

CORPORATE LEADERSHIP THROUGH THE  
TRANSCENDENTAL MEDITATION PROGRAM

# DEVELOP YOUR TOTAL BRAIN FOR EXECUTIVE PEAK PERFORMANCE

Eliminate harmful stress

Optimize decision-making and planning

Improve cardiovascular health

Improve productivity

Documented by 40 years of scientific research  
and boardroom experience

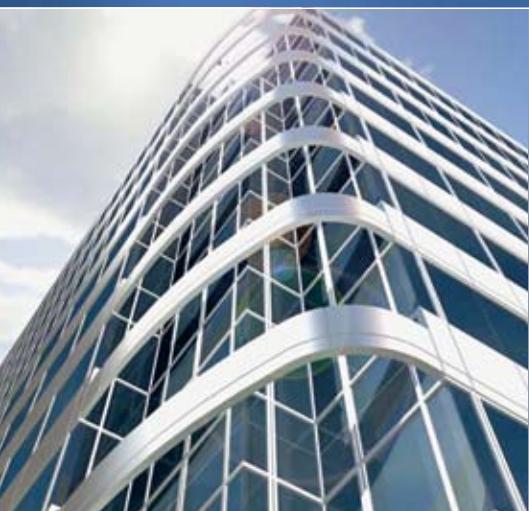
PRESENTED BY THE  
AMERICAN TRANSCENDENTAL MEDITATION  
PROFESSIONALS ASSOCIATION

## Why this Corporate Leadership Program is unique

**The Transcendental Meditation program has been learned by hundreds of thousands of professionals as a simple, effective technique to prevent and solve the problems of**

- **Executive burnout**
- **Anxiety and depression**
- **Poor planning and decision-making**
- **Memory loss**
- **Drug and alcohol abuse**
- **High blood pressure**
- **Sleep disorders**
- **Health care costs**

There are countless executive training programs that promise to improve an executive's effectiveness—but how can those improvements be documented objectively? This Corporate Leadership Program, which includes the Transcendental Meditation® program of Maharishi Mahesh Yogi, is the only executive training program that can be scientifically documented to improve—on a daily basis—the executive functioning of the brain. Published research shows that these improvements lead to increased creativity and intelligence and improved decision-making, judgment, planning, moral reasoning, and sense of self.



### CASE HISTORY: Tower Companies Corporate Leadership and Wellness Program

The Transcendental Meditation technique has been learned by hundreds of thousands of business executives and employees in large and small companies in the U.S. and worldwide. One such firm is the Tower Companies, an award-winning real estate development company in Washington, D.C., where more than 50% of the executives and employees practice the TM technique as part of Tower's company-sponsored wellness program.

## **Offering the Transcendental Meditation program to ensure employee success and well being**



**“T**hese people may work for me, but what they have found is something that works for them—in the office and out of the office, in their professional life and in their personal life. With Transcendental Meditation, it's hard to draw the line between personal and professional benefits. We offer TM because health insurance is not sufficient—it offers medical care only after the inevitable strain of life has become too much. We feel businesses should offer Transcendental Meditation out of compassion and as a way of offering genuine insurance—to ensure their employees' success and well-being year after year.”— Jeffrey Abramson, Partner, Tower Companies

**EEG brain mapping documents objectively the dramatic improvements in brain functioning that are produced during and after practice of the TM technique.**



*“I was an aggressive Type A personality. There was no middle ground; it was my way. I have now been meditating for over a year, and now I find myself really thinking through situations, rather than reacting to situations—responding to comments, listening to people—which is a big difference.”*  
—Cris Helle, Director of Property Management, Tower Companies





### How stress damages the brain

**S**tress, pressure, fatigue, poor diet, alcohol, and drugs damage neural connections between the brain's prefrontal cortex—or "CEO"—and the rest of the brain. When you are overtired or under intense mental or physical stress, the brain bypasses its "higher," more evolved, rational frontal executive circuits—it starts using more primitive stimulus/response pathways. Consequently, you respond to daily demands without thinking; you make impulsive, shortsighted decisions. When the CEO goes "offline," strong emotions, such as fear and anger, take over, adversely coloring your view of the world.

*"As an individual with a financial bent, I look at the time I put into my Transcendental Meditation as an investment in myself—like a stock whose value continues to appreciate over time while also paying a healthy dividend! It's one of the best investments I've made!"—Marnie Abramson,  
Principal and Director of  
Marketing, Tower Companies*



**STRESSED**  
**BRAIN CEO**  
*Aggravated by  
stress and fatigue*

**SYMPTOMS**

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**Weak Executive Functioning**

*Tendency towards*

- Rigid thinking
  - Impulsive, reactive behavior
  - shortsighted decision-making
  - Poor working memory
  - Distracted attention
  - Drug and alcohol abuse
  - Unethical thinking and behavior
- 

**Stressed Physiology**

*Tendency towards*

- Fatigue
  - High blood pressure
  - Eating and sleeping disorders
  - Weak immune system
- 

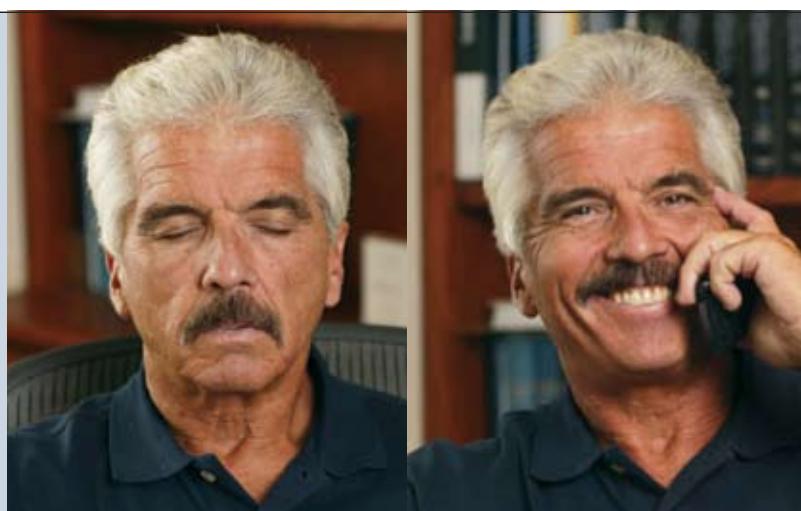
**Imbalanced Emotions**

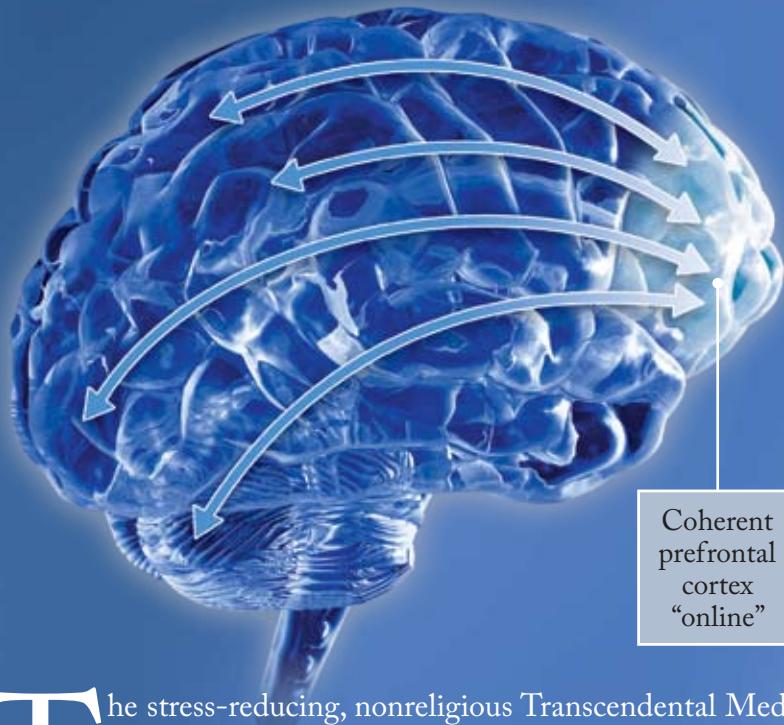
*Tendency towards*

- Low self-esteem and self-confidence
- Worries, anxieties, and fears
- Shallow, divisive emotions
- Unstable relationships
- Depression

*"I have limitless goals—I can do anything without stress. It's absolutely wonderful. Honestly, the way I feel, there's absolutely nothing I can't do. TM is the best thing I have ever done."*

—Jim Lewis, Chief Engineer,  
Tower Companies





### How the Transcendental Meditation technique optimizes the brain

The stress-reducing, nonreligious Transcendental Meditation (TM) technique provides the experience of “restful alertness,” which reduces stress, strengthens communication between the brain’s prefrontal cortex and different areas of the brain, and develops total brain functioning. As a result, the TM practitioner displays stronger executive functions, with more purposeful thinking and farsighted decision-making. When the CEO is fully “online,” the emotional response to the world is more balanced and appropriate.

*“Practicing TM for the last 12 years has given me the ability to be patient, think more clearly, and provide better solutions on the job. But TM has also increased my awareness and appreciation of the world around me—most importantly the love I have for my family and true friends.”—Chuck Wallach, Director of Leasing & Tenant Construction, Tower Companies*



**COHERENT  
BRAIN CEO**  
*Produced by the  
TM technique*

**SIGNS**

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**Strong Executive Functioning**

**Trend towards**

- Purposeful, flexible thinking
  - Nonimpulsive, proactive behavior
  - Farsighted decision-making
  - Excellent working memory
  - Settled, focused attention
  - No substance abuse or addictions
  - Ethical thinking and behavior
- 

**Healthy Physiology**

**Trend towards**

- Energy and vitality
  - Fit cardiovascular system
  - Balanced physiology
  - Strong immune functioning
- 

**Balanced Emotions**

**Trend towards**

- Self-confidence and secure self-esteem
- Feelings of safety and peace
- Compassion and empathy for others
- Healthy interpersonal relations
- Happiness and optimism

*"As a working parent, I have found that TM has allowed me to be calmer and less irritable with my children. I have the ability to think before I overreact. As a result, we are able to spend more time enjoying each other's company. It's really a pleasure."—Linda Schoengold,  
Legal Assistant,  
Tower Companies*





### How stress damages the heart

Psychological stress has been shown to increase activation of the sympathetic nervous system and the hypothalamic pituitary adrenal axis. This increased activation releases adrenaline, noradrenaline, and cortisol, which lead to faster heart rate, increased cardiac output, and narrower arteries. These changes, in turn, create increased blood pressure. Activation of these systems also accelerates the progress of atherosclerosis and can lead to acute plaque rupture, which results in ischemia of the heart (angina) and coronary heart disease and stroke.

*"TM has really helped me at home and at work. Now, a negative event doesn't bother me like it used to. I'm able to think things through much better. My body and mind are stress free because meditating does not allow tension or negative energy to stick with me."*—Jeffrey Lindsey,  
*Engineer, Tower Companies*





## How the Transcendental Meditation technique promotes a healthy heart

The twice-daily practice of the Transcendental Meditation technique reduces activation of the sympathetic nervous system—which, in turn, dilates the blood vessels and reduces stress hormones, such as adrenaline, noradrenaline, and cortisol. Published research confirms that the TM technique:

- Reduces high blood pressure
- Reduces atherosclerosis
- Reduces constriction of blood vessels
- Reduces thickening of coronary arteries
- Reduces use of antihypertensive medication
- Reduces mortality rates.

*"I am a highly energetic person with a lot of stress in my life. Transcendental Meditation has allowed me to take time out for myself, which has helped to reduce my high blood pressure and to improve my communication skills with others."—Marvin Atwell, Regional Facilities Manager, Tower Companies*



**Do all meditation  
practices improve the  
functioning of the brain's  
prefrontal cortex?**

No. Research confirms what one would expect. Different meditation techniques produce different effects on mind and body—just as different medicines affect the body differently. EEG and brain imaging show that only the experience of transcendental consciousness—unbounded awareness—gained during the Transcendental Meditation technique enhances the functioning of the CEO of the brain. “Mindfulness,” “visualization,” or “concentration” techniques enliven isolated areas and functions of the brain.



*I am a devout Catholic and I find that TM even gives me a better sense of my own religious beliefs. It makes me more aware. When I say my prayers, I can really think about what I'm saying because I have a broader mind. I have more clarity as to what exactly I'm saying and praying for.”—Donna Nurmii, Office Building Facilities Manager, Tower Companies*

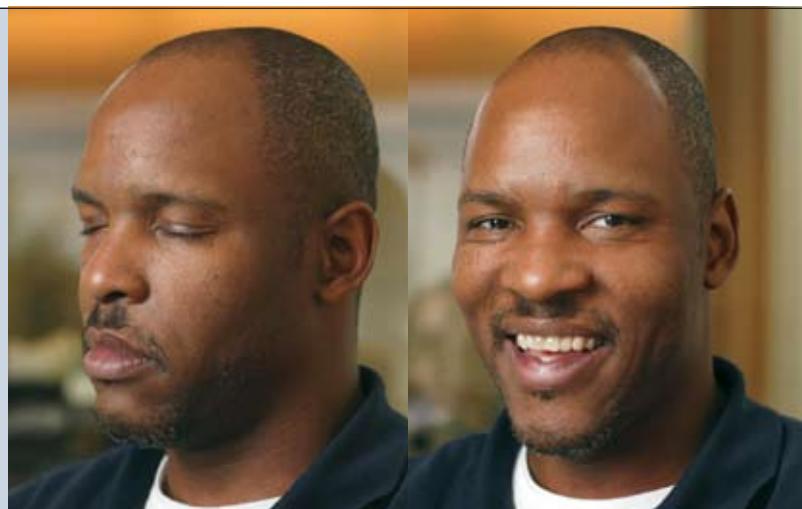


## **Research documents the benefits of the Transcendental Meditation program**

The National Institutes of Health has granted over \$20 million to study the effects on the Transcendental Meditation program for the prevention and treatment of heart disease, hypertension, and stroke. In addition, hundreds of other studies have been conducted on the beneficial effects of the TM program for mind, health, behavior, and society at over 210 independent universities and research institutions in 33 countries, including Harvard, Yale, and UCLA Medical School.

- Reduced High Blood Pressure and Death Rates  
*American Journal of Cardiology*
- Reduced High Blood Pressure and Reduced Hypertensive Medication  
*American Journal of Hypertension*
- Reduced Atherosclerosis  
*American Journal of Cardiology*
- Reduced Thickening of Coronary Arteries  
The American Heart Association's *Stroke*
- Reduced Constriction of Blood Vessels  
*Psychosomatic Medicine*
- Reduced Blood Pressure  
*International Journal of Neuroscience*
- Reduced Myocardial Eschemia  
*American Journal of Cardiology*
- Slowing of Aging  
*International Journal of Neuroscience*
- Reduced Hospitalization Rates  
*American Journal of Managed Care*
- Decreased Medical Care Utilization and Hospitalization  
*Psychosomatic Medicine*
- Increased Creativity  
*Journal of Creative Behavior*
- Improved Memory  
*Memory and Cognition*
- Increased Intelligence  
*Intelligence*
- Decreased Anxiety  
*Journal of Clinical Psychology*
- Reduced Alcohol Abuse  
*American Journal of Psychiatry*
- Increased Productivity  
*Academy of Management Journal*
- Reduced Blood Pressure: Comparisons with Other Procedures  
The American Heart Association's *Hypertension*

*"Some people bring negative energy and confrontation to my job. I use Transcendental Meditation to prepare for the day—to be positive when I have to deal with people. Meditating has also made me conscious of taking better care of my body."*—Eric Harris, Chief Office-Building Engineer, Tower Companies



## What is the Transcendental Meditation technique?



**“Heart disease is the number one killer in America, and based on the extensive published research and decades of clinical experience, it is clear that Transcendental Meditation is the single most practical, effective tool any CEO can use to improve health, manage stress, and reduce hypertension and cardiovascular disease.”**

—César Molina, M.D., FACC,  
Interventional cardiologist

*For further information  
about executive training  
in the Transcendental  
Meditation program:  
[www.AmericanTMProfessionals.org](http://www.AmericanTMProfessionals.org)*

The Transcendental Meditation (TM) technique is a simple, effortless mental technique practiced 15 to 20 minutes twice a day, sitting comfortably with the eyes closed. During TM practice, the active mind settles down naturally to quieter and quieter levels of the thinking process until the practitioner experiences the source of thought—the most settled yet fully awake state of awareness, also called “pure consciousness.” As the mind settles down, the body also settles down and gains a state of rest and relaxation that is, in many respects, deeper than the deepest part of deep sleep. This unique state of “restful alertness” eliminates stress and fatigue and is the basis for increased creativity and intelligence, improved health, and improved relations with others.



**Ramani Ayer  
Chairman and CEO  
The Hartford  
Financial Services Group**

“The Transcendental Meditation technique has been ideally suited to my hectic life. It has demonstrably reduced my stress and helped to maintain my good health, and has immeasurably benefited my family and business relationships. Importantly, it has helped me to make clearer, more effective decisions on the job—and has reinforced my integrity in my dealings with all my stakeholders. I encourage you to look more closely into this highly effective technique—and to take up the practice.”  
*Ramani Ayer has been practicing the TM technique for 35 years.*