



presents

Thinking Tactics

***How to concentrate the power of your mind
and fit complex tasks in people-sized brains***

**Chicago
Saturday,
September 18, 2010**

**San Francisco
Saturday,
September 25, 2010**

9:30 a.m. – 5:00 p.m.
(Continental breakfast &
deli lunch provided)

Price: \$375
Early-bird commitment:
\$100 off if you commit by
July 19.

Go-NoGo
Decision Date: 7/20/10
See inside for details.

**“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, Chairman & CEO
BB&T Financial Holding Company

Register today

Call 212-972-9495

Or visit www.thinkingtactics.com

Thinking Tactics Workshop • San Francisco & Chicago

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 solve problems for the business, make business decisions, and dig up facts the business needs. You are the brains of a company. When your thinking gets stuck or slowed down, the business gets stuck or slowed down.

In *Thinking Tactics*, you learn to become your own mental efficiency expert. You learn to identify mental obstacles and to surmount them with confidence.

In the morning session, **Concentrating the Power of Your Mind**, we focus on tactics to ensure you can tap into your experience and expertise, even when it's noisy, there's no time, there's too much to think about, or you can't settle down. In this workshop, you learn a technique that helps you switch mental gears and avoid losing your place, so you can think effectively despite interruptions. You learn tactics to identify and conquer mental obstacles, including overload and confusion. You learn how to spot internal conflicts and vague goals that can derail you—and how to get your thinking back on track.

In the afternoon session, **Making Complex Tasks Fit in People-Sized Brains**, we turn to thinking tactics that help you tackle long-term, complex projects without bogging down or burning out, so you can avoid wasting effort and get the job done. On such projects, it is impossible to consider all the details and anticipate all the possible contingencies in advance. In this class, you learn that you cannot expand your mind to deal with every issue at once; you need to reduce the issues to the essentials, constantly incorporating new information as you go. This is a process of “Just in Time Planning,” which consists of four tactics that help you plan and prioritize difficult, amorphous, and open-ended projects. You learn how to keep your thinking (and your work) flowing productively so you can get the job done.

Most people solve thinking problems in an ad hoc manner. In *Thinking Tactics*, you learn a flexible system of practical techniques—a system that ensures your thinking gives the best possible results in the available time.

Thinking
Directions

527 Third Avenue #223
New York, NY 10016

**Hundreds of people have benefited from *Thinking Tactics*.
Register by 7/19/10**

Register on the web at: www.thinkingtactics.com

Do you recognize these problems?

“If I only had a big block of time, I could do all the thinking I need.”

We all get more done when we’re alone, without interruptions. But when you don’t have uninterrupted time, what can you do?

In unit 1 of *Thinking Tactics*, I teach an alternate approach. I teach you how to use short spells of targeted thinking, perhaps only 15 minutes each, and have them add up to big results.

“When I sit down to do some hard thinking, sometimes I have a mental block.”

It’s completely normal to hit a mental block from time to time. You will often hit a block when you challenge yourself to think about something new and unfamiliar.

What you need is a simple procedure you can use to move your thinking forward, right at that moment. In unit 2, we’ll discuss the two most common mental blocks—overload and confusion—and I will teach 3-step solutions to each of these problems.

“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 find planning to be useless on new, complex tasks. After I start work, I learn so much that everything changes and the plan goes out the window.”

There’s no point in spending a lot of time planning minute details that you know will change.

But a plan serves a crucial mental need. It helps you make intelligent decisions about what to work on now. It focuses you on one manageable step at a time.

What you need is an adaptive planning process that lets you be on top of the issues mentally, without needing encyclopedic detail. I call the system you need “Just-in-Time Planning,” and I teach it in the afternoon of *Thinking Tactics*.

“I struggle trading off time and quality. I want to set ‘stretch’ goals but sometimes I shoot for more than I can deliver by the deadline.”

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? 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 teach the key concept that solves this problem. It can help perfectionists and everyone else minimize crunches before deadlines.

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

And why should work be a slog? There is almost always a way to adapt the work to keep you interested and productive.

In unit 6, we will discuss how to use *Thinking Tactics* to keep thinking “flowing,” not slogging.

***Thinking Tactics* offers specific solutions**

Questions? Call 212-972-9495 or email Jean Moroney at jm@thinkingdirections.com
Register on the web at: www.thinkingtactics.com

What you learn

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

- How to use small chunks of time for big thinking tasks
- How to break through the two most common thinking blocks in three quick steps
- How to spot when you're floundering, then get your work back on track fast

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

- How to survey your own mental databanks to get yourself started on a complex task
- The secret to making large, amorphous projects fit in limited schedules
- The #1 thinking tactic that helps perfectionists turn in good work on time
- What you need to take the strain out of thinking and make it flow

Topical Outline

Part 1: Concentrating the Power of Your Mind

Unit 1: "Thinking on Paper"

1. Thinking Tactics
2. The Conscious Mind vs. Subconscious Memory Banks
3. Three Levels of Intervention
4. "Thinking on Paper"
5. Directed Thinking

Unit 2: Clearing Mental Overload

1. Mental Overload
2. Too Many Things
3. Confusion
4. Being Your Own Sounding Board
5. Emotional Overload
6. Memorizing Solutions

Unit 3: Avoiding Wasted Effort

1. Floundering
2. Four Causes of Conflict
3. "Complaining"
4. A Bird's-Eye View
5. Diagnosing Floundering
6. Problems with a Goal
7. Thinking as Goal-Directed

The Thinking Flow Diagram

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

Unit 4: Getting Your Mind Around the Problem

1. Keep Thinking Flowing
2. Simple vs. Complex
3. Limiting How Much
4. Zeroing in with a Timeline
5. Quick & Dirty Overview
6. Quick & Dirty Evaluation
7. Surveying the Territory
8. Making Your Own Warm-up Questions
9. Getting Your Mind Around the Problem

Unit 5: Finishing Early and Often

1. Problems with Focusing on Steps or Parts
2. Planned Evolution
3. Countering Schedule Slippage and Project Creep
4. Evolving from Bare Bones
5. FAQ's from Skeptical Perfectionists
6. Benefits of Finishing a Rough Version Early
7. Just-in-Time Planning

Thinking Tactics

About Jean Moroney



Jean Moroney, President of Thinking Directions, teaches managers and other professionals how to use targeted thinking to grapple with the pace and complexity of business.

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* to dozens of corporate audiences at **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, Denver, Kansas City, and Seattle. She continues to develop individual exercises and advanced thinking techniques in the *Thinking Tactics Mastery 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*

“**This workshop helped me deal with a problem that had been plaguing me for some time.** Once I learned about the floundering scenarios, I had a major breakthrough that has already saved me over \$500! And the methods of surveying and spiraling were well worth the cost of the entire workshop.”

—Francesco Moriconi
Owner, Fitness Analysis and
Comprehensive Training

“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

“Thank you for your wonderful workshop. I can immediately apply the material you presented to all facets of my life. **In fact, everyone I spoke to during the breaks felt as if you tailored the workshop for them.** Considering the varieties of professions and personalities that were represented, it is clear that *Thinking Tactics* can benefit anyone who wants to think.”

—Alec Bass
Information Security Specialist

“**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

Questions? Email Jean Moroney
jm@thinkingdirections.com

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Everything There Is to Know about *Thinking Tactics* in Chicago 9/18/10 and San Francisco 9/25/10

This workshop is only tentative—
we need the commitment of 10 people
by July 19, 2010
to make it a “Go”

LOCATION:

Chicago: To be held at a meeting center downtown, accessible to public transportation.

San Francisco: To be held at a hotel near the SFC airport. It will be a hotel with free shuttle service to the airport.

The exact venue will be chosen after 7/19/10, and early-bird enrollees will be informed as soon as it's set.

SCHEDULE:

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

CLASS SIZE: Class is capped at 30 participants.

BONUSES BEFORE AND AFTER:

- 14-page “Thinking on Paper” pamphlet sent when you register.
- Complimentary membership in the Thinking Tactics Mastery Program from class until 11/30/10. Includes weekly thinking tips, mastery teleclasses, individual exercises and feedback.

PRICE & REFUNDS: Full price: \$375

- Early Bird Special: \$275 if paid by 7/19/10. No refunds unless the workshop is “No-Go.”
- Advance discount: \$325 if paid by 9/4/10. No refunds after 9/4/10.
- (You can send a replacement if you can't attend.)

**Early-Bird Special:
\$100 off**

Save \$100 if you commit and pay
by 7/19/10—
Pay only \$275

This special price is for those who commit early to make each workshop a “Go.” We need ten people to commit to a workshop by 7/19/10 to make that city a “Go.”

IMPORTANT

- **Early-Bird payments are not refundable** after 7/19/10 if the workshop is a “go.” (You may send a replacement.)
- If it's a “no-go,” all payments will be returned 7/20/10.

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.

Questions? Call 212-972-9495 or email Jean Moroney at jm@thinkingdirections.com
Register on the web at: 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 Tactics* Mastery Program through November 30 so you can get more tactics, more practice, and more help

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 San Francisco or Chicago?

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

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 stop 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 July 19 to get a \$100 discount and ensure the workshop is a "Go"
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New York, NY 10016

Thinking Tactics :
Chicago: September 18, 2010
San Francisco: September 25, 2010

“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

Enroll by July 19 for the best rate and to ensure we have a “Go”

Yes—Enroll Me in *Thinking Tactics* in:
 Chicago 9/18/10 **San Francisco 9/25/10**

Enrollee:

Name: Mr. / Ms. _____
Email Address: _____
Phone: _____
Mailing Address: _____

City, State, Zip _____

Cost:

\$275 (Early-bird commitment price before 7/19/10. Go/NoGo decision 7/20/10.)
 \$325 (payment received by 9/4/10) \$375 (payment received after 9/4/10)

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