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1. 19th-20th October Thinking Styles Accreditation

"I can't believe how much I learnt over the two day course, so quickly and so easily. Thinking Styles is a really exciting tool and I can't wait to begin talking to my clients about it. It's going to make a real difference to my business opportunities in this recession"

Our 2-Day Thinking Styles Accreditation, run from the Barnsdale Lodge near beautiful Rutland Water, www.barnsdalelodge.co.uk, is always fun, challenging and a great way to meet similar-minded consultants and HR managers.



By the end of the two days you will:

- Be thinking more effectively and be able to facilitate others to do the same!
- Know how thinking style preferences drive people's performance
- Understand the implications of your own Thinking Styles profile for yourself, your colleagues or your clients
- Have developed effective new relationship strategies that will work for you
- Be able to add value by building Thinking Styles into your own or your clients' leadership and team development programmes
- Appreciate how Thinking Style preferences bias and distort decision making, and what you can do about it.

Join Fiona Beddoes-Jones, author of Thinking Styles, for the final Accreditation of 2010, at only £650 + VAT. For more information about the Accreditation visit the web site www.cognitivefitness.co.uk or contact Fiona on fiona.bj@cognitivefitness.co.uk or via 01476 861010.

2. CONFERENCE Authentic Leadership: The 21st Century Imperative.

14 September 2011 - Including Leadership lessons from the Military and from Polar Expeditions

We are all aware of the challenges that are facing the world; there is a growing realisation that we need to find ways of developing a sustainable future without compromising the gains of the past fifty years in terms of personal health and prosperity. But, at the very moment that we need to be working collaboratively together, recent research from the CIPD has identified that only 33% of employees actually trust their leaders to have the clarity of thought to lead them in the right direction and to behave ethically.

Here at the Cognitive Fitness Consultancy we have been striving for years to encourage business leaders to develop the quality of their thinking and to use the insights that it brings to lead their people and their organisations more effectively and more ethically.

We strongly believe that the continuation of sustainable organisations in the 21st Century will require a new leadership paradigm, and Authentic Leadership, we believe, with its focus on self-awareness and ethics, offers the perfect framework for this.

Authentic Leaders focus on developing a personal ethical framework; creating meaning and purpose beyond themselves and their own egos, all of which engender trust in their colleagues and their followers. As we all seek ways in which we can face the challenges of the next decade, both individually and collectively, not only do our politics and politicians need to be 'authentic and engaging', but so do our business and community leaders.

We are, therefore, very excited to announce our 2011 Conference on 14 September, which is:

Authentic Leadership: The 21st Century Imperative. A sustainable future built on trust.

We have already assembled together a number of excellent speakers, including, we are delighted to announce, Matthew Taylor, the dynamic CEO of the Royal Society of Arts. Group Captain John Jupp of the RAF, will be sharing lessons on leadership learned from the military, and Philip Hayday-Brown, will be speaking of his experiences leading



expeditions to the North and South Poles, both with the Top Gear team and with Ben Fogle and James Cracknell who competed with Philip in the 2009 Race to the South Pole.

If you would like to take advantage of our early-bird discount please contact us and bookmark the Conference web site: www.authenticleadershipconference2011.wordpress.com, which will be regularly updated.

3 Launching The Authentic Leadership Forum

Although Fiona regularly updates her Authentic Leadership blog, she very much wants to encourage the sharing of personal experiences and issues facing leaders today who are seeking to undertake their own Authentic Leadership journey. We therefore are pleased to announce the new Authentic Leadership Forum, created to support our 2011 Conference and to encourage debate and discussion around Authentic Leadership.

We invite you to ask questions of us and of each other, to post comments on any topic relating to leadership and authentic leadership and to make the forum your own so that you can find the support that you need and offer support to other leaders. You can find the forum at www.theauthenticleadershipforum.com or click on the link via our web site.

4 Visiting Lecturer at the RAF

We are delighted to announce that Fiona has been appointed Visiting Lecturer in Leadership to the RAF. Of course those of you who have met Fiona will know that her style isn't one of lecturing to people! It's rather one of sharing her knowledge and experience in ways that encourage people to engage and reflect on their own leadership journey.

Fiona says that her aim is always, "To facilitate people in creating new insights and possibilities for them and the people who matter to them". So watch this space as she will be capturing some of these insights and sharing them with you on our Authentic Leadership blog which you can find at <http://authentic-leadership.blogspot.com/>

5 Second International NLP Research Conference July 2010

Julia presented some of her latest PhD research on the NLP meta-programmes as measured by Thinking Styles at the Second International NLP Research Conference in partnership with the ANLP. The Conference was attended by fellow academic researchers within the field of NLP from across the world and the calibre of the presentations was exceptional (says Julia!).

Seriously, for anyone who uses the concepts and techniques of NLP within their training and consultancy, the research suggests connections across a wide variety of different fields

and offers opportunities for many new practical business and training applications. Visit the web site for more about the Conference and to request copies of the presentations themselves: <http://www.nlpresearchconference.com/>

6 ISO 27001 approval for Consulting Tools

And finally, our IT partners, Consulting Tools Limited, who have developed, supported and hosted Thinking Styles, Cognitive Team Roles and Think Smart, have just been approved for ISO 27001 - a distinct selling point to include within tenders and proposals. Achieving this standard required Consulting Tools to develop and implement an Information Security Management System to protect their information assets and services, including all Thinking Styles systems and personal data. This included:

- Secure data storage
- Controlled information handling of electronic and physical media
- Embedded security protocols
- The management of third party services
- System access control measures to protect all personnel and other data
- Disaster recovery procedures

ISO 27001 is becoming increasingly a requirement for the financial sector and other data sensitive industries so to be able to state that all our psychometric data and server systems are secure and externally audited every 6 months will give us all a unique selling point.