

Her goal is to create time

A Brain New Way to Work is the company founded and run by Business Wise columnist Eve Abbott. It is also the name of her latest book, scheduled for release in early 2007.

This human dynamo is living proof that when you have a goal, you can achieve it. She attended UC-Santa Cruz, where she majored in sociology and psychology and received her B.A. and Lifetime Teaching Credential before she set out to pay off all of her school debts by working in the night clubs at Lake Tahoe.

She will tell you she saw all the great talents perform. Their energy and dynamic approach to life were a real inspiration, and in 1989, she decided to form her own business, which she called Organizer Extraordinaire.

Her goal was to help businesses and clients increase their growth by reor-

ganizing their businesses and lives to ensure greater success. Her clients included both companies and individuals, and the demand for her services grew rapidly.

Abbott's tremendous drive has helped her build a nationally known business and given her the courage to spend two years of her life learning to walk again after an accident and a near-death experience.

That experience and an MRI led her to study the human brain, and those studies made it clear to her that being busy wasn't the real key to productivity.

Instead, she discovered that "we all process information differently, and that led me to do more research on the human brain." She began to understand the real meaning of personal power and how she could work with individuals, groups and companies to help them increase the impact of their efforts.

She decided that if she could help them change their approaches, use their own thinking patterns more effectively, and then combine the power of their thinking processes, she could lead them toward changes that would have a real impact on their own success and the

success of their companies.

As she noted, "Eighty percent of illness is stress induced, and often that is because we tend to work against our own brain patterns. If people can learn to work with their brain patterns and not against them, the stress levels will decrease and productivity will increase."

That concept forms the basis of her work with her clients. She teaches them how to send information to their brains so that it is best received by the brain which is, as she puts it, hard wired.

Abbott noted that the people once called mavericks are now called futurists, and the contributions of these "right-brained" individuals have added a great deal to the growth of our corporations since we stopped

ignoring their ideas and contributions.

Abbott went on to note that American companies could reduce up to 12 percent of their overhead by more effectively using employee brain power. She pointed out that "The Wall Street Journal noted that the typical worker wastes 10 percent of his/her time by shuffling paper, which is a costly process and literally a waste to time and money."

According to Abbott, "The brain, not space, is the last frontier, and it is forever changing our communication patterns, our work patterns, and our work itself. Companies are going to have to recognize this and refocus their approaches in order to enhance their level of success in this rapidly changing world."

Abbott's advice for those who want to make their businesses more successful: "They need to learn how to read people, recognize the various styles, and know themselves as well. Plus, they need to be happy, and let the world know it."

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