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### 1 Join our new Cognitive Fitness forum on Linked-In

We've set up a Cognitive Fitness group on Linked in as a special interest group forum.

If you are already a member of Linked-In and you would like to join our worldwide network of professionals who share your interest in Cognitive Fitness, Thinking Styles, Cognitive Team Roles and Authentic Leadership, you can join our new group by going to [Linked-In](#).

We will regularly be [uploading articles](#) that we hope you will enjoy, find thought-provoking or even disagree with! The first article has been posted by Julia, looking at the new Barbara Ehrenreich book Smile or Die and how it relates to some of the dimensions measured by Thinking Styles.

We will also be running discussion threads on a variety of topics; the current question is: 'What actually IS cognitive fitness?' and we have had some interesting responses already.

The forum will act as one of the ways we can let you know what is happening with developments in thinking, disseminate case studies, answer your queries, debate current thinking-related issues and catch up with the new Authentic Leadership 360.

If you are not a member of Linked-In but would like to be so that you can join our new group you can join Linked-In by going to [www.linkedin.com](http://www.linkedin.com) and setting up your professional profile. It's entirely up to you how much or how little personal / professional information you want to share about yourself - it's not Facebook!

If you decide that you don't want to join the Cognitive Fitness forum on Linked-In, you will miss out on the interactive debates and up to the minute news, but you won't miss out on any articles that we write as they will be also available on our web site at [www.cognitivefitness.co.uk](http://www.cognitivefitness.co.uk)

### 2 Smile or Die: Positive Thinking - or Relentless Optimism? Celebrating the Troubleshooter

You might have read about a recently published book: Smile or Die: How Positive Thinking Fooled America and the World, by Barbara Ehrenreich. According to the Guardian it's a

study of American optimism and its potential delusional consequences, with a plea for a balanced approach to problems, both personal and global. Thinking Styles measures individuals' preferences for positive and 'negative' thinking; but how 'negative' are people really being and conversely, what added value does the 'negative' Troubleshooting thinking style bring to individuals and organisations?

[Here's the link for the article again](#)

And [here's the link](#) for the debate surrounding it.

### 3 The Authentic Leadership 360 and the Authentic Leadership Blog

Fiona has restarted the Authentic Leadership blog. The first blog entry explores the difference between Authenticity and Authentic Leadership. You can follow the thread at [authentic-leadership.blogspot.com](http://authentic-leadership.blogspot.com)

Many of you will know that Fiona is currently doing PhD research into how authentic leadership manifests itself within the British military; specifically within the RAF. Fiona presented at the 8th International Studying Leadership Conference in December. [If you would like to read her presentation click here:](#)

### 4 Thinking Styles Accreditation 25th-26th March

There are still a couple places available on our next 2 day Thinking Styles Accreditation course based at Rutland Water in the East Midlands. The price is £650 plus VAT, currently discounted from £950.

At the end of the two days you will:

- Be qualified to use Thinking Styles as a psychometric instrument
- Understand the principles and dimensions measured by the instrument
- Be able to give 1:1, 2-way and group feedback with confidence
- Know how Thinking Styles adds value to coaching, to leadership and management development programmes and how it leads to the formation of high performing teams

If you would like more details of the Accreditation e-mail us on [info@cognitivefitness.co.uk](mailto:info@cognitivefitness.co.uk), call us on 01476 861010 or visit our product web site: [www.thinkingstyles.co.uk](http://www.thinkingstyles.co.uk)



## 5 Conference and Masterclass 2011

We are delighted to be able to tell you about our exciting Conference and Masterclass proposed for Spring 2011. The focus of the Conference will be linking thinking and performance.



Our outdoor development trainer, Phil Hayday-Brown, who reached the South Pole last year as part of the South Pole Race that Ben Fogle and James Cracknell were a part of, will have just returned from running the North Pole Race and will be talking to everyone about leadership and team performance in the most challenging of conditions.

### Breaking News:

*We will also be sharing insights into the data crunching that Julia is doing for her PhD into Thinking Styles and how that will be the basis for the development of the new Thinking Styles version 4.0!*

## 6 FREE Cognitive Fitness Questionnaire

And finally a reminder that you can offer your clients our **FREE** Cognitive Fitness Questionnaire and Report, designed to help people understand more about their thinking skills strengths and areas for development. If you haven't already tried it, then just click on the link below to be taken directly to the questionnaire:

[www.cognitivefitnessservices.co.uk](http://www.cognitivefitnessservices.co.uk)