

GOOgle Your Brain



Google

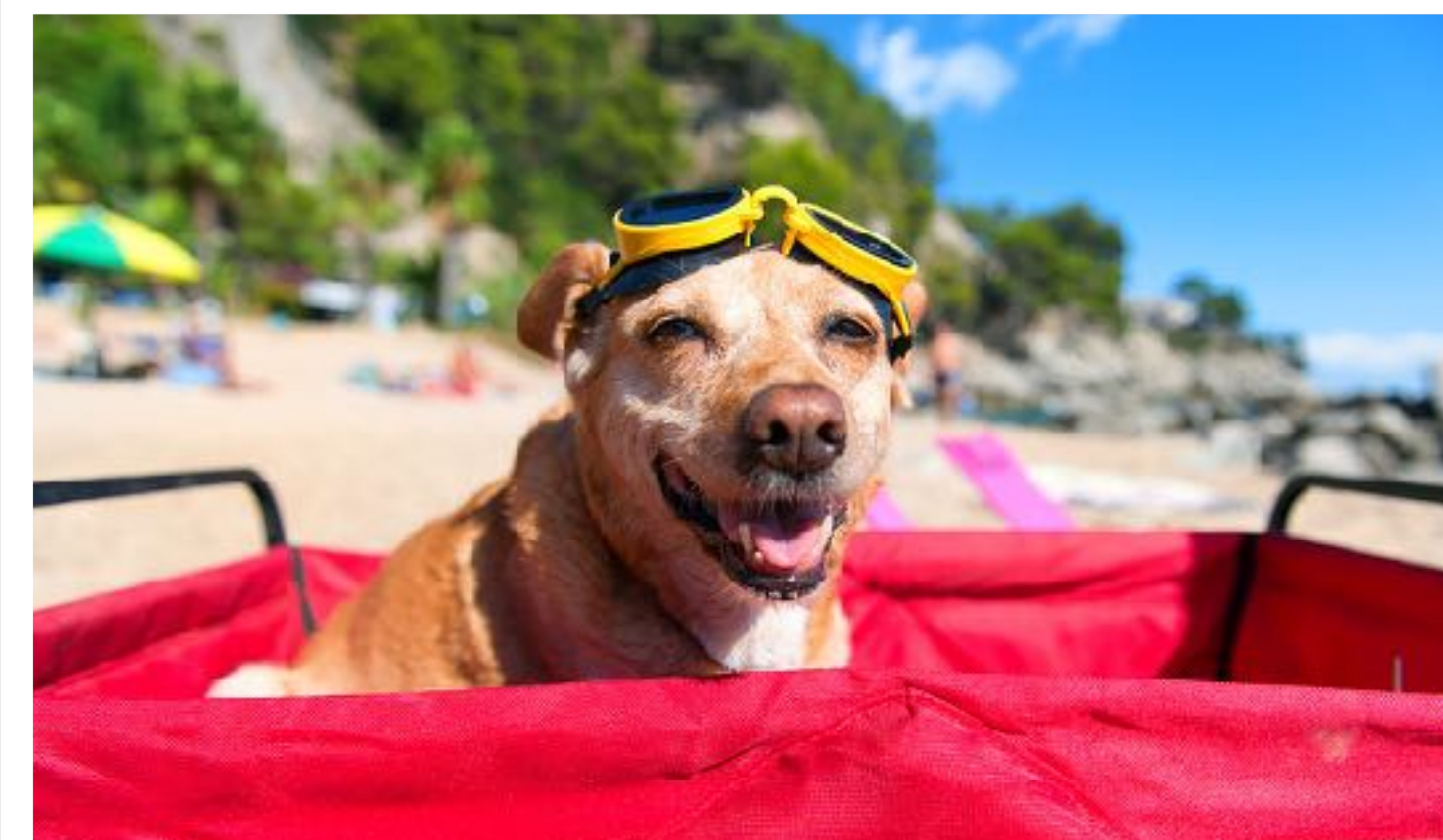
🔍 Search Google or type a URL



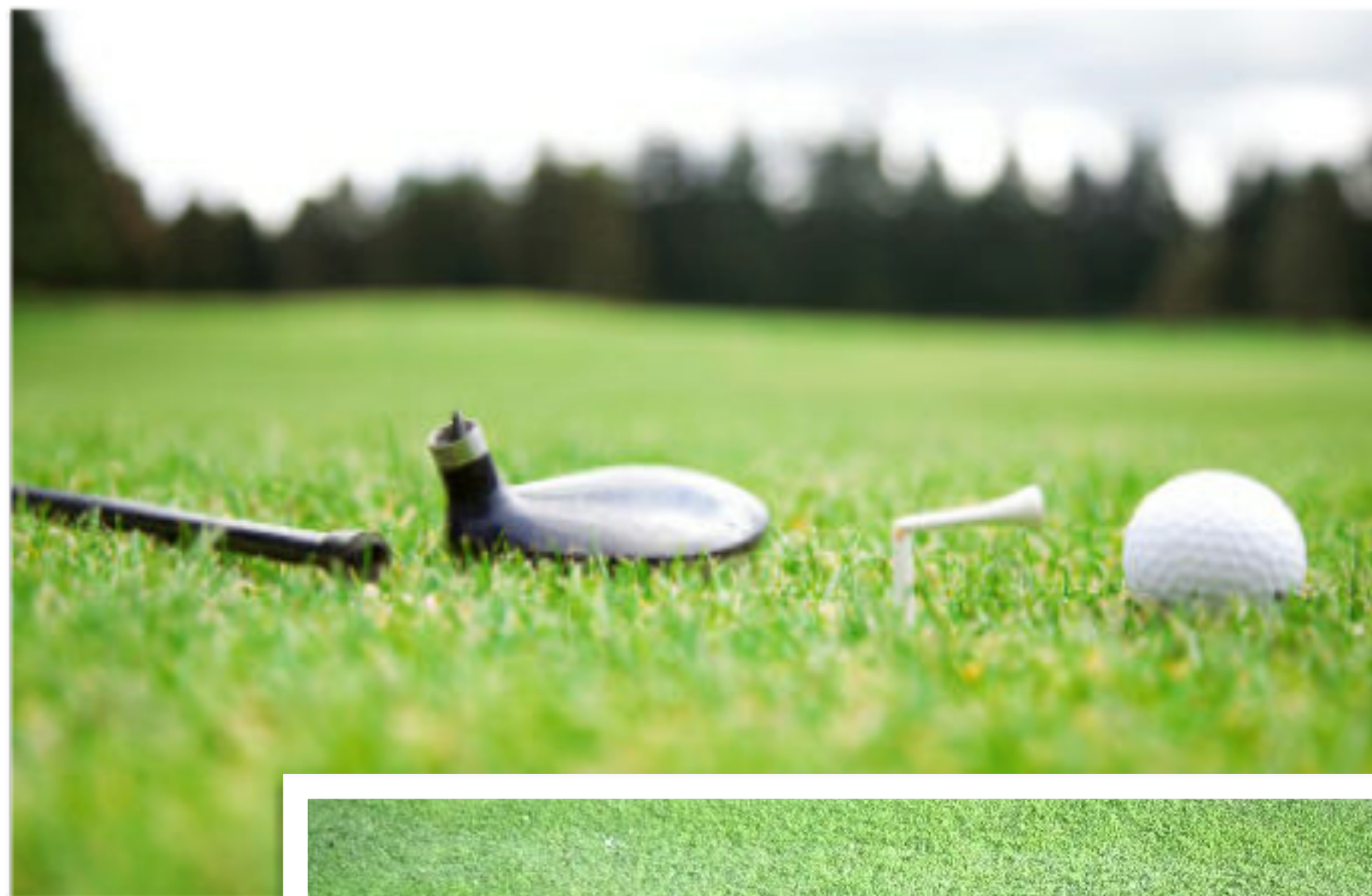
great vacation destinations



Web **Images** Maps Shopping More Search tools







GOOgle Your Brain™

Use questions
to promote:

solution-based

thinking.





Dutch Boy's Q:

How can we make
our product
remarkable?



Our Q:

How can we make

remarkable?

 Google Your Brain™



Jonathan Goodwin

**“How could we
have fun
as we’re
working?”**



The “Happy Doctor” Study

- **Twice as fast
as control**
- **Two and half
times less
“anchoring”**

“How could we have
fun as we _____?”



“How could I have a little fun
as I _____?”



Quick Activity:

Work in teams.

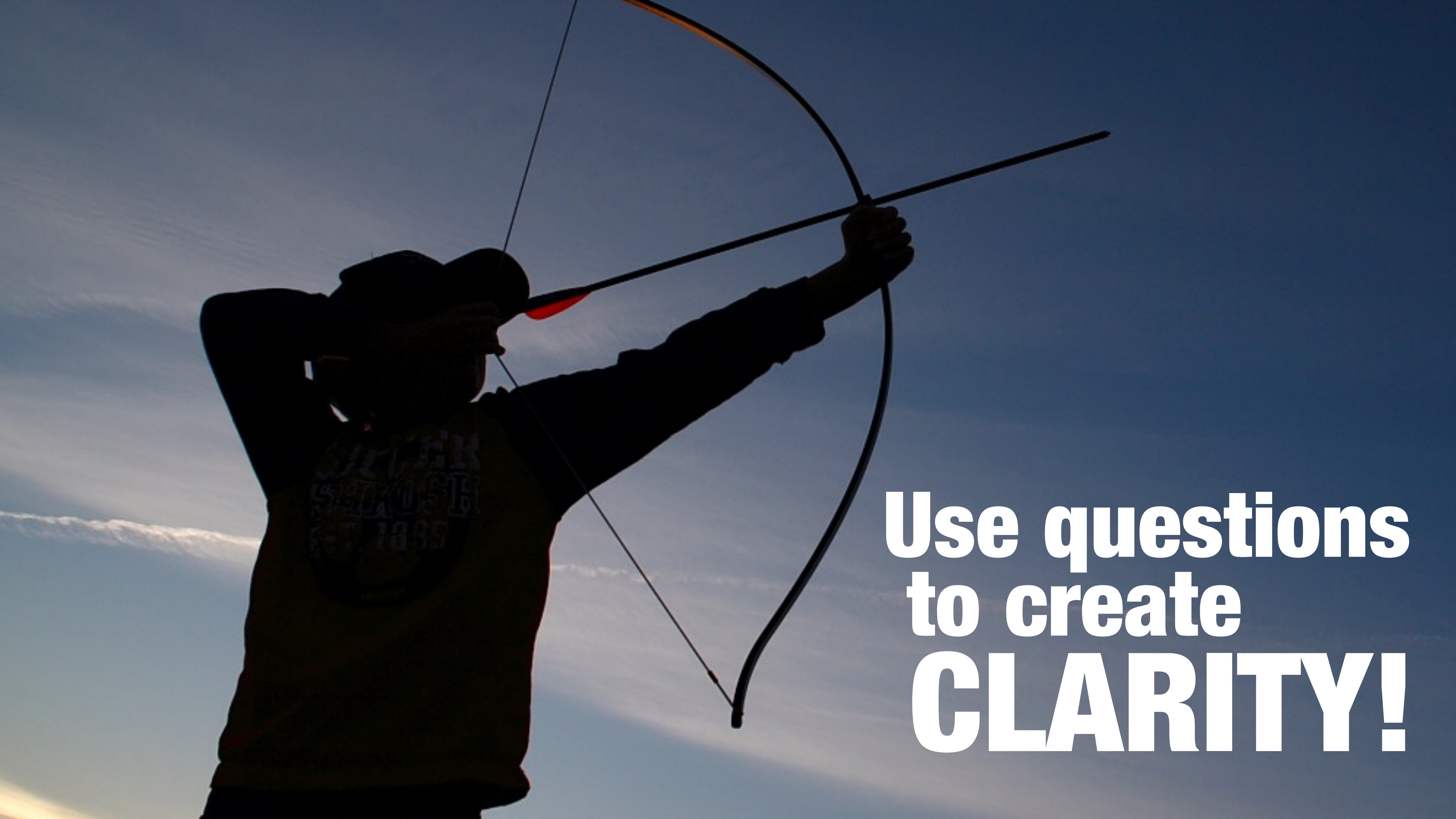
**Decide on some things
that could go in the blanks:**

 **How could we make _____ remarkable?**

 **How could we improve _____ incrementally**

 **How could we have fun as we _____?**





**Use questions
to create
CLARITY!**





What
does
SUCCESS
look like?



What
does
SUCCESS

look like for this...



What
does
SUCCESS

look like for this . . .

meeting?



What
does
SUCCESS

look like for this....

conversation?



What
does
SUCCESS

look like for this...

project?

GOOGLE Your Brain™



When a team/person can

VERBALIZE




what

SUCCESS

looks like,
the chances
of achieving it
increase dramatically!



A lesson from the Medical World:

-  **40%** to **80%** of the medical information patients receive is forgotten immediately.
-  **30%** to **50%** of patients leave their provider visit without understanding their treatment plan.
-  Nearly **50%** of the retained information is **incorrect**.

A lesson from the Medical World:

“What did you **hear?**”

“Based on that,
what’s something you’re
going to do now?”

Activity:

Work with a partner (or two) and answer the following questions:

🔍 **What are some of the things you heard today (BIG or small)?**

- 🔍 High level concepts
- 🔍 Specific strategies
- 🔍 Mindset shifts & perspectives
- 🔍 Technology / platforms

And... when?

🔍 **Based on that, what would you like to try?**

The
**DREAM.
THINK. DO.** Podcast

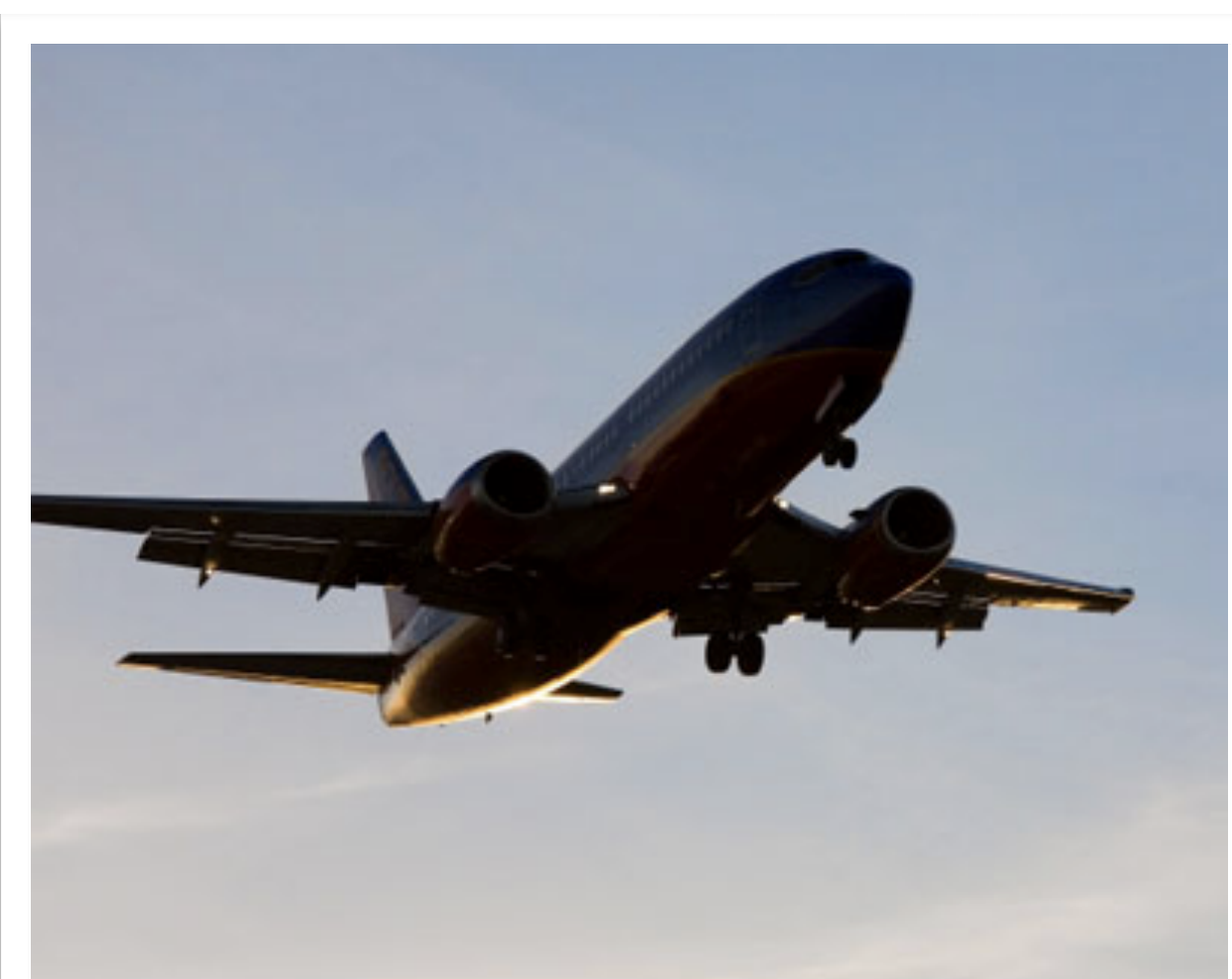
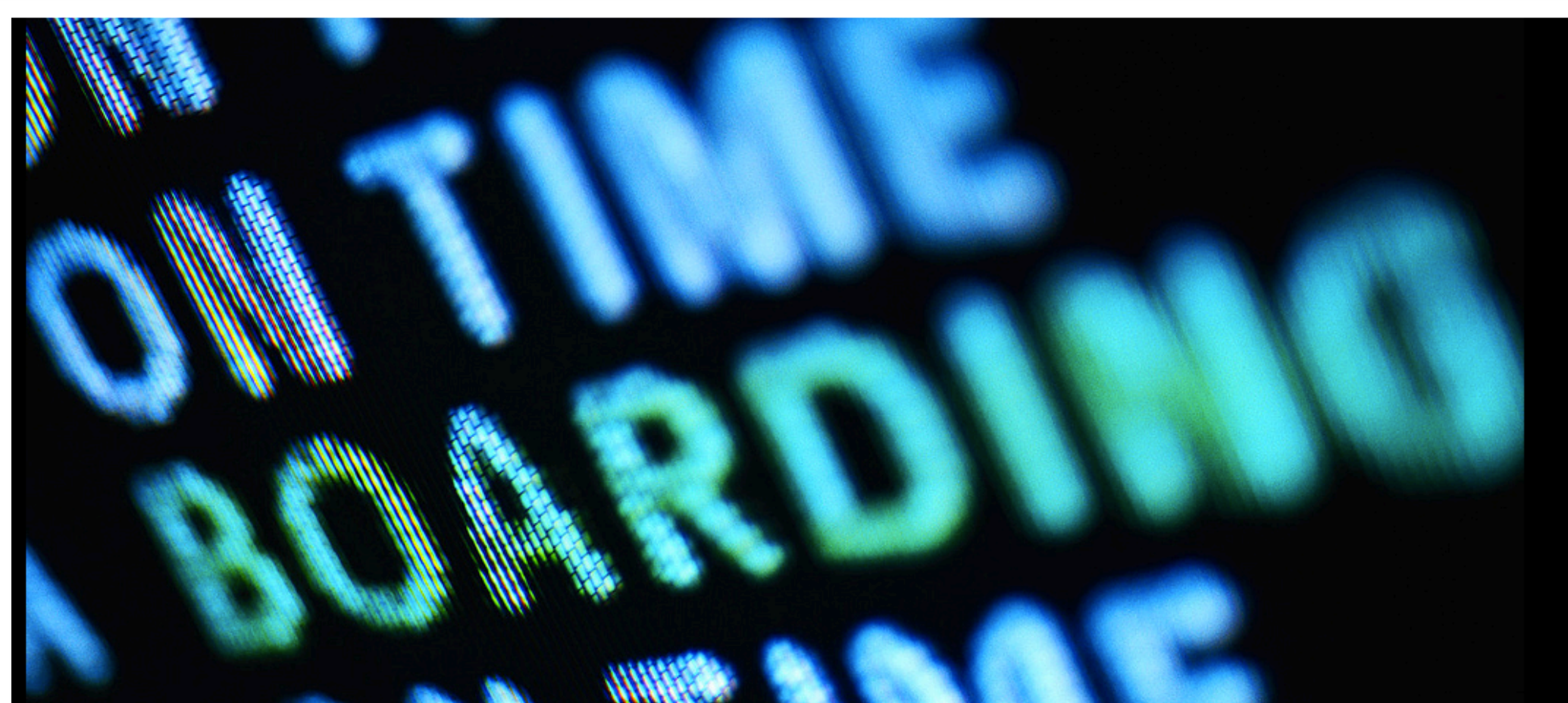


with Mitch Matthews

The
**DREAM.
THINK. DO.** Podcast



with Mitch Matthews



The
DREAM.
THINK. DO. Podcast



with Mitch Matthews