

BDG NEWS UPDATE 01/09

Greetings from the 'Brain' group; Brain Dynamics, Brain Matters and Brain Works. We wish all our Associates, client and strategic alliance partners, a healthy, happy and hopefully – a prosperous 2009 - despite the global recession. For our Chinese friends, Gong Xi Fa Chai for the year of the ox.

2008 Highlights in Retrospect

Learning and Development

This still remains the back bone of our operations, contributing the most to our revenue. We owe much of this to our strategic partners – UTM's, School of Professional and Continuing Education (SPACE), and their SMART partnership, UNI-LINK, In addition, Master Trade Solutions, SMR, and our newest strategic alliance, with Edu-Mind Resources.

Our Dynamics of Training (DOT) series of workshops continue to be well received, with the most popular topics being :

- *Creativity and Innovation*
- *Mind Mapping*
- *Knowledge Management*
- *The Learning Organization*
- *Stress Management*
- *Leadership and Teamwork*
- *Change Leadership*
- *Mind Set and Motivation*
- *Influence Styles and Skills*
- *Strategic Thinking*

Cross Cultural Work & Research

Early in the year, we had the opportunity to employ 2 interns from Canadian University. This was due to work that Dr Asma had been doing with the Uni, in providing a cultural orientation to their students who spent a semester in Malaysia each year. It was interesting having them working with us, on mutually rewarding projects. They helped us compile and analyze data on our new 'EQ' assessment instrument. (The CREDO Emotional Intelligence Quotient – CEIQ).

Assessment and Profiling Tools

Just as we are doing on going research, especially for validation purposes, we spent a lot of time last year in continuous improvement of our 'on-line' tools for assessment of Aptitudes, Personality Traits and of course the already mentioned CEIQ.

We have completed new validity studies on our most widely used survey form – the CREDO Personality Profiling (CPP) System.

Government Funding for CPP Youth Version

Thanks to the 'Cradle Investment Program' (CIP) from MAVCAP/MOF, we are continuing to receive funding on the development of a Youth version of the CPP. Actually this project started in 2004, but with the unfortunate ups and downs and management changes in the CIP/MAVCAP organization, it continues to drag on. Never mind, for as they say patience is a virtue and we hope persistence is as well. We completed our 2nd out of 3 milestones. (Repeated for the second time!).

2009 Plans and Projects

Strengthening EDUMIND

Through our newest strategic alliance with Edumind Resources, we plan to provide more certification for school counselors and teachers, in the use of our profiling tools for career/vocational guidance. We have one project with a private school in Malacca, in March, with their 40 teachers. We are working with schools closely and with the Selangor State Secondary School Counsellors. We hope that progresses smoothly

Edu-Mind is at No: 19B, Jalan SS2/55 47300 Petaling Jaya. Its just above Poh Kong Shop. You are invited to drop in and see what we are doing, and share your views with us.

Strengthening Other New Initiatives

There are some exciting plans to extend the 'global' part of Brain Dynamics Global. We are doing a project with a Saudi Client – in 'training trainers'. We have helped set up a branch of our 'parent' body – the CREDO Trust in both Cambodia and New Zealand. And, with our software engineer, M-Bytes Australia and UK, we have been exploring how to promote the use of the CREDO Personality Profiling System in those countries.

Further Publishing

We have appointed Market Asia Distributors to extend the promotion of our 3 book titles by Dr Shephard

Conclusion

So, maybe 2009, will be as busy as 2008. Our main 'cash cow', will continue to be the offering of our 'DOT' (Dynamics of Thinking) series of workshop. These are being offered as both 'Public' programming, as well as 'in house' programs .

Profiling will be our secondary time consumer, especially as we continue to collect and analyze more normative data. If any of our readers are interested in helping build this data base, we do have special reduced costs for such research. Especially for the Emotional Intelligence (CEIQ) or the 'youth' version of the Personality Traits Assessment (CPP).

May 2009 bring you as much, or more success as 2008, especially important in this period of 'Global Recession'.

Please send us your own news, we look forward to sharing more knowledge and learning in this fast moving world

Thank you for taking a moment to read this short news update. More in our next edition.

*Peter Shephard and Asma Abdullah
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