. In Unit 5, you’ll learn a practical technique for capturing all the issues surrounding a hard decision, then reframing it so you can commit to a satisfactory choice without a lot of angst.

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## What you learn

**In the morning session, *Concentrating the Power of Your Mind*, you learn:**

- The #1 tactic for coping with brief interruptions when you are trying to concentrate
- How to combat overload in three quick steps
- How to spot when you're wasting effort, then get your work back on track fast
- What you need to take the strain out of thinking and make it flow

**In the afternoon session, *Making Complex Tasks Fit in People-Sized Brains*, you learn:**

- How to break down the hardest thinking tasks so you can get started immediately
- How to untangle complex decisions so you can quickly commit to an option and move forward
- The one thing to do when you have to put work aside for more than 5 minutes to ensure you don't lose your place
- The #1 thinking tactic that helps perfectionists (and everyone else) turn in good work on time

## Topical Outline

### Part 1: Concentrating the Power of Your Mind

#### Unit 1: Jump-Starting Thinking

1. Thinking Tactics
2. Mental Leverage
3. "Thinking on Paper"
4. The Conscious Mind vs. Subconscious  
Memory Banks
5. Jump-Starting Your Thinking

#### Unit 2: Clearing Mental Overload

1. Mental Overload
2. Too Many Things
3. Emotional Overload
4. Introspection 101
5. Clearing Mental Overload

#### Unit 3: Avoiding Wasted Effort

1. Floundering
2. Four Causes of Conflict
3. "Complaining"
4. A Bird's-Eye View
5. Diagnosing Floundering
6. Common Problems with a Goal
7. Thinking at the Meta-Level
8. Avoiding Wasted Effort

### Part 2: Making Complex Tasks Fit in People-Sized Brains

#### Unit 4: Getting Results on Complex Tasks

1. Tackling Complexity
2. Planned Evolution
3. Layering
4. Adding On
5. FAQ's from Perfectionists
6. Steps, Stopping Points, & Generations
7. 80:20 Rule for Results

#### Unit 5: Making Complex Decisions

1. Simple vs. Complex Decisions
2. Positive vs. Negative Motivation
3. Positive Decision Process
4. Making Complex Decisions

#### Conclusion

1. Mental Cleanup Time
2. Flow vs. Strain

Thinking Tactics

The Thinking Flow Diagram

## About Jean Moroney



**Jean Moroney, President of Thinking Directions**, teaches managers and other professionals how to use targeted thinking to solve problems faster, make better decisions, and get projects finished.

She started her career as an engineer, graduating from MIT with Bachelor's and Master's degrees in Electrical Engineering in 1985 & 1986. To her surprise, she became more interested in the thinking processes she was using than the problems she was solving. She took time off from work to earn a Masters Degree in Psychology from Carnegie Mellon University (1994) and to complete a graduate training program in philosophy focusing on the theory of knowledge and logical analysis at the Objectivist Graduate Center of the Ayn Rand Institute (1996).

She left engineering for good in 1998 in order to start a business coaching individuals in thinking skills. Applying what she had learned as a project manager, she helped her clients fix the biggest problem first. Over time she realized that the main challenge most people face in analytical thinking is difficulty in dealing with routine mental obstacles, such as distractions, overload, conflict, and blankness. So she turned her attention to developing tactics to address these issues directly.

She now offers a range of coaching, consulting, training, and speaking services to individuals and corporations. She has given her flagship course, "Thinking Tactics" all over North America. Her corporate clients include Microsoft, Amazon.com, BB&T, and Canadian Bank Note Company. Thousands of people have benefited from her methods.

## Testimonials for *Thinking Tactics*

**"Your course was a breakthrough event.** It gave me a structure for the thinking process that is helping eliminate the logjam of stalled thinking. It has freed up my mind to focus on solutions instead of floundering."

—Tim Rozycki, Chicago, IL

"I went into the *Thinking Tactics* workshop with a couple of problems to think about, one which I thought was unsolvable. I worked on it in one of the exercises—and now I see what to do.

**Jean gave me a method to follow."**

—Jim McCrory

Lawyer, Albuquerque, NM

"One aspect I like so much about your method is that you combine examining one's feelings with one's factual reasons that stand in the way of getting things done. Learning that it is not just okay, but eminently practical, to name those feelings is very helpful. It actually helps in getting things done. **I continue to use your method regularly.**"

—Raymond Niles, Managing Partner, RCNiles Capital, LLC

**"Excellent! Well worth the money!**

The workshop was instrumental in getting me going on an important long-term project. It helped me identify the real reason I was stalled, which wasn't what I expected. The fact that it wasn't going anywhere was causing me a great deal of stress. Now it's moving forward."

—Dawn Bacak, Houston, Texas

**Questions? Email Jean Moroney  
jm@thinkingdirections.com**

# All You Need to Know about *Thinking Tactics* in Orange County 3/24/12

*Thinking Tactics* is a jam-packed day, covering all the tools you need to concentrate on demand and make a complex task fit inside your brain.

## LOCATION:

LePort Schools  
Mission Viejo Campus  
22081 Hidalgo Ave.  
Mission Viejo, CA 92691

## SCHEDULE:

9:00 Registration Desk Opens  
(Continental Breakfast provided)  
9:30 Class begins  
12:45 Lunch (Sandwiches provided)  
1:45 Class resumes  
4:30 Workshop ends

## BONUS:

Receive a complimentary copy of  
the 14-page pamphlet on  
“Thinking on Paper”  
with your registration packet

## PRICE & REFUNDS: Full price: \$375

**Advance discount:** \$325 if paid two  
weeks in advance. (March 10)  
No refunds after payment deadlines.  
(You can send a replacement.)

**After the advanced deadline, please call to  
ensure there is space.**

This is an interactive workshop. During the day we will work through exercises and processes in the 70-page workbook using a combination of lecture, discussion and group exercises.

## Advanced Registration Cost: \$50 off

Save \$50 if you commit and pay by  
3/10/12—and guarantee a place.

## Pay only \$325

Note: Advanced payments are not refundable  
after the deadline.  
(You may send a replacement.)

To help you apply *Thinking Tactics* afterwards, you will have a complimentary membership in the Thinking Lab through the end of May. In the Thinking Lab, you get weekly thinking tips, access to mastery classes, and a chance to do more individual exercises and get feedback on them.

## Does your corporation have a training budget?

Your company will benefit from your taking *Thinking Tactics*, so ask them to pay the tuition. (I can provide paperwork as needed.)

Managers at companies including BB&T, Rogers Communications, Microsoft, and Amazon.com have made *Thinking Tactics* a part of a professional development program. Maybe it can be a part of the program at your company, too. . I can provide relevant information to your supervisor or training director.

Everybody comes to the *Thinking Tactics* workshop with different topics to think about, but they all leave with a single system that helps them concentrate better, avoid bogging down, and get more mileage out of their thinking time.

Questions? Call 212-972-9495 or email Jean Moroney at [jm@thinkingdirections.com](mailto:jm@thinkingdirections.com)  
Register on the web at: [www.thinkingtactics.com](http://www.thinkingtactics.com)

## Let's sum up what you get from your investment

Powerful tactics that you can apply every day in your own thinking that make it more productive, more efficient, and more pleasurable

- The secret to concentrating, even in poor working conditions and on difficult tasks
- The method you need to gear up quickly on a large task, keep it going, and get a high-quality product done on time
- A chance to use the tactics on your own issues and solve problems before you leave the workshop
- Surprising insights into how to use what you already know more effectively
- A 70-page workbook including a quick summary of the entire course
- A 14-page "Thinking on Paper" pamphlet
- A laminated summary sheet for quick reference
- Continental breakfast and sandwich lunch
- Complimentary membership in The Thinking Lab for two months after class so you can learn more tactics, get more practice, and turn the tactics into techniques you use every day.

### My Money-Back Guarantee to You

If you have not already discovered one way your thinking can be significantly more productive by the time of the first break (11:15), you can leave then with a 100% refund.

—Jean Moroney

### Can't attend in Orange County?

Sign up for my free email newsletter to be sure to hear about all the upcoming classes and new products from Thinking Directions. Just email: [subscribe@thinkingdirections.com](mailto:subscribe@thinkingdirections.com)

## Top 10 Situations in Which You Can Use *Thinking Tactics*

- 1) At the beginning of a big project or a major transition
- 2) When you're planning the day, the month, or your life
- 3) When you're reviewing how things went today, last week, or last year
- 4) When you're preparing for a difficult conversation
- 5) When you're under pressure to meet a deadline
- 6) When you want to start a question percolating in the background
- 7) When your task seems impossible or you feel paralyzed
- 8) When your task seems easy but you can't get started
- 9) When you're going in circles or feel like you're wasting your time
- 10) When you have a great new idea to pursue

**"I use *Thinking Tactics* for a lot of day-to-day activities at work. It's a great tool to have available. Before I took the class, I might delay working on a problem when I got stuck, and move on to something else. Now I know what to look for and what to do. I've not had an instance where I haven't been able to come up with a solution using "*Thinking Tactics*." Thanks for a great life lesson."**

—Brett Crawford, Automotive Engineering, Detroit, Michigan

**Register by 3/10/12, save \$50 and guarantee your place.**

**Register on the web at: [www.thinkingtactics.com](http://www.thinkingtactics.com)**



527 Third Avenue #223  
New York, NY 10016

**Thinking Tactics :  
Orange County, CA  
March 24, 2012**

“I use Jean’s methods on a daily basis, at work and in my personal life. They help me work through my hardest problems and get control of the most stressful situations. I wouldn’t be as effective or efficient as I am without them. I highly recommend Thinking Tactics”

—Jason Crawford, Co-founder & CTO  
Kima Labs, San Francisco, CA

**Yes—Enroll Me in the March 24 *Thinking Tactics* workshop in Orange County**

**Enrollee:**

Name: Mr. / Ms. \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

**Cost:**

\_\_\_ \$325 (2-week advance price – due by 3/10)

\_\_\_ \$375 (Regular price—please call to ensure last-minute availability)

**Method of Payment (please check one of the following):**

\_\_\_ I will send a check payable to Thinking Directions  
(mail to Thinking Directions, 527 Third Avenue, #223, New York, NY 10016)

\_\_\_ Please invoice my company (include billing information on separate sheet)

\_\_\_ Charge to: Visa • MasterCard • Discover (circle one)

Name on Card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3-digit code: \_\_\_\_\_

Signature: \_\_\_\_\_

**4 Ways to Enroll: Visit: <http://www.thinkingtactics.com> • Call: 212-972-9495**

Fax this form to: 917-599-0478 • Mail to: Thinking Directions, 527 Third Ave. #223, New York, NY 10016