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# ***Thinking Tactics***

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

## **Washington DC**

**May 7, 2011**

Early-Bird Registration  
Due 3/25/11

## **New York**

**May 14, 2011**

Early-Bird Registration  
Due 3/25/11

## **Ft. Lauderdale**

**July 9, 2011**

Early-Bird Registration  
Due 5/1/11



Regular Price: \$375

**Early-Bird Price:  
\$275**

***For each workshop, 10 "Early-Birds" are needed for a "Go"***

**"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)

**Thinking Tactics • Washington • New York • Ft. Lauderdale**

**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, **Leveraging 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 confusion and 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, **Managing the Time to Think**, you learn thinking tactics that eliminate the need for hours of uninterrupted time to tackle hard thinking tasks. You learn tactics to help you get started quickly, so you don't fritter away the time you do have. You learn how to reconceive large open-ended tasks so that you can do productive thinking in 20-30 minute blocks of time. You learn how to make these shorter time blocks add up to the same quality result you would have had using one long, uninterrupted time period. You'll learn how to use this method to counter scope creep, schedule slips, and perfectionism.

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 communicate more effectively.



527 Third Avenue #223  
New York, NY 10016

**Hundreds of people have benefited from *Thinking Tactics*.  
Early-Bird Deadlines: DC & NYC: 3/25/11, Ft. Lauderdale: 5/1/11**

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 to 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 three 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 know exactly what I need to do, but I don’t want to slog through it.”**

And why should work be a slog?

*Thinking Tactics* is devoted to teaching you how to keep thinking flowing rather than slogging. In particular, in Unit 4 we will discuss the problem of getting started on a big task—which is often the worst slog. You will learn reliable methods for getting started quickly and enjoyably.

**“If I only had a big block of time, I could get a lot more done.”**

We all get more done when we have several hours clear. When you have that much time, it doesn’t matter much what order you do the work. You can just dig in and plow through one thing at a time until everything is finished in a neat, tidy package. But most of us can’t clear a big stretch of time as often as we’d like.

Fortunately, you can be just as productive if you think about certain key aspects of your work before plunging in. In unit 5, I teach a tactic that helps you transform multi-hour tasks into work you can finish in multiple segments of about half an hour. I show you what to do so that whenever time runs out, you don’t have to leave your work “in the middle.”

**“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 5, I show you what to do.

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## What you learn

**In the morning session, *Leveraging 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, *Managing the Time to Think*, you learn:**

- How to get started immediately on the hardest thinking tasks
- How to use multiple 20- or 30-minute time blocks to accomplish a task that "needs" hours of uninterrupted concentration
- 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: Leveraging the Power of Your Mind

#### Unit 1: Dealing with Distractions

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

#### Unit 2: Clearing Mental Overload

1. Mental Overload
2. Too Many Things
3. Confusion
4. Emotional Overload
5. One General Solution

#### 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. Three Kinds of Mental Leverage

The Thinking Flow Diagram

### Part 2: Managing the Time to Think

#### Unit 4: Jump-Starting Your Thinking

1. The Problem: Scarce Thinking Time
2. The Solution: Getting Started, Getting Finished
3. Mental Needs at Startup
4. Activating Genuine Motivation
5. Activating Relevant Knowledge
6. Keeping Thinking Flowing

#### Unit 5: Making Long Thinking Tasks Fit in Short Time Blocks

1. Stopping vs. Finishing
2. Capturing the Context
3. Planning for Results
4. Five Models for Finishing Early and Often
5. Countering Schedule Slippage and Scope Creep
6. FAQ's from Skeptical Perfectionists
7. Managing Your Mind

Thinking Tactics

## 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 communicate more effectively.

Starting in 1998, she developed a unique, individualized method for teaching logical and psychological skills using individualized exercises. In 2004, she transformed the core concepts into a system of *Thinking Tactics*.

"No matter how bright or motivated people are, sometimes they'll hit a mental block such as overload or confusion. This happens most often when they are moving outside their 'comfort zone' on the most creative and difficult tasks. My goal in *Thinking Tactics* is to teach them exactly what to do when they hit these mental obstacles. I want to help them leverage their own expertise, so they can get more top-level work done with the same mental effort."

—Jean Moroney

She has given all-day workshops on *Thinking Tactics* at corporations including **Microsoft, Amazon.com, BB&T, Canadian Bank Note Company, and Rogers Communications** and to public audiences in New York City, Los Angeles, Chicago, Houston, Baltimore, San Francisco, Denver, Kansas City, and Seattle. She continues to develop individual exercises, advanced thinking techniques, and new courses in the Thinking Lab, an online program.

Ms. Moroney has an MS in Psychology (Carnegie Mellon, 1994), a BS and an MS in Electrical Engineering (MIT, 1985 & 1986), and has completed a graduate training program in philosophy at the Ayn Rand Institute (1996).

## 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 Washington DC 5/7/11, New York 5/14/11, & Ft. Lauderdale 7/9/11

Each workshop needs a commitment by 10 people by  
the Early-Bird deadline to make it a “Go”

## LOCATIONS:

### Washington DC 5/7/11:

Holiday Inn National Airport  
650 Jefferson Davis Hwy  
Arlington, VA 22202

### New York, NY 5/14/11:

NY Seminar and Conference Center  
71 West 23rd Street (Near 6th Avenue)  
Suite 515, New York, NY 10010

### Ft. Lauderdale, FL 7/9/11:

Sheraton Fort Lauderdale Beach Hotel  
1140 Seabreeze Boulevard  
Fort Lauderdale, FL 33316

## SCHEDULE:

- 9:00 Registration Desk Opens  
Continental Breakfast (provided)
- 9:30 Class begins
- 12:45 Light Lunch (provided)
- 1:45 Class resumes
- 5:00 Workshop ends

**CLASS SIZE:** 30 maximum

## BONUSES BEFORE AND AFTER:

- 14-page “Thinking on Paper” pamphlet.
- Complimentary membership in The Thinking Lab for two months. Includes weekly tips, monthly teleclasses, individual exercises and feedback.

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

- Early Bird Special: \$275 if paid by early-bird deadline. No refunds unless the workshop is “No-Go.”
- Advance discount: \$325 if paid two weeks in advance.
- No refunds after payment deadlines. (You can send a replacement.)

## Early-Bird Special: \$100 off

Save \$100 if you commit  
by these dates:

Washington DC: 3/25/11

New York: 3/25/11

Ft. Lauderdale: 5/1/11

## Pay only \$275

This special price is for those who commit early to make each workshop a “Go.” We need ten people to commit by the Early-Bird Deadline to make that city a “Go.”

### IMPORTANT

- **Early-Bird payments are not refundable** (You may send a replacement.)
- If it’s a “no-go,” all payments will be returned immediately

## 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.

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 light 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 these locations?

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 the Early-Bird Deadline to get a \$100 discount and ensure the workshop is a "Go"  
Register on the web at: [www.thinkingtactics.com](http://www.thinkingtactics.com)**



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*Thinking Tactics :*  
*Washington DC: May 7, 2011*  
*New York City: May 14, 2011*  
*Ft. Lauderdale: July 9, 2011*

“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 *Thinking Tactics* in:**  Washington DC 5/7/11  
 New York 5/14/11  Ft. Lauderdale 7/9/11

**Enrollee:**

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

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

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

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

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

**Cost:**

\$275 (Early-bird commitment price)  \$325 (2-week advance price)

\$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