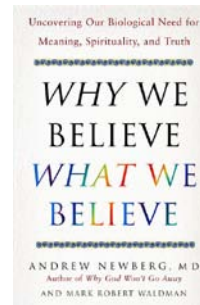
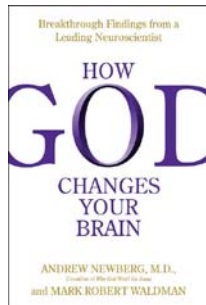


KEYNOTE TALKS, LECTURES, SEMINARS, WORKSHOPS

Designed for Universities, Community Service Groups,
Spiritual Institutions, and Corporate Training Environments

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<http://www.pbs.org/kcet/tavissmiley/archive/200904/20090410.html>

Each topic on the following page represents a central theme that lies at the core of Mark Waldman's and Andrew Newberg's neuroscientific research conducted at the University of Pennsylvania's Center for Spirituality and the Mind. According to *Time*, *Newsweek*, and the *Washington Post*, Mark and Andy are the world's leading experts on spirituality and the brain. The meditation and communication exercises that have grown out of their research are now being incorporated into hospital staff training programs, executive MBA programs, weight-loss and stress reduction programs, public high school educational programs, caregiving programs for the elderly and mentally ill, psychotherapy training, divorce mediation, peacemaking programs, and spiritual transformation programs in the Jewish, Christian, Muslim, Buddhist, and secular communities.

Presentation length for lectures can range between 20-90 minutes, or longer, and can be adapted to the topic or theme of the conference. Additional 30-90 breakout sessions can be selected from the list below, and can be orchestrated into a half-day, full-day, or multi-day workshop. The first five programs, below, represent the core elements of Waldman and Newberg's neuroscientific research. The other topics focus on specific aspects of their work and are representative of different programs offered to secular, spiritual, educational, and corporate groups.

How God Changes Your Brain (and how YOU can change your brain): Different spiritual practices can permanently alter the structure and function of the brain by as much as 25%, more so than any other technique or medicine in the world. Meditation and contemplative prayer lowers stress, anxiety, depression, and rage, and it simultaneously enhances memory, cognition, empathy, compassion, and love. It may even improve your grade point average in school. Anyone – young or old, religious or secular – can use these practices to discover and deepen his or her personal values, to rapidly improve peaceful conversations with others, and thereby bring a little more peace into the world. This keynote speech includes animated videos of the human brain, interactive slides of Newberg and Waldman’s brainscan studies, and demonstrations of simple techniques that the audience can experience, exercises that have been documented to improve neural functioning, generate personal happiness, and improve social interactions in the workplace and at home.

Compassionate Communication and Your Brain: It only takes a couple of minutes to transform any conversation, with nearly anyone and in virtually any situation, into an experience that will rapidly generate inner peace, social empathy and cooperative dialogue. This lecture and experiential workshop is a core element in Mark and Andy’s current research. In the lecture, Mark will explain how a single word can change your brain – as well as the listener’s brain – in positive or negative ways. He’ll share with you what the most powerful word in the world is, and he’ll explain why words, by themselves, are the least important part of the dialogue process. He’ll guide you through the other key elements using a combination of slides and experiential examples. For example, you’ll discover how to generate a “Mona Lisa” smile that immediately builds neural trust and empathy in others. *The lecture is 45-90 minutes.*

In the Compassionate Communication workshop, participants pair up and practice a formal 20 minute exercise that includes 12 key strategies that neurologically stimulate empathic dialogue and deep listening. This evidence-based training program is also available on an 80 minute CD that participants can purchase and practice with. *The workshop can be tailored to fit a 1-3 hour slot.*

Compassionate Communication is the theme of Waldman’s and Newberg’s next book: *Words Can Change Your Brain*, to be released in early 2012. Courses have been taught to adults, students, hospital staff, therapists, patients, attorneys, conflict-resolution mediators, and to corporate executives and administrators. It can be presented to an academic or professional audience, or prepared to meet the needs and values of any business organization, student/educational group, or religious/spiritual organization. *This simple technique can be taught in less than an hour to any group of people, of any size, and is now an integral part of the Executive MBA program at Loyola Marymount College.*

Conflict Transformation and the Brain: This lecture describes 12 simple strategies that have been proven to defuse defensive behaviors and increase the changes for opposing parties to reach mutually satisfying solutions. This program is ideal for professionals engaged in mediation, arbitration, collaborative divorce, couples therapy, and business/political negotiations. *The lecture is 20-90 minutes; the training workshop is 1-3 hours and includes the Compassionate Communication exercise described above. For institutional groups, a half to full day workshop or weekend is recommended.*

The Neuroscience of Leadership, Happiness, and Success: In the last five years, neuroscience has discovered that anyone, young or old, can train his or her brain – in matter of weeks – to become a better leader: in business, in politics, and in any social network of people. Mark and his team of university researchers have developed can teach you how to become more organized, focused, compassionate, empathic, optimistic, and successful in virtually every arena of life. In fact, as a recent Stanford University study demonstrated, these simple strategies can double your sales potential as you enhance your ethical principles and goals. Topics addressed include the development of personal and teamwork values, executive communication strategies, conflict resolution skills, and meditations that lower stress, anxiety, and depression. Slides and videos of Newberg and Waldman’s brainscan research will illustrate exactly how these simple exercises can improve the functioning of your brain. . *This lecture is 20-90 minutes long. Individual training modules are 1-3 hours each; half to full day workshops or weekends are recommended.*

Mindful Eating: Food, Meditation, and Your Brain. In conjunction with leading researchers at universities around the country, Mark has designed one of the most effective strategies for losing weight and undermining a variety of eating disorders. You’ll learn how to retrain your brain to stay committed to a healthy diet and eating program, and you’ll learn how to lose weight safely, mindfully, and permanently. Using three university-tested programs and cutting-edge research on the neuroscience of weight-loss, you will interrupt destructive eating behaviors, learn how to cope with cravings, eliminate guilt, feel satisfied eating less, reduce anxiety and stress, lower blood pressure and cholesterol, and lower your risk to diabetes and other health problems. This is also the first program to integrate the newest findings in brain research. For example, did you know that overeaters have a different type of brain than thin people? Being overweight also disrupts the brain’s ability to judge how much food has been taken in; thus it cannot recognize neurochemical cues of fullness or satisfaction. But the key to this program lies in this simple, surprising fact: if you briefly meditate while you eat (a well-documented strategy called “Mindful Eating”), you neurologically change your relationship to food as you simultaneously reduce stress, anxiety, and depression. Self esteem improves, and you literally train your brain to stay committed to your personalized weight loss and weight management program. *The lecture is 90 minutes. If a Mindful Eating lunch, dinner, or meal is included, add one hour (or the program can be expanded into a ½ or full-day workshop.*

The program is presented in the following formats: Weekly classes with a ½ day experiential workshop; an intensive weekend, weekly or monthly teleconferences and webinars. Programs include a 70 page workbook, calorie and commitment sheets, training CDs featuring mindful eating affirmations and meditation/relaxation exercises.

Money, Happiness, Greed, and Your Brain: Our neuroscientific research has found that that anyone can train their brain to become a better person. But when it comes to money, brainscan studies show that focusing on success and wealth can generate narcissism and greed. However, there are a handful of proven strategies that can change your brain in ways that strengthen social empathy and enhance neurological trust in others. These are the real keys for financial success today, and Mark will guide you through a series of simple exercises we now teach executive MBA students and entrepreneurs. You’ll generate team cooperation and quickly resolve conflicts, in a matter of minutes. And, as Stanford University found, when they worked with American Express executives, you

can use these strategies to double your sales and income. We'll share with you our research showing how you can use these strategies to build lasting values into the structure of your company. ***The lecture is 50 minutes; the optional workshop lasts 1-3 hours, or for an entire day.***

The Neuroscience of Compassion, Hope, and Peace: Drawing from the fields of neuroscience and neuroeconomics, Mark will explain how a simple series of strategies and exercises can be used by adults, teachers, and students to undermine anger, hostility, distrust, and defensive behavior whenever two people, or two groups – be they secular, religious, or political — come together who hold fundamentally different values and beliefs. These techniques have been distilled from Mark's and Andy's groundbreaking brainscan studies at the University of Pennsylvania, research that was recently featured in a special issue of *Time* magazine called "Can Faith Heal?" They are currently being used to improve social empathy between caregivers and patients, to improve communication strategies in business, and to foster acceptance and appreciation between different religious groups. ***The lecture is 20-90 minutes; the workshop lasts 1-3 hours, or for an entire day.***

The Most Powerful Word in the World: In this lecture, Mark will demonstrate how a single word – one that we casually use a dozen times a day – will cause the brain to release a cascade of stress-evoking neurochemicals and hormones that can literally damage neural circuits responsible for forming memories and maintaining emotional balance. He'll also explain how to use positive thinking to counteract this destructive potential. Indeed, the research is definitive: faith, hope, optimism, and positive thinking adds several years to your life.

The Most Important Question in the World: Is there a single question that people can ask of themselves that will transform their lives and their interactions with others, even to point of generating more ethical business practices? Yes! The question is simple, self-evident, and fundamental to each person's life, yet it turns out to be one of the least asked questions in the world. In fact, if you did a Google search of this five-word question, it appears less than five times! And if you search for all the variations of the question, you'll come up with less than 40 hits. This finding has caused one of the top ten business colleges in America to make this question – and the one-minute meditation that Mark has built around it – a core-teaching exercise in their executive training business program. For most people, the question, when answered, resonates to the core values of nearly every religious tradition in the world. ***The lecture is 20-90 minutes; the Values Meditation workshop is 1-3 hours.***

The Most Powerful Medicine in the World: At the core of this lecture is one of the most exciting events in the history of medicine: major pharmaceutical companies have decided to work together, under the direction of the National Institutes of Health, and share their secrets in an attempt to understand by the Placebo Effect is getting stronger, and their medicines are getting weaker. Mark and Andy Newberg describe the placebo effect as the "Belief Effect" and argue that human beings are becoming more aware that their positive thoughts are more powerful than any drug or supplement in the world. In fact, ruminating on negative thoughts will actually shorten your life. ***The lecture is 20-90 minutes.***

New Science, Old Science, and Pseudoscience: Recent studies have shown that quantum physics is not a valid system for substantiating claims relating to healing, consciousness, or influencing other people at a distance. But neuroscience can explain many of the

benefits associated with positive thinking, healing, and alternative treatments to health. In this science-based lecture, Mark will explain the limitations of all medical, psychological, and scientific research. Thus, we must learn to trust our intuition, and adhere to our deepest values, when making critical decisions in life. This talk explores the neuroscientific models of consciousness and beliefs, and offers the audience simple tools for distinguishing between fiction and fact. *The lecture is 20-90 minutes.*

Mystical Music, Mystical Brain: Mark and Andy's recent brainscan study showed that certain types of music enhance memory, cognition, and emotional health. Using recorded music, (or with a local musician, or with Yuval Ron, Oscar-winning, Grammy-nominated composer, musician, and peace activist), Mark blends mystical poetry, meditation, music, and neuroscientific evidence in a performance/experience that will take you deep into the most sacred corners of your neurological heart. *The program is 90 minutes; the workshop is 1-3 hours. Mark and Yuval also offer intensive workshops exploring music, mediation, and the ancient spiritual practices of the Middle East.*

Om – Shalom – Salam – Amen: Exploring Ancient Spiritual Practices. This lecture and workshop introduces the audience to the similarities between the ancient spiritual traditions of Judaism, Christianity, Islam, Hinduism, and Buddhism. This talk and workshop provides an excellent introduction in comparative religious studies and is appropriate for both spiritual secular groups. *The lecture is 20-90 minutes; the experiential meditation workshop is 1-3 hours.*

Conflict Transformation and the Brain: This lecture describes 12 simple strategies that have been proven to defuse defensive behaviors and increase the changes for opposing parties to reach mutually satisfying solutions. This program is ideal for professionals engaged in mediation, arbitration, collaborative divorce, couples therapy, and business/political negotiations. *The lecture is 20-90 minutes; the training workshop is 1-3 hours; and for institutional groups, a half to full day workshop, or weekend, is recommended.*

Truth, Reality, Imagination and the Brain: The world we live in, and the image of the world we construct in our brains, has nothing to do with the reality that actually exists. Mark uses a variety of optical and auditory illusions to show how our creative brains turn reality into a wildly imaginative world – a realm that can bring us closer to our deepest values, or bring destruction to the planet on which we live. *This lecture is 60-90 minutes*

Trust, Intuition, and the Power of Healing Beliefs: Neuroscience sheds light on how and why our innermost beliefs are more powerful than nearly every FDA approved medication in the world. In this talk, Mark explains how the mind can neurologically heal itself of nearly every symptom and ailment known to humankind. The neuroscientific formula is simple: 1. Go within and ask. 2. Listen deeply, without judgment, and observe. 3. Use your imagination. 4. Trust your intuition. And most important: Have faith in yourself. *The lecture is 20-90 minutes.*

The Eight Best Ways to Exercise Your Brain: In this presentation, Mark counts down the best techniques that science has found to maintain a healthy brain: Smile. Relax. Yawn. Eat less. Exercise. Have *intense* intellectual stimulation. Compassionately Communicate with Others. And the best way to exercise your brain? *Faith, Optimism, and Hope.* Have faith in yourself, and in others, as you follow your deepest, positive values. And never, *never*, give up hope in yourself, your God, and humanity. *The lecture is 20-90 minutes*

Meditation, Contemplation, and the Brain: The research is definitive: Deep self-reflection is the most effective way to lower anxiety, depression, irritability and stress, and it will enhance memory, cognition, physical health, and compassion toward others. *The lecture is 20-90 minutes; the workshop is 90 minutes to three hours.*

Yawn Your Way to Happiness and Success: This is a brief, practical introduction to the new field of neuroeconomics, consolidating 20 years of research of the five most effective strategies that insure group cooperation and fairness, key elements for being successful in business and in any form of personal interaction with others. This talk is ideally suited for high-school age children and adults. *lecture is 20-90 minutes.*

The Nature of Human Consciousness: What is it? Where is it? And how can we harness it to find happiness, inner peace, and worldly success? An academic version of this presentation is also available, "Consciousness, Relaxation, and the Precuneus." *The lecture is 20-90 minutes.*

Faith, Hope, and Optimism: The #1 Best Way to Exercise Your Brain, Your Humanity, and Your Religious and Spiritual Convictions. *The lecture is 20-90 minutes.*

What Does "God" Look Like? What Does "God" Feel Like? Mark will discuss his and Dr. Newberg's research findings showing how American religious values are changing, and why the quest for spiritual experiences have captured the imagination of young college students throughout the world. Mark will explain how spiritual values can be brought into secular education and the business community. *The lecture is 20-90 minutes. The 90-120 minute workshop includes the exercise, "Draw a Picture of God," as reported in our book and research studies.*

How Mindfulness is Transforming Psychology and Medicine: In this keynote presentation, Mark Waldman will discuss his and Andrew Newberg's groundbreaking research demonstrating how meditation alters unique neurological structures and functions in key areas of the brain. These changes reduce physiological stress, emotional reactivity, anxiety, and depression. Furthermore, specific forms of meditation significantly enhance memory, cognition, social awareness, empathy, and compassion. When integrated into psychotherapy, these mindfulness-based strategies are proving to be one of the most effective ways to treat serious emotional problems and eating disorders. They can be used to rapidly improve communication with conflicted couples. In fact, one of their newest techniques can alter neurological performance in less than 60 seconds, significantly reducing stress and anxiety while enhancing cognitive awareness and academic performance. *This lecture is 20-90 minutes long, but it is ideal for an extended workshop with professionals in the medical, healing, and therapeutic communities*

Other keynote topics and programs:

Becoming a Better "Believer: Learn how to separate good science from bad science and pseudoscience. Discover why most medical and scientific studies are deeply flawed. Find out why the five major American pharmaceutical companies are sharing their secrets, under the direction of the National Institutes of Health, to discover why the placebo effect is getting

stronger. Recognize the 36 cognitive biases that blind most of us and generate prejudicial thinking toward others.

Writing Non-Fiction Books: Learning the fundamentals of the New York publishing world – writing style, book proposals, editors, literary agents, book contracts, and self-publishing alternatives. Mark was a developmental editor for Tarcher/Putnam and Lowell House/McGraw Hill, and has taught writing workshops throughout the country.

Intensive Meditation Retreats: Mark co-leads weekends and weekly retreats covering a wide range of mindfulness techniques. These experiential exercises can be taught in either a secular or religious format.

The Biology of Belief and Disbelief: Why are we neurologically inclined to distrust others, and what can we do to change?

The Atheist Who Prayed to God, and the Fundamentalist in Your Brain: Is there really a conflict between science and religion? No. Why then do reporters and activists distort the truth when the majority of leaders support interfaith dialogue and peace?

Leadership and the Brain: What Young Adults can do to Promote Ethical Values in their Communities. These talks and workshops are designed for elementary and high-school students and include age-appropriate experiential exercises.