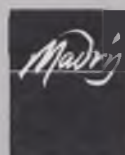


VLADIMIR GAGA

How to be a leader



Educational guidance



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The educational guidance was written in Tomsk State University. It summarizes the results of the research, carried out by sociologists, economists and psychologists in the area of the realization by human being his genetically determined abilities. The work represents the essence of the address by managers to psychologists mainly for the help in uncovering potential knowledge bank and professional skills of company specialists. The work is prepared as educational guidance for study courses “Industrial management” and “Labour Economics”.

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INTRODUCTION

In manager activity are common the cases when specialists, having reached some level of recognition, stop working on the formation of the reserves of their intellect, forgetting that it forms the systems of super conscious and subconscious. As a result the specialist in the eyes of the manager becomes nobody; manager does not any more discuss any problems with him, and moves directly to the level of need to implement turnkey solutions. But there are also cases where superior manager stops his development. In such cases the specialist who is still on the move can be kept for a long time in the number of confidants. But in both cases, the organization gradually starts losing its competitiveness.

The present educational guidance shows the ways out to the “second breath” for any specialist. We have reviewed most recent studies by psychologists and sociologists, working on issues of personal development; those acceptable for practice are grouped in special sections and proposed for the study to people wanting to enhance their dignity. Realizing that the study of human brain potential is outside the research of an economist, interest in this study, dictated by the demand of practical management, has called us to tell psychologists to those areas that are closely examined by managers of modern companies.

CHAPTER I

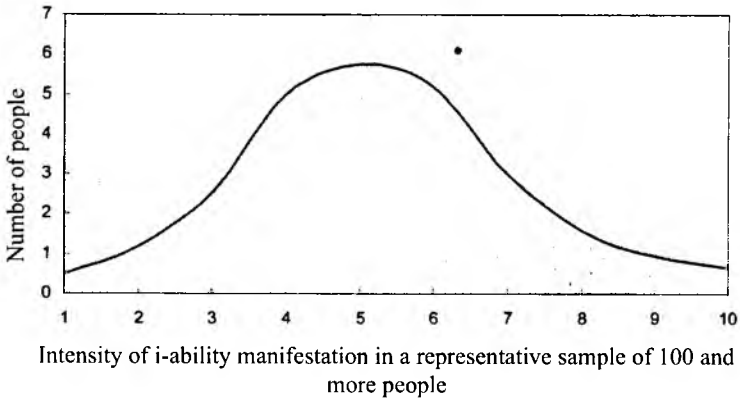
METHODOLOGIC BASIS FOR THE OPTIMAZATION OF WORK RETURN

1.1. Your abilities against the background of brain potential

In circumstances of market economy and private-ownership management sharply increases the differentiation of population according to income levels and consequently according to lifestyles, creating social tension. Such catalysts of interest as need, jealousy and envy start developing rapidly, enhancing the psychological instability of personality, weakening the bio field of one subject and reinforcing that of another.

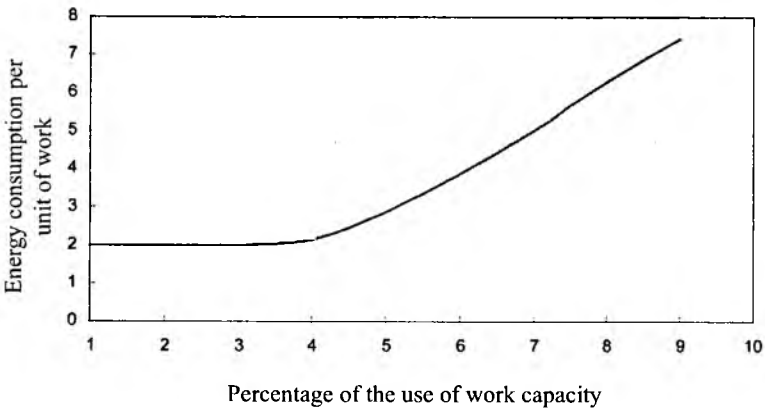
In such a situation increases the responsibility of the person for his own destiny and place within the society of Russia. The issue about one's genetic abilities and the level of manifestation of these abilities becomes serious. It is appropriate to recall here that according to evangelic covenants all people are equal, but in real life very, very diverse, also in very well known to everyone range. Equality was present in the ideology of a socialist society, in which developed mutual aid and cooperation, existed an institution of tutors, whose task was to align devotion to work and the amount of remuneration. Systems for identifying and disseminating best practices with the centers of scientific and technical information allowed mediocre or underperforming person in a short period of time achieving working efficiency, allowing maintaining his well-being on a level sufficient for a developed employee. Everything changed in business conditions, where it is uncommon to disclose inner secrets. Appeared and increased previously unknown categories of commercial secrets with financial intelligence and counterintelligence.

Modern science proves that people are equal according to the system of abilities, which are demanded unequally. But as to each of the abilities the people are differentiated according to the known Gauss curve (normal distribution curve) (see picture 1).



Picture 1. The curve of the normal distribution of people by i-ability.

The process of aligning devotion to work is burdened also by the fact that the person has no idea about the maximum of his i-ability and his actual working capacity according to it. Without any harm to the body human being can use no more than 50% of his genetic working capacity, since beyond this boundary sharply increases energy consumption and intensively wears the system of the body (see picture 2)



Picture 2. Consumption of human energy in dependence on the level of use of work capacities.

Therefore, the subject faces the following tasks:

1. Determine the capacity of the organism, which is given to it by nature at an optimal level, i.e., beyond the fifth unit of picture 1. Approaching the tenth unit will provide more and more evidence about the strengthening of new quality of his devotion to work: genius.

2. Evaluate the extent of demand for such genius on the labour market.

3. Optimize his abilities by choosing the topical one. Quite possible that it will be within 5 units. In such cases, it is his destiny and should be adjusted to the average consumption, waiting for better times for the realization of his genetic component.

4. Choose for himself a training system, allowing developing to the level demanded the desired ability, organizing in parallel a place, where to sell it, i.e., workplace.

The abovementioned gives evidence that we are: a) all genius, but not always in demand by society in this direction; b) do not know about the maximum of our abilities, so we are designed by the Great Gene Engineer, and this secret, apparently has some justified rights to exist.

Among the popular measures of penetrating the gene system are the following: a) palmistry allowing learning person's character and personality peculiarities from palm and constructively using the obtained information for understanding oneself; b) various occult ideas used by practicing clairvoyants; c) conclusions of venerable personnel managers, having acquired experience in working with people in industrial situations; d) tests compiled by sociologists and psychologists used by personnel recruitment service providers; e) theories of psychologists specializing in long-term observations of the behavior of the subject in industrial environment; f) own practice. But all the abovementioned methods as to the evaluation of their objectivity are among the expert methods, i.e., inaccurate ones, used in conditions where there are no accurate methods.

Library, information and success in business are primarily associated with the work of the brain, manifesting itself through the human psyche. It is assumed that the evolution of the brain has lasted for 200 million years. The weight of its gelatinous mass resembling thick mustard is 1,5 kg. Accounting for 2% of total body weight, it consumes 20% of oxygen. All nerve cells generate electric power capacity of 25 watts, they do not feel pain. The brain consumes 0,7 litres of blood per minute. Consciousness is lost in 1 minute loss of blood flow, life ends in 8 minutes. Cortex occupies

8% of brain volume; the grey matter consists of 10,0 billion cells. More intensive blood circulation is necessary during sleep. Over the time of evolution, it increased by 3 times, while other parts of the body remained almost unchanged. The carriers of consciousness are neurons. Mental abilities do not depend on brain size, but on the number of connections between neurons and on the rate of forming them. Average speed of this process is 1/100 sec. Brain – an electrochemical system, which is the most complex in the Universe. Brain was studied by I.P. Pavlov, Sir Charles Sherrington, Sir John Eccles, A.R. Luria, Wilder Penfield, Karl Pribram and others. Most of them believe that the brain is the last mystery of nature, which will be solved by human being. Penfield came to the conclusion that the mind is something more than the brain. Mind is the original stimulus, the explanation of which cannot be found in organic brain functions. According to D. Davitoshvilli, a person is a source of long-wave radiation. Human being has the unique ability to influence any biological processes through complex of his psychic energy and radiance emitted from palms. Electric, magnetic and thermal activity of human body is registered. The energy of biofield is very low and human body reacts particularly to these weak fields. On clear days a potential difference between the legs and head of average person can be 160 volts. Biofield determines the human psyche. There is no consensus about the levels of energy of biofield: the more the subject is studied the more subtleties are detected in it. In his psyche studies Freud singled out unconscious, conscious, censor and preconscious. The explanation of these levels is quite peculiar, but it deserves to be considered at present time as well. Freud compared subconscious system with the great hall, in which all spiritual movements are swarming like some kind of creatures. Then the salon comes, where the consciousness is dwelling. On the threshold stands guard, named Censor by Freud, carefully examining each image, evaluating it and allowing its access to conscious. Thus it does not give any chance to recognize the afflicted. Images, which are located in the hall, are inaccessible to the eye of conscious. Preconscious in its turn consists of images and feelings, which are not yet conscious, but which can in principle be realized.

In contemporary practice is increasingly being used a three-level concept, described by B.I. Vershinin and others in monograph „State of the soul”. He distinguishes: a) conscious; b) subconscious; c) super conscious. Let us examine them in detail. Conscious defines the knowledge of a human being about the surrounding world, which can be transferred to other

subjects with the help of any signs (words, expressions, gestures, artistic images, letters, etc.). It carries social and subjective information. From the system of universal information we choose the one, we are interested in and which available to us. Information of no interest to us remains in social environment. The selection of important information is based on the mechanism of focused or selective attention. It acts as a kind of filter and at a certain rate (7 ± 2 units) transmits information to conscious. For conscious is characteristic analytical thinking, based on the emotionally-semantic memory. The subconscious absorbs everything that was conscious or they may be conscious. It stores the skills learned and deeply adopted by human being norms of behaviour, formed to the level of reflexes. They can amount to 2.0 thousand units and be linked. In practice they constitute an infinite number of behavioural programs for immediate use, which are well performing defensive functions, being ahead of the conscious with their knowledge. Information is being acquired, as experts say, continuously, including sleep and other passive states (narcosis, fainting, forgetting, etc.). But the information is absorbed without analysis, in the literal sense; human being cannot control this process. The subconscious is conservative; it has no creativity, presupposing overcoming previously established norms. The brain remembers everything that it has perceived by its sensory organs and even more, if we agree with the concept of the energy of the brain and its genetic component. But, according to neurophysiologists, we use no more than 5-7%. Z. Reydak expressed an idea that the Earth is surrounded by an information field, which has recorded the events that have already happened, and that are expected to happen. And the person in special cases, having mastered subtle information processing skills, can penetrate into it. In such cases a conclusion should be made that human being abilities in a certain way depend on his long-distance communication with information-energy field. Atlantes from other worlds, for whatever reasons, have left Earth. They represented right-brain civilization, working with the use of intuition.

Their brains, due to resonance effects, could become a powerful source of energy that can carry out irrigation works, execute the construction of giant structures from blocks without the use of any mechanisms. Their technologies are not available to us. They disappeared, leaving only traces and no more. With this concept with respect to the energy of strangely disappearing Atlantes, we believe we should agree. In the dwellings of primeval human beings we find items and tools of work, what cannot be

said about Atlantes. Consequently, their mechanisms are somehow different from anything familiar to us. And the version on the possible use of brain power in real life is quite acceptable for consideration.

Experts in brain work studies assume that all information left out by human is stored in a special extremely powerful block – superconscious. It is assumed that a person enters it as he develops wisdom. Super conscious begins to be used at the stage of wisdom, when human being begins to consider the experience grasped by the powerful apparatus, bestowed by nature.

But since human being is not entering this level, we are not using our opportunities in the interaction with nature. From the standpoint of wisdom that is the case when everything is decided not by majority, but minority.

In the third stage is formed a critical mass of people associated with the ability to enter the superconscious. This, obviously, is no more than 10-12% of the total population. They are the ones, determining the fates of groups of all forms and kinds.

In the late 20th century in Novosibirsk was held UNESCO Congress “Science and Education on the threshold of the third millennium.” From the reports of scientists from different countries, it was clear that scientists, though they cannot find an answer to the question of how to awaken the dormant powerful natural forces of the human brain, but they understand that such answers must be sought by developing research both in terms of logical thinking and intuition. This century began with the intensification of the studies of an ability of an average person to access the superconscious.

The structure of the brain absorbed information throughout the whole event-time, which is stored in the superconscious. Superconscious is as if the very nature, its representation in human being. But it helps only in non-standard situation in the form of tips, and then in a low voice, entering through the corpus callosum from the right hemisphere to the left in the form of insight, wise unexpected solution. But human being thinks that this revelation has come from above and is the basis for religious feeling.

It creates the illusion that it is impossible to turn to one’s own conscious bypassing this sense, that access to it is realized only through special prayers, composed of an algorithm unknown to many.

An impression arises that the superconscious is constantly interacting with the knowledge only from left to right. The processed information is transferred to it not only from the sense organs but also directly from the conscious. Superconscious accumulates all this, compares, evaluates, folds

in different ways, forming our life experience. In plain language it means: failure teaches success.

But in the other direction, i.e from right to left actions happen spontaneously, when we are in a difficult situation, i.e got into trouble, and then not always and not for everyone. Voluntary access to these high spheres is not permitted, and the question of how this is possible, scientists today can not answer. These secrets are accessible only to prophets who, according to A.S. Pushkin, are not afraid of mighty lords, and their language is “on friendly terms with the will of the skies”.

Non-interference in the superconscious, apparently, has been provided by nature (in other words – by the main constructor of the human being) to avoid conservatism. If the conscious is made censor, then, because of the reinsurance it will not allow any progressive decision, because it is formed as an analytic, but conservative, i.e, it ensures motion along the line, on the basis of known information. For the conscious remain the functions of formulating the problem, defining it, as well carrying out as secondary selection, generated by the superconscious. To connect the superconscious itself to the solution of the urgent tasks there exist informal techniques taken from the storerooms of folk art in the form of recipes, but all this is at the level of advice by analogy with those that we can get in the newspaper “ZOSH “for healing the diseases of the body with herbs.

The basic recipe is very simple in description but complicated to implement in real life. It is work, work, and work, connected with the formation of intellectual reserve, overfilling the subconscious and feeding the superconscious with new and up to date information. With the mentioned recipes of K.S. Stanislavski one can get acquainted in the book by K.E. Antarova “Two lives”. Managerial wisdom says that no matter what manager does he does everything on the basis of theories incorporating the experience of generations. Superconscious operates with experience accumulated by the conscious and partially stored in the subconscious. Therefore, it cannot provide an idea completely free from this experience. But by itself such a stock of knowledge does not guarantee the birth of the hypothesis. Necessary is a great desire to solve the problem, fantastic working capacities and diligence, embarking on which can be carried out either by high intellectual, stemming from genetic foundations, culture, or by intense need, created by formulated but unsatisfied needs. For self assessment most commonly is practiced the use of palmistry with the system of tests. Study of the palm has a long past. It is amazing that most palmists,

belonging to different cultures and living in different centuries, agree on many aspects of learning the lines of the hands. At the inception of modern methods was Kazimir Stanislas de Arpentini. He was among the first to classify the outlines of the palm and divide them into several types, which today are used by everyone: spatula-formed, square, simple, psychological, philosophical, and mixed type. In the last century in palmistry was famous the name of Count Louis Hamon (1866–1936), who was more often known as Cheiro. He studied palmistry for over 40 years, along with other occult research works, such as numerology and astrology. But predictions of palmists are degraded by modern physicists, who argue that there is an unidentified energy, which can be transmitted from a person with a strong biofield and set an agenda for action. From these positions, palmist reveals the structure of opportunities, and programs her own, to be instilled in the subconscious of the subject, as an action plan for future periods. For those wishing to predict their fate according to the line of the palm we recommend the work of C. Fenton and M. Wright, “Secrets of Palmistry. Get to know your destiny”. In the usual bustle and transient activity of treasure hunter of one’s own destiny is used the following method – the practice of trial and error, which was used by the author of this work who studied the specialities of agriculturist, a beekeeper, musician, economist, educator and scientist, who ends his career as a successful manager with a definite “dry Balance “ of the created, implemented and accepted in practice on tangible level, that is, when you can see, feel and touch the result. In this process of self study an important role is played by intuition, which most frequently is a natural ability. But it is based on theories which have settled in the subconscious both in the result of learning and practice. Consequently, the weaker the development and practical experience, the less intuition manifests itself. It is quite possible in such cases to choose the direction of one’s activities, which will not allow reaching even 5,0 units of working capacity and will lead to disappointment and destruction of personality structure. In our training course “Theory and practice of decision-making” the exploration of the ways of using and developing intuition reaches at certain periods the level of 75%. For independent work on the subject is prepared and published a manual by S.A.Kozlov „Making intuitive solutions in business” (Tomsk, Izd. TSU, 2000, 150 pg.).

Check on the relevance of the selected ability is carried out through the study of labor market, the directions of the research and infrastructure. At this stage of becoming a specialist of great help can be advice given by

successful managers, executive directors, managers of banks, insurance company managers, personnel departments of regional administrations and other.

Regarding the optimization of the ability to the level of ten, can be useful the work of Patrick K. Porter “Wake a genius in yourself“, which summarizes the experience of large corporations and is supplemented by own experience. Below, we use the technique of the author regarding the awakening in the ordinary professional a desire to move to 10th unit in our classification, i.e. to stroke of genius: higher-order thinking, given to each human being by nature. Formulation of the problem is clear – intensify the realization of one’s potential abilities, which will be followed by substantial reward. But human being is being inhibited in this process by fear and most destructive of the family fears – that of inferiority, which as to the strength of afflicting the consciousness in certain part of the population exceeds the desire to increase the level of consumption. This category of people should understand that life gives to them in exact proportion what they are asking for.

In our collectives, actively moving to 10th unit, queues do not exit, the queues exist only among the ones asking for the reward of the genius. The reason is the habit of living with limitations created by ourselves and blaming others in setting up obstacles to development. I had the opportunity to walk this way in the 60’s of the last century in the company in the defense of the thesis for the degree of candidate of sciences in an environment of spectators like me having refused at some point of time from participating in increasing the level of their knowledge. There were no signs of erecting barriers. It was the first defense among economists of electrical industry. By the Decree of the Minister the ones having defended their thesis obtained a 30% increase in their salary.

Inner strength, guiding our development, which is part of the mind, is apparently located at the level of superconsciousness. It is aware of the smallest details of our lives. But most of us do not know how to gain access to it. We are peculiar computers without the program, which is written on the palm, but we have no key to accessing these codes. We would be more active in searching for this key, if the skills and knowledge would always lead to material success.

While being trained at Ohio State University, we met over the entrance to the slogan: “Everyone entering should remember what a risk he takes.” This means that you can sit in the library for half-life, study all management

theories, but still be unsuccessful in business. The genius almost in his or her development always commits actions, which seem unreasonable. Thomas Edison experienced in research 999 unsuccessful experiments, but he also invented the light bulb. Genius considers all completed actions to be successful, regardless of the outcome. Such expenditures require a careful attitude to the use of time and ability to manage a bank of time in which are 86,4 thousands of seconds. Attracts the attention the system counting useful use of every second and the amount of unused seconds at the end of the working day is written off the account.

The transfer of time spent from the use of resources to the development with the risk is rejected by mainstream life practice, which needs not a dreamer but a pragmatist who should:

- a) earn a living;
- b) have a beautiful house;
- c) have two cars at the entrance;
- d) keep money in the bank;
- e) carry several bank cards;
- f) and anything else.

In most cases the practice is that the functions of the earner are combined with development for those aiming to reach ten. They figuratively speaking have to do, what the average person is not available: make circles with a foot and at the same time write a name with a hand. In this case it is important to have a general understanding about the functions of the parts of our body, located above the neck and shoulders. For the left hemisphere everything should make sense. It carries out critical analysis. Our mind rejects information until the stage of its thinking over has not been carried out. The work of school is based on the same principle. It assumes that all provided information is 100% correct. The left hemisphere of the brain does not think about what is right. It is based on the evidence of life experience and it functions in such way that may be obstacles to change. Wanting to open ourselves for great things, we must master the creative functions of the right hemisphere for harmonious co-operation with logical mind.

The right hemisphere is responsible for creative ability, for the ability to dream. Its products include musical and artistic talents. Right hemisphere is the dwelling place of liberated spirit, the place of dreams, fantasies and fairy tales, freedom and romance, imagination and pretense. This is a place that knows no boundaries, no restrictions. Our society has evolved,

neglecting the left hemisphere, also in schools in our work with youngsters we do not pay enough attention to bringing up the dreamer. And if we do not change education, we will produce students, whose level of education is based on the ability to memorize.

The author of these lines, while working as a manager of a department responsible for organization and stimulation of work in a large enterprise, paid attention to the fact that in Russian practice innovation activities of employees are overshadowed by current activities, 70% of employees receive a salary according to the amount of performed work, salary is defined by the level of work, not by the qualification of the employee.

Although the payment of compensations for qualification difference was allowed, pronounced interest in further training in the working class we did not notice. The average qualification of a worker during all decades of XX century in Russia did not exceed the fourth rank.

Even at the hourly paid work an average qualification of workers in brigades was not to allowed to exceed the average qualification of work, therefore workers like pieceworkers were financially “tied” to the “old” and not “new” hardware. Formation of knowledge reserve was not practiced. It resulted in an overrun of planned payroll. In order to revitalize the innovation of the situation, we developed and implemented multifactor job evaluation system, where indicators of creative activity were incorporated in one of the following three blocks:

- I. Creative activity.
- II. Ongoing activities.
- III. Social activity.

In the period of intensive development of production of weapons everywhere in Russia rationalization activities were systematically promoted, schools of economy worked in shops, and education in evening and correspondence departments was free of charge, but a mass movement to form intellectual reserve we did not observe. Apparently, the restricted development of the left hemisphere during the school years manifested itself.

1.2. Dedication to the unknown

To clarify: to awaken the genius, it is necessary from an early age teach the child population of the country to discover themselves. But each of us has on the shoulders yet another power beyond the functionality of the mentioned hemispheres. This is superconsciousness with the subconscious,

with the help of which it is easy to reach the level of genius, i.e. get closer to ten. This power should be used for practical purposes as a connection channel between the right and left hemispheres of the brain. Everyone has a certain degree of creative energy. We are constantly in a constant state of creativity.

A certain part of our “I” is known as the “creative part”. It can solve any problem. It is very important to understand the creative part of one’s own “I”.

But in fact we do not have a strict distinction of right and left hemispheres. Any of these parts is capable of performing the functions of the brain. We usually train ourselves for a particular part of the brain. So we have two brains, which are connected by a strip of grey tissue – „corpus callos” – bundle of nerve fibers. Person aiming at development should know how to create “whole brain thinking.” This is an ability to use both hemispheres: “controlled creativity” or precise daydreaming and the possession of an impeccable memory. Our helper in setting up the creativity can be a special tuner, pointer, which everyone knows but does not perceive it as such.

Familiarity with the structure of the brain and its manifestations has shown us that there are no physiological or physical-chemical methods in terms of possible penetration into its information content. Physical intervention can only reduce its capacity, because in a few minutes quit its existence, and release the spirit, i.e., set free the energy bunch from the need to be present in n-body. But on affecting the thoughts the humankind has been working for centuries, using as basis immaterial and non-measurable methods, in general called as prayers and charms. The combination of words or certain actions create an encoded energy that penetrates the subsystems of superconscious, helping in its purposeful activity. These are musical pieces written by composers in particular ways. Nowadays sometimes in households, but in previous centuries often charms of folk healers were used to cure patients. Combinations of words constructed in a particular way affect the frequency of the radiation of biofields and tune them on healing. Invisible, intangible and immeasurable today affects our subconscious, and tunes it into the desired by the magician direction. Classical works of Bach, Beethoven, etc. affect us in similar way. They stabilize our brain and allow it to enter into the “alpha” – the best state for relaxation. It is a logical music.

Specialists prove that the brain is similar to muscles and should be trained. Simple training: in one of its stages, and the simplest one a person has to learn to write the word “elephant” from a single point simultaneously

with the left and right hands. Without special training, one can work under the domination of one hemisphere.

To determine with what hemisphere you are at present working primarily is possible with the help of the experiment with a finger. Outstretch arm and thumb, point it to a corner. In turns close your eyes. If the finger points to the corner with an open right eye, then you have dominant left hemisphere, and vice versa. If you use the right side (eye, ear, etc.), then process the information with the left hemisphere.

Let us turn to the theory of the beginning of making a decision. Brain and mind are different entities. Brain – computer hard drive, mind – its software. Mind – this is intelligence that is present in every cell, every system and every part of our body. It is an intangible, incredible, awe inspiring part of our “I”. It makes us what we are. The mind perceives the information through the 5 senses: sight, touch, hearing, smell, taste. Through them is entering information. Person aiming to be a genius has to know how to access it and how to use it.

Methods of presenting information are quite subjective. We will consider them as: a) visual – I want to see the speaker’s idea, b) auditory – I want to hear it, and c) kinaesthetic – I want to experience or feel what is meant. Usually in the work with information all connections are used, but always there is a preference to one of them. Russian school often works by using the combination of auditory and visual, i.e., for the university it is the chalk, board, and professor’s bald head. But it was so in previous centuries; in our century is widely used special equipment. Kinaesthetic people consider comfort very important. They perceive the world through feeling it. For them it is important to touch, hug, and feel the closeness and warmth of others. These people are often slow. They need to grasp the information and then feel it.

The mind has a holographic nature. It always perceives information through all five sensory organs. But communication for the majority is carried in that type of perception, which they prefer. An acquaintance of one famous lady, as she told, said good-bye with: „Smell you later”. Using in communication the preferred mode of perception, you will gain a privileged position in any conversation. Intelligence manifests itself not only in the ability to store information, but also in the ability find it. Before collecting information it is necessary to find out which method is the most effective for you and which you prefer. If any of the methods is limiting the development, then, having found out who you have inherited it from,

you should extinguish it and switch to an acceptable in the given situation method.

On the basis of perception you can be classified according to the types of behavior, which are named identically with the methods. We will consider their determinants according to the types of behavior:

a) Visual:

- How is your clothing matched?
- How do you bring yourself in order?
- How much time do you spend in front of a mirror until you are sure that look ok?
- What do you pay attention to in other people - their appearance, clothes, thinking, development?
- Do you always consciously perceive what surrounds you?
- Are you irritated by a crookedly hung picture, uneven distribution of furniture?

Most people of visual type have to see what they study, or they simply will not perceive the information.

b) Auditory:

- Do you not pay attention to appearance, but are worried about what others will say? Will he say that I am beautiful?
- The person-listener is a little concerned about the look of his car, but it is important to him what a stereo system is in the car.
- He can listen to and perceive the information without looking at the lecturer.

c) Kinaesthetic:

- Perceives the world through the senses. Clothing is not matched, old-fashioned shoes, most important is the comfort, even if the glasses are bent.
- They need to grasp the information and then feel, before they decide.
- They need to seize the information and then feel, before they make a decision.

To process information they often shuffle and work better if they can use their hands (summaries of works).

It takes a lot of time. People of visual and auditory type move ahead in the program faster than those of the kinaesthetic one, who have to grasp the essence of the problem. These people are facing the risk of the falling behind in the development if compared to visual and auditory people. They

appear slow and boring. It is necessary to understand in what cases these types are called out, define – a) are they yours? b) where they stem from – father, mother? If yes – save them, if not – leave them.

From the abovementioned follows that revealing of each person abilities is first of all related with the understanding of our brain. It hides opportunities which the average human being has never thought of. But to use this power it is not at all necessary to study physiology, physics or dissect the brain. At present the largest part of female car drivers have no idea about how to open the bonnet of a car and where is located the starter and carburettor, but they can successfully drive a car.

Below we will consider amazing discoveries in science made in the last decades (see „Subconscious can all” by D. Keho).

These discoveries explain why visualization or mental representation are creative helpers that help human being to control and direct the flow of energy, being aware of which you will come to understanding the essence of the brain and realize that inspiration, prayer and intuition are not something supernatural, but are subjected to rules, which may be discovered by the end of this century and used by human beings. Below we will consider the discoveries in this field.

The Universe today is regarded by physicists as an indivisible infinite net of dynamic activity. We are represented in it not as separate elements, but as a part of one giant unified whole, so “when a grass stem is tore off, the whole Universe trembles.” But we do not yet have equipment that would fix this trembling. Technological advances have emerged only in the detection of atomic bomb explosion in a corner of nature. By the way, these devices, as well as the nuclear bomb itself were manufactured in Tomsk in one of the factories of military-industrial complex. Particles are considered to be beams of light, which can make sudden movements – the “quantum movements”, in some cases acting as a whole, in others – as waves of pure energy. The Universe is alive and dynamic and we ourselves, being in it, and being part of it, are alive and dynamic. In 1947 were developed the theories, on the basis of which was discovered the holographic effect. The hologram, as understood by physicists, represents a phenomenon when the “whole” is contained in each part of it. Now, scientists have concluded that the work of the brain is also based on the holographic effect, i.e. the brain – a hologram reflecting the holographic Universe. The authors of this idea are the world’s outstanding thinkers, who by chance made this

discovery completely independently of each other, working in different fields of science. It was a breakthrough in understanding of the essence of the reality, showing that “our thinking processes are much more closely related to the physical world than many of us expect”.

Subsequent studies have found that there is every reason to state: the brain can directly influence and influences material reality. The interaction of consciousness and the material world is based on the fact that “consciousness – energy in its finest and most dynamic form”. In whatever direction we move on the planet, our thoughts create the surrounding reality, so the fantasies, mental images, desires and fears have an impact on real events.

From the standpoint of this theory, manager faces new and much wider panorama. Let us have a look at it. One should always remember that we live in two worlds, two realities: a) the inner reality of our thoughts, feelings, attitudes, and b) the external reality, where there are people, things, events, etc. Lacking an ability to separate them, we allow the visible external world to dominate our lives. Responding to external influences, we cannot realize the power we possess, so we turn to palmistry, magicians and other prophecies, stumble in the darkness of mental life. The change of the reality, human being exists in, begins when he stops continuous reacting to it. Inner consciousness is a powerful force, which is the main and most crucial part of our essence, on which depend the successes and failures.

Everything is essentially the energy and you operate it in a huge amount of light and mobile form – in the form of thought. In the nature of thought is inherent a desire and ability to materialize in the form of its physical equivalent. Thoughts like sparks of a fire, possessing the essence and potential of the flame, burn rapidly and disappear in a few seconds. To reinforce the thoughts they should be repeated many times, concentrated, directed, which allows increasing their power.

As an analogue for understanding can be used comparison with a magnifying glass, with the help of which, focusing sun beams in sheaf, can be reached high temperature necessary for ignition. Studying the brain, we must always remember that thoughts have their own power.

Most often, we do not appreciate our thoughts and do not pay attention to them. We would treat our mental processes with greater attention, if for every thought, depending on its nature, we would have to receive or give one euro. Physicists assert that the system for accounting thoughts is the Universe, where no thought on her part is left unattended, but from us it

goes to other worlds. Consequently, the thoughts must be treated carefully, their course should be followed, and they should be properly directed and concentrated.

From the standpoint of the last research it is easy to explain the existence of prestigious universities, striving of youngsters to participate in competition for the rights to be their student. Of the same nature is the concept of belonging in motivational theories. Prestigious universities, higher education institutions are accumulators of thought energy in large amounts, which is stored in energetic sub-systems of Universe, in autonomous cells, serving the superconscious of their clients. To the latter belong those, belonging to them: students, graduates, and researchers. Having received the „visa” of belonging, its owner gets the rights to use „thought bank” of the related accumulator, to which they turn through sub-systems of superconscious each time when the necessity in it emerges. It explains the success of the graduates of prestigious universities in practice, i.e., in business, researches, a.o. The graduates of other universities do not possess the database of thoughts of such a scale. They have no rights to enter these storages, on the thresholds of which, according to Freud, stand the incorruptible censors.

The phenomenon of success of Tomsk branch on international forum can be explained in a simple way. In the collective of this company are active the systems of post-university development.

Here, being the first and only one case in practice of Russian banks, is annually published „Organizationally-economic mechanism of bank management”. Now the publishing house of TGU is receiving the sixth issue. The postgraduate department is developing successfully. More than 20 employees have passed examinations of candidate minimum and are working upon texts of candidate thesis; the successful defendants are present as well. The branch is lead by a doctor of economic sciences; his deputies are candidates of science.

The thought bank of this collective has created an egressive potential, i.e., it has energy of thinking advantage relative to other similar Russian collectives; this access has been gained through doctors of science. This energetic advantage creates the economic superiority.

The huge reserve of intelligence of the employees, mostly graduates of 4th Russian university, and therefore qualified for entrance into the universal storage of thoughts allowed the collective to get a diploma „Enterprise of high financial performance – 2007”, and its director: “The award of the

Gold Star. The financial prowess of Russia”. Contacts with the bank of information increase energetic attraction of specialists. They act on others like a magnet that simplifies the management of the staff. Today the energy biofields, as mentioned above, is not measured, but obviously it depends on the acquired information, as well as on age, i.e., on the number of neurons, functioning in the computing center of human being. The force of attraction of a person, saturated with information, can be illustrated by such a real factor. In one of the villages of Tomsk district a creative specialist built a modern cottage. It stood among common for Siberian village houses. But ten years later it was surrounded from all sides by brick houses of beautiful architecture. Nowhere in the village happened anything similar. Doubters may get familiar with this phenomenon in the village of Bogashevo, in the area of the street of Vokzalnaya № 28-40.

To get off the ground and move in the direction of ten it is necessary to meet serious requirement – change your way of thinking. In Gospel of Luke (19:26) it is interpreted as follows: “Everyone possessing will be given, but everyone not possessing will be taken away what he has”. At first glance, this is quite unfair. But Holy Scripture says something else. The Bible says that this is the way the Universe is constructed. Everyone is free to determine the quality of her or his life; each person has freedom to choose his or her own thoughts. But not every one of us understands the greatness of the interpretation of freedom and destiny in such a way. A simple Russian treats it like this: for the rich it is augmentation of resources, for poor – constant cohabiting with the need. Most positively this approach is perceives Americans, who are proud to have created a democracy that allows anyone who wants to achieve his or her goals. Prosperous person develops mind, aimed at prosperity, his thoughts are tuned to wealth, success and material well-being, what focuses his thoughts, collects them into energy beam. But at the same time in America the government has created a special structure of the material organization, developing a small business in which the thoughts of the subjects are assisted in their realization.

Something akin to the American system is being created in Russia in various forms of support for entrepreneurship and innovation activities. Two great countries of the world create the conditions necessary for the formation of a progressive mindset. Very specific in this regard is China, where at the dawn of small business existed one State bank, issuing credits on the recommendation of the district committees of the Communist Party, the economic commissions of which analyzed the business plans

of innovators. But for the loser everything at first glance is different. He is poor and life circumstances drag him down. But taking into account the abovementioned theories of the brain, everything looks different: progress towards the top ten is hindered by the thoughts of the loser, who curses his fate and cries. Surrounding reality may change, when develops a new type of consciousness, always preceding action. It is necessary to decide what you want out of life – health, power, material prosperity, happiness, or being more spiritual. Remember that all this exists in the form of potential opportunity. After determining the type of desire next step is its unfolding, including the accumulation of information in the form of learning allowing overcoming the resistance of the environment. This will provide the necessary energy allowing reaching the goal. Consciousness should constantly be fed with energy. Of course, this would require spending some time and making the necessary efforts for the development of the appropriate type of consciousness, after which the motion will become automatic.

If someone wants to take away the pearl of the sea, he has to make a deep dive for it. He will not be helped by the belief of others that at the bottom there is no pearl. Habit of living with the limitations created by oneself and still blaming others is the main reason why in our world are so few recognized geniuses.

From the above the following conclusion can be drawn: the reality in which we live, will always be created by our brain from the energy stored in it in the form of information. Generalizing the theory and practice of mind control, it is possible to determine the number of requirements for the process of moving towards ten, well-studied by psychologists and generalized by P.K.Porter, representing peculiar steps to reach the goal. These are visualization, thought settling, fixing, awareness, subconscious, intuition, dreams, reality, concentration and reflecting, attitudes, self-assessment. We will consider each of them in a greater detail.

CHAPTER II

MAIN REQUIREMENTS FOR THE PROCESS OF DIGNITY STRENGTHENING

2.1. Entering the situation

Mental imagination, playing out, viewing oneself in a situation which has not yet passed, is called visualization. Successful managers use it constantly in their work and consider it as quite common activity when developing and bringing to market a product, going to apply the new technology, preparing to protect themselves from the wrath of senior manager, expecting a call on the carpet in his waiting room. Observation of their behavior in the latter case shows that they become reserved, concentrated, study their defensive versions and justifications. People in these situations imagines themselves doing or having something they seek for, and getting what they want. Should be explored the way of representing oneself in a new situation to a level as if it were happening in reality, i.e. success should be literally felt and tasted. In confirmation of the importance of visualization psychologists conducted an experiment with two teams of skiers: one of them was taken out for exercise, and the second was lying on the mountainside, mentally working through the route. When tested, both teams showed the same result.

Advice for successful organization of visualization is simple. You should: a) decide what you want to achieve, and b) relax, overshadow everyday activities, take a breath, relaxing your body and soul, and c) within five – ten minutes before bedtime and upon waking up, imagine the desired reality. You can alternate precise visualization with its free version. In the case of the first visualization you should mentally create an exact picture and the scene of what you are striving to achieve, which should be played repeatedly. In the second visualization you let the images and thoughts freely replace each other, without directing them, but only as long as they show a positive way to achieve your goal. The first difficulty in the way to mastering visualization is that the brain cannot create and draw the desired scene. There is a need to practice and complement visualizations with new information, and the scenes should be viewed repeatedly for weeks and months, ignoring the doubts about their usefulness. After a month of training, it is advisable to write the script in any convenient form: diary, tape, etc.

For successful visualization you should always secure two points:

1. Always imagine your goals as if happening to you now.

2. Visualize your goal at least once a day without disrupting the schedule.
3. Have in the brain system sufficiently complete information on contents of the ways to achieve the goal, i.e. you should be developed to attainable level.

With the lack of information the brain will produce primitive decisions, problems, the reaching of which will lead to disappointment about the attained. Correct and consequently, a professionally developed organization of imagination is one of the most dynamic of human capabilities. Thoughts are much more powerful than the level you anticipate; every mental image is a real power, able to affect your life.

2.2. Construction of thoughts

Implementation is always preceded by the creation of structures of thought, called by some authors in the sociology visions, and the design process – thought settling. If visualization is like a movie, then thought settling is like dubbing, when instead of words related feelings are added to the images. Let us consider the following case. The main bank has presented for the implementation a system of staff appraisal. Having used the discussed strategy, you, being the manager of the branch, within three to seven minutes, settle the thought combined with feeling that the system is implemented, taking into account previous experience, outrunning the other branches in implementing it, and this has a positive impact on the work of the whole collective. At the next meeting you are put as an example to others and everyone is invited to study the implementation of the system in situ, i.e., with going to the city of Tomsk. Thus, you “settle for higher administrators thought” about your remarkable abilities in terms of leadership of innovative activity, that will ultimately allow asking for benefits from the ones who are placing limits to your activities. In contrast to the visualization, during the settlement the attention is focused on feeling the represented image. Important role is played by imagination. A person starts to live with a feeling of confidence. He thinks that he has already achieved his goals. If we believe the teachings of the Bible, we will find in it much useful information about the work of the brain. Regarding the settlement of thoughts the following is said: Christ’s disciples asked him to teach them to pray. Jesus replied: “All things, whatsoever you ask in prayer, believe that you have received – and you will receive.” You do not just hope or wish for something, but you are stating your desire, according

to what was said by Christ, in a special inner world – a world of thoughts and creative energy, which is the most powerful process. The settlement of thoughts should be learned from early age and parents cannot leave their children an inheritance richer than the understanding of opportunities given to them by nature! My own parents, throughout the whole period of my growing up persuaded me by word and deed, that our family is an example of imitation in social and moral dimensions. Repetition and persistence distinguish thought settlement technique from useless fantasies.

Thus, the terms for using the settlement method are:

1. Always live with the thought that you have what you want, or have achieved what you aspired to.
2. Do it regularly, i.e. every day.

2.3. Settling thoughts on all levels of consciousness

The thought will take its place in brain cells if it is possible to locate it closer to the macro level. The thought will take its place in the cells of the brain, if it will be successfully located closer to the macro level. It can be helped by the assertion which is a simple statement, repeated several times depending on the circumstances. For example, you organize a collective meeting, which is supposed to discuss and adopt a unanimous decision on a very complex issue. Having performed with the brain activities 1 and 2, further it is necessary to claim that “the meeting will proceed well, everything will be fine”. The need for such an activity is explained by the fact that at each single moment the human brain is able to hold only one thought and the essence of the statement is “filling the brain with thoughts, supporting goal at the moment.” Brain without any effort selects the hidden meaning and main content of the statement. This seemingly very simple method can very effectively assist in achieving the goal. Successful businessmen, as show the conversations to them, begin every working day with the statement of the theme sell a lot, a lot of smiles, frequent meetings with partners, excellent cooperation agreements, and Japanese companies have gone even further, they start every morning by singing optimistic hymns standing.

A good friend of mine, every time, when he sits down at the table for having breakfast, lunch, dinner, says in a half-voice statement in the form of prayer that in his family everything is great and he thanks God for it, and after it he crosses with the belief that everything will always be good.

Making a statement it is always necessary to remember that:

- a) you should not apply a lot of effort to believe in what you say. The brain will pick the meaning of your statement itself and in the consciousness will emerge thoughts necessary in the given situation;
- b) the statement must be positive;
- c) the statement should be brief, rhythmic and easy to repeat. In stressful time restricted situations helps the statement: organised, calm, joyful.

In the cases, when you are promoting innovative proposal, business relations are tuned by lyrics of Mayakovski: „And when you cry, laugh: will not succeed, will not come true, I think calmly – you lie”. This prayer has helped me to earn a medal. If you are undergoing treatment, very helpful and proven by my own experience is pronouncing the statement “Every day I feel better and better” for three minutes in the evening and two minutes in the morning.

2.4. Fixing the achievements

Success leads to new achievements and people quickly forget about it. This is especially true of those who develop successfully. All the attention quickly focuses on new goals and desires, and the feeling of joy from the achievements of the past disappears. In such situations, people are wasting very powerful energy of success. This is facilitated by philistine precaution, which considers a focus on results of one’s performance as being shameful, and person being conceited and presumptuous, putting a hex on oneself, etc. Studies confirm the opposite. A person can re-use the energy of the success of his past achievements, achieving new results, but this does not happen very often. Some even hide their success, being afraid of envy, jealousy and following consequences.

Practically, we forget about our previous achievements, concentrating on what we want to achieve now. We should learn to award ourselves for the present and past victories. Regarding it exist also traditions with rituals of immersion in glasses rings, medals, precious metals, or just celebrating the event of with strong alcoholic drinks. An opinion exists, that without the last luck and fortune will stop. But in these rituals you should not get drunk just for fun, but look for moments, which will allow you to feel strong, successful, proud of yourself, “enjoy even the smallest thing”, securing the defense from the biocurrents of the fields of envious people. In fixing achievements of the invaluable help you will have recorded on paper or in a computer file all your strong sides, dealing with

all aspects of life in the past and present, remembering that your positive qualities are endless. This list should have at least 21 items. The purpose of this exercise is to make you realize that you can be proud of yourself. These positive feelings evoke the feeling of success that will serve as the foundation of your future achievements. Consciousness creates reality and you create your consciousness.

In order to enhance the perception of the achievements of the Faculty of Economics of Tomsk State University it was decided to set up an Internet site that will describe the achievements of each lecturer. But it turned out that 50% of employees can not formalize their achievements; they think that they do not have any. During the same conversation it was found out that the personal contribution to the development of Russia has each of them, but excessive modesty does not allow noticing them even in their own thinking. A well-known businesswoman M. organized branch of an insurance company operating in Western Siberia, with a profit of more than 500 million rubles a year, but she could not describe her achievements, instead she referred to the fact that she has not managed to defend her dissertation. It took half a year for the Faculty to identify individual achievements and overcome own shyness.

2.5. Mystery of macro levels

The human brain works in three dimensions. First – consciousness – sufficiently studied by the society, we will call it micro level. Some of its manifestations we have discussed previously. The following dimensions are quite mysterious. These are subconscious and superconscious, in which sufficient space occupies the mystic. This is macro level. It stores information about everything what has happened to the human being. Through specific forms of their manifestation, such as intuition, dreams, feelings and presentiments, it prompts us the necessary ideas and solutions. It is considered to be a mechanism with help of which the periodically recurrent thought impulses – feelings and emotions – accelerate and materialize in physical terms. These levels are ready to serve us constantly, but only few are able to use their power.

The macro level is unscrupulous; it reflects misfortune, failure, illness through the same pattern as success, prosperity, reproducing in life what we have focused on ourselves. It does not evaluate the situation, as consciousness does. Therefore, you must ensure that positive emotions always prevail over negative ones. The internal changes precede external

circumstances. The mind must be occupied by expecting the best, and it is necessary to do everything to ensure that positive thoughts would not deviate in the direction of the bad, in this process helpful can be the “rule of habit “. Earlier, we noted that all material reality consists of particles of energy. We live in a giant web of energy.

When the aim to reach success starts to settle on macro level, the whole energy web is filled with resonance energy. It continually absorbs fluctuations in the energy of success and attracts to you people and circumstances necessary to achieve the goal. But it is cunning, because with the same power it will attract failure, if you are dominated by negative thoughts. He works with the desires, hopes and fears, which are present in your brain.

At the level of modern concepts of brain management, we can attract and create reality through, which is a bunch of energy. If you do not want to put up with constant loss of opportunities, you have to start from now settling in your subconscious thoughts about your wishes. This method is successfully used by well-trained oligarch hunters, behind each of whom, according to the writer and the wife of one of the biggest businessmen of Russia Tatiana Ogorodnikova, has long ago formed a queue. One of the friends of the journalist Valentina Yakubovskaya (see, “Vesti”, № 4 (753) on January 24, 2008, Riga) from the age of 16 has settled in the subconscious a thought to take control of an advertising business tycoon, carefully expelling from his life his lawful wife. She married him as soon as she turned 18. All this time, she focused her subconscious mind on a successful materialization of her desire. She is now 25, remains in constant depression, and her husband tries to bring her home that she has no right to cry, and he entertains her with stories about how and who with he has spent his leisure time. Failure of the women after marriage stems from the fact that her subconscious had no knowledge and plans about family life arrangement with the oligarch. Wealthy men “processing” by girls with the help of scientific organization of success is one of the fastest growing businesses. The hunt for “poor oligarchs” is now a mass phenomenon; it has a touch of criminal in it. According to their degree of cynicism, the ways of “processing” wealthy people by “gold-diggers” overrides any fantasies. The scientific method for working with the brain is a genie let out of the bottle to achieve both ethical and sinful purposes. There are plenty of “school of seduction” (see billboards in the universities of Tomsk), preparing such “processors”. According to the data from authoritative sources,

Valentina Yakubovskaya claims, that at present she can process all men from the „gold hundred”, named by “Forbes”: A. Mordashov, V. Bogdanov, I. Makhmudov, B. Usmanov, V. Vekselberg, R. Abramovich, etc. In Russia there are enough billionaires and multimillionaires for entire brigades of hunters, trained to use the techniques described above to achieve 10.

2.6. Effective way to transfer thoughts into operative space

Modern managers say that the secret of their success is not linear thinking, called “rational”, but in the connection between clear logic and powerful intuition, by which we mean unfixed instinctive feeling, prompting the correct behavior. The most profound interpretation of this category provides philosophy, asserting that it is subjective ability to perceive the truth directly, by going beyond experience, conceptually grasping the unknown relationships and patterns, excluding the justification of the evidence. Intuition is well used in managerial decisions, so we had already in 2000 published a special textbook by S. Kozlova, which was reported above. Carrier of intuition is the inner voice, listening to which a person makes the most correct decision, introduces creative solutions, deeper looks at the phenomena finding the shortest way from understanding the desire to its implementation. The examples of using the intuition are the lucky ones, who, as it seems from the outside, always succeed. In fact they have developed information saturated subconscious mind, and have learned to use it. In my practice, staff repeatedly told me, how surprised they were, when making important decisions for the long term, I always made suggestions, for the formulation of which they carried out long calculations, and that in all cases my ideas turned out to be real. But only I knew how much information I had pumped into my subconscious mind, spending years in libraries studying economic practice of Russian enterprises, for decades doing fieldwork in real management situations. Sometimes I doubted the necessity of such efforts, because time previously known disappeared from memory in a few years, and the memory over the years got worse, not being able to store such vast amount of information. Personal observations of my brains showed me that I do not forget anything, but change the form of the memory, processing the excessive information to subconscious mind, turning it into food additive for intuition.

Specialists in the field of cognition adhere to the same point of view, when studying the process of information transfer through the brain. According to their conclusion, our consciousness reaches no more than

one percent of what gets the brain. The rest we seem to lose. In fact, the subconscious mind is connected with the whole system and we had constantly in an unknown form had access to all information stored in it. One of the forms of subconscious mind is intuition. How to master this foggy Albion? Above we have already mentioned an educational material, which should be studied first i.e., we recommend using learning, rather than trial-and-error method, on the basis of which is developed this guide.

The learning process involves several stages.

1. Preparation. Gather maximum amount of information on the problem, not ignoring imagination. Download it in subconscious mind, without logical processing.

2. Maturation. Relax, giving subconscious mind the opportunity to engage in the work, turning your thoughts off from something particular. Relaxation can be reached with the help of long trips, swimming in the pool, but even better in the bath, walk in the woods, travelling by car without any destination, because constantly thinking how to find the correct answer, we can get the opposite result.

3. Awakening.

a) Think for some time that powerful subconscious mind, filled with knowledge about positive actions, will find for you an absolutely correct answer. Remind subconscious mind through conscious mind that subconscious is a powerful helper. Feeling that power it is necessary to feel confident.

b) Clearly specify subconscious your task, several times repeating it, as well as separate statement: *Now my subconscious is telling me ...* – up to seven times.

c) Again, relaxation and filling the brain with confidence that the correct answer will unfold before you. Belief and confidence are not just feelings, they are vibrations of energy. They are the ones, attracting the right decisions, by analogy with the magnet. You should imagine that you will feel the excitement, joy and relief when you find the right answer.

On these three steps to the truth you should spend not more than three to seven minutes and the best time to do it is each night before going to bed. At this time the entrance to the subconscious mind is the most accessible.

4. Receiving information. The answer may be manifested in the form of presentiment or thought when you expect it the least. But for its identifying is necessary experience and belief in the existence of intuition.

The development of intuition can be promoted by certain relationships and the type of conduct that should be cultivated. There are plenty of ways to tell the subconscious what you need from it, even during sleep. Subconscious is your partner in achieving success and quality of life depends on the quality of thoughts. Its power must be realized once, and you will never be short of ideas, because inside is everything.

2.7. Effort-free search for solutions

The history of showing interest in obtaining information in the inactive state, i.e. during dreaming, started in deep past. In our century most of the people this aspect of the human psyche do not consider being important, thus losing contact with their own inner world. Our attention to dreams is connected with the fact that there meet conscious and subconscious parts of the mind. The history of science knows quite a lot of examples where researchers first saw the solution to the problem in a dream, and then consciously developed it (Einstein, Bantong, Ellis Howe, James Watson and others). Allegories and strange symbols, seen in dreams, are full of hidden meaning. Numerous books about dreams try to decipher them. Some researchers (D. Kehoe) impose on us confidence that through dreams with us speaks the higher mind, but this language of the human race is unknown to us, but perhaps it is just forgotten, not having received the formalization.

In my practice, there was a case, when a dream pushed to make the decision to store financial means of the School of Business at Tomsk State University in its „own” bank, controlled by its director. In the first half of the 90-ies commercial banks went bankrupt as quickly as they opened, without any special responsibility for the resources deposited by clients. Students paid fees in the month of September, but the use of the accumulated resources was carried out until June of the next year. It was not safe to store money in safes. People, interested in stealing these resources, managed to pull out the safes at night, although they weighed up to 100 kg, such cases in my practice I have witnessed twice.

In 1993 I had a dream, which reminded me an event from childhood. In the 50-ies of the last century, in small villages grazing of cattle was practiced not by a shepherd, but by the owners in sequence. During our regular watch us with a neighbor caught up in the forest a terrible storm with strong winds. Knowing that it is dangerous to hide from the rain under large trees, we hid in a shallow bush. Nearby grew a 100-year-old cedar, in which hit a thunderbolt. The tree split in halves, and one part fell in our

direction, slightly whipping us with its top. Fright was so great that we, having left the flock, raced off home to our parents, getting drenched by heavy rain and accompanied by continuously roaring thunder. In 1993 in the cash box of the School of Business the cash register were 2 billion roubles, which we put on deposit at Zhilsotsbank. Next night I had a dream with a repetition of the childhood vision of a thunderstorm, in which I screamed hysterically, just like when I was „buried” under the tree, this time not a cedar, but a birch, which startled the whole family, and I “broke out” a cold sweat. By morning all was forgotten, continued normal lecturer life with lectures, seminars, tests and examinations. Some time later I was invited by rector S., who expressed his concern about the possible complications of liquidity in our bank due to the fact that the administration can take from it their resources.

He offered me to find an opportunity to open an „own” bank and such opportunity unfolded the next day, when I was summoned by the Director General of Gazprom, who offered to organize the opening of the branch of Gazprombank in Tomsk. I instantly remembered the dream, the impending storm, and despite the fact that I had good positions in the Tomsk State University, I accepted the offer, and the rector allocated me premises on the 4th floor of student dormitory.

Two months after opening the branch the abovementioned bank went bankrupt, the money to its clients is being returned up to now. But our money was in a safe place. I have guarded the resources of the University until that time, when the budget of state financed companies was taken under state control. If it was not for the dream, I would not have changed my position in Tomsk State University for the risky and strenuous work in a bank. But later it became clear that from material point of view there was a point in this experience, it lasted for 15 years, and ended with the reward from the minister of the branch: medal “Golden Star”.

We see the dreams on average from five to seven times a night, they help a person adapt to changes in his life. But how to use dreams after viewed? Experts advise – first of all, program your brain for dreaming, for which:

- a) tell the brain before sleep, that today you will see dreams, and you will remember them all, repeat it at least 15 times;
- b) put the Bible, a sheet of paper and a pen next to the bed;
- c) learn to respect and acknowledge your dreams;
- d) waking up, restore all images without haste, record, proceed to interpreting.

In interpretation deep interest must prevail over the curiosity. It reminds of archaeological excavations. You must dig in the messages, which sends you subconscious about your inner world. The inheritance of centuries cautions against too literal interpretation of dreams. They are highly subjective and dependent on the internal experiences of each individual. If there is free time, it would be useful to read some of the Dream Books, which set out the methods of the use of the dreams in practical human activity. The very fact of working with dreams will promote growth and development of your subconscious mind. Here the development of intuition is more expedient than logical thinking. Having mastered the interpretation of dreams, as practice shows, people begin to understand that within themselves they are connected to something powerful and infinite.

2.8. Overtaking reality in thinking

What is happening today – is not a matter of chance, but the result of consciousness in the past. Light from the star you see at the moment, in fact it may have died out long ago, because light, which spreads with known speed, reaches earth in hundreds and thousands of years. Working with the brain, this analogy should be remembered. After the change of thoughts the change in the reality, in which you live, will not be noticeable immediately. Conclusion: developing a new consciousness, you still continue to be in the old reality. This time lag is a significant obstacle to the development, because a man is accustomed to and oriented to a short motivation, which has substantial national peculiarities. Real is not stable or unchanging, it represents a process. Positive thoughts must be constantly repeated to change the reality. But when running a mental program, the brain must be closed from external stimuli to run your program numerous number of times. Thoughts about the new reality should be viewed on a daily basis despite the fact that in practice there is no change.

2.9. The practice of ignoring the “weed” thoughts

Untrained brain is uncontrollable. It jumps from thought to thought. Necessary is a practise in concentration. This skill can be mastered and developed. This skill was encouraged by the practice of note-taking works of classics of Marxism-Leninism during the student years in past decades, in the process of which should be focused attention on some idea of the author, and subsequently set out in student own version. Currently, it has become a rarity, and on the part of lecturers is not always monitored.

Listening to lectures is also a substantial practise of concentration, especially if accompanied by good note taking. Maybe you were not paying attention to how you are overwhelmed by weed thoughts, i.e., thoughts, from which there is no result; they just fill your free time. On your way to ten you have to make your brain produce thoughts you wish, according to your project, and discard those you do not need. Each thought has power over the person and in their haphazard diversity lies your treading on the same place. The development of concentration reminds the training of muscles, which is done by insignificant number of commoners. Their secret lies in overcoming the first strenuous and unpleasant trainings.

Brain of an ordinary person is not accustomed to discipline and the first attempts to bind the thinking space will be met with resistance by the body and will not be particularly productive, but it should not discourage you from the chosen path of intensification of your activity. At present, when during student years is lost training of attention to mental path, it is especially important. Forcing to shrink and focus should the “need” or a new culture of acquiring knowledge, no other way. Concentration skills are promoted by reflections in subject related area with gradual shrinking of the subject to the center of the search. Thinking we, whatever the problem, make our way through ideas, truths and laws, lying on the surface, to understanding their deepest meaning. This path chose all great artists, inventors, mystics, clairvoyants, who throughout human history have gained their knowledge on this path. We, in our turn, without deep reflection can not lift the monolithic blocks, covering the great mysteries. We only know “something” about the phenomenon, but it is only a small fraction of the whole picture. Concentration is improved by practicing. It is not enough to read the book, it is necessary to try in practice almost all techniques described in it. To do is much harder than to learn how to do. In the process of using knowledge arises the need for related knowledge, the system of which cannot be mastered by everyone. By focusing on them, we begin to realize the most significant in quite a concentrated form.

Thinking consists of taking the ideas, thoughts, truth, and probing them very deeply. At the first stage of training thinking the thought will move away from goal 7–14 times over a five-minute period, and indulge in some unrelated, but more interesting and attracting thought. Training is considered complete if you have learned the art of permanent return to

the main subject, in spite of the positive, but outside sensations, unrelated to the subject. During thinking a pencil and paper turn out to be necessary to write down incidental thoughts, which in seven minutes return back to the subconscious mind, and recalling them back often does not seem possible at all.

Latent power of the brain can be developed using the above-mentioned exercises. Ability to think properly and effectively comes with practice. But on this way there is one big “but.” But the subconscious mind even before thinking must be filled with the necessary for the process not only macro-, but also micro theories, the person should have developed intuition. Translated into everyday practice of car enthusiast, this means: the fuel tank must be filled with quality fuel, the automatic gear box must have enough quality oil and the driver should have passed test-control on alcohol and drugs. The only path to truth remains: library with natural selection in practice.

2.10. Laying thought highways into future, based on the opinion control

Opinions – views of a person, developed from birth. Cumulatively, they rush through the whole life, being considered true and undisputable. Each aspect of life can be doubted, but a person rejects his own opinions, only if there are no other options left. The negative aspect of this process is that the convictions will be followed by a dreary life, but we cannot abandon them. The conclusion following from the above is quite original: all our life we should keep our consciousness clean from negative thoughts and envy in a positive way the orthodox believers, who observe this requirement for the brain daily. In the case subconscious happened to enter some anxious, negative or limited ideas, it will take them as truth and begin to act according to them, causing catastrophic conditions of life. If you believe in poverty, bad luck and misfortune, the subconscious mind will do its utmost; it will use thousands of different ways to materialize these convictions into reality. It becomes for us a dangerous power, aimed at sabotage.

In your subconscious mind you can instill any thought or idea, and the brain will perceive it, you just have to pass it through senses, repeating it several times. I grew up in a family, which was always considered to be the most provided, with high culture of housekeeping. This led me to

a thought that also in my professional activity I must always be ahead. Succeed today – it means having the desire and the will to reject all the excuses about “advantages”, given to us by failure. To ensure that the effect of the new belief has firmly settled in the brain, the time lag goes beyond three months, during which up to 90 trainings are performed. This period is critical for many and they start losing hope in success.

CHAPTER III

WAYS OF REACHING THE POTENTIAL OF EGRESSION

3.1. Visual evaluation of our abilities

A healthy self-esteem in innovation is very important, but approaching the recognition of self-worth is associated with certain difficulties. It all begins with childhood when child should experience love and support and only afterwards he develops a positive attitude toward himself. Three conceptions enhance self-esteem: a) you are unique, and b) you can do whatever you want, and c) you have unlimited power over yourself. You should love yourself and be self-confident. Your authority and opportunities are always connected with innovation. We all have creative potential of nature, but not equally distributed in this capacity, as well as on others. But many believe that they lack the potential, suppressing their creative beginnings. Fortunately for all of us – it can be revived.

There are six creative strategies for improving your life conditions: 1) be a researcher; 2) ask questions; 3) incubate a lot of ideas; 4) violate the rules – break the habits; 5) give work to imagination, imagine how others would do it; 6) fill the well, that is, learn to take care of yourself, evaluate your own strength and be able to balance work and leisure more effectively. Buddhist wisdom is this: if you keep the bow constantly taut, it will break.

Creative tendencies are necessary skills for a successful life. Fortunately, this ability can be developed, because it is given from birth. Awakened creative spirit means much more than usual intuition.

3.2. Opening the packages of opportunities

Everyone dreams to have some days without problems. But they remain an important part of our existence. The Universe constantly sends us signs, signals, and often in the form of problems. We only have to find out what each of them is trying to say. If we retreat before problems, we miss an important message intended for us. While moving forward towards progress, one should learn the secret of turning everyday situations into „gold”, the skill to find a way out of any critical situation. The recipe is simple: one should believe in one’s own strength and start looking for opportunities that are available in each situation, turn the acquired knowledge into key

for solving problems. The problem in this scenario becomes a source of opportunities. History has enough examples of such practice. An American President in everyday terms was surrounded by a lot of problems. He could not even sit down in a wheelchair without help but after learning how to overcome his hardships, he managed to lead the country out of the Great Depression, what was beyond the power of our sportsman and athlete B.N. Yeltsin. In author's life there are cases of quick exit from the critical situation, based on the thought, by which I was struck already in young years – problem is a push from outside to develop at the expense of the package of always available opportunities. The Universe always sends us problems only with a system of opportunities, which should be recognized and felt, one should see, where they are. The fate has put restrictions to the author of these lines in terms of communicating with lower limbs and has taken away first opportunities of participating in youth evening parties. But I had an opportunity, using the popular and the only one in 50-ies of the last century musical instrument, and after quick mastering of reading music, to become the most popular, beloved and revered by local beauties young man of the village. In following years similar situations occurred very often. Without ability to move freely around the surface of the earth and earn means for existence with the help of body parts below the ribcage, I gave more work to my head and compensated for what was lost due to my fate; having now available all modes of transport, starting from bicycle (which I used at the first stage of my struggle with the problem) to all other vehicles necessary for moving in all possible directions (cars, snow and bog mobiles, motorboats, etc.). My life practice has confirmed the statements of thinkers, that the problem is a source of opportunity, the struggle should be believed in, not circumvented along a trodden path.

But struggle requires decent amount of energy, the basis of which is health. Healing through auto-suggestion is very well described by a representative number of the authors-writers. All of them give an advice to spend several minutes not under running cold water but under the shower of thoughts about own health and healing. We agree with them, but, unfortunately, in practice we do not have enough patience to reach complete healing, and we resort to the use of medicines. The spirit of thoughts, awakening of which requires only two minutes, is considered by psychotherapists to be revitalizing tonic. Our cautious approach to this procedure, as shown by introspection, stems from the fact that the body can not tell the difference between “real” threat and its premonition. Management optimists consider

also laughter and humour being healing procedures, because they promote the release of brain encephalin and endorphins, hormones which relieve pain, stress and depression. But the problem is that in stressful state it is hard to turn to laughter and humor. The mind today is not a fully used resource; it should be explored for a century to reach the ability of its measurement and management. We yet are not able to laugh with severe pain in the muscles. It will apparently take decades for the organization of thorough research in this direction. But at present, and we are confident about it, that in force, for some reason, is a strict rule: only a clear idea of what we can do and what we can become, stimulates us to work regularly on creating a new reality.

The above-described functional features of the brain can not be systematically carried out without elementary management. We should not reject the corrective influence on the mysteries of our apparatus, performed by the creator of the world. But here we must be cautious. Regarding this view exists also a completely different opinion. The path in life programmed by the fate can not be adjusted. But regarding this there is a religious legend about the problem of a believer in the biblical truths. He believed that everything should be done at the behest of God and as the circumstances suggest. Being in the flow of life, he thus allowed life itself to carry him to the goal. In those days of free movement, he felt confident and capable, his path was clear. But once he noticed that moving in the flow of life, he trudges, like sinking in the bog slush. And once, when his forces were exhausted by movement through soaked clay, he pleadingly looked at the sky and asked the Supreme a simple question: "Where are you, Lord?". There was no reply, but after a while noticed that someone was waving to him from afar. Looking closely, he recognized the God, and exclaimed: "O Lord my God, what you are doing out there, far away, when you are needed here?" "I'm here." – He heard the voice of God. – "Because this is where lies thy path!" Although God works in mysterious ways, one thing is clear: if you have chosen the path through the swamp, then God is with you, but he is no help to you, because this is your own way, your initiative, and he is not going to correct it, because everyone is free to choose. So to say: one going on the attack to life, knows that there is something greater than his little human ego, and this keeps the world going. If life seems to be mud and marsh, it's time to look for a new, clean and straight path that will take you straight to the goal without the help of God, although the latter will be with you, but will be appear upon summarizing, evaluating the result. In the management of brain is accumulated both the experience of generations,

and rather successful scientist research. Let us consider some of its elements below.

1. Work with resident information which fills the memory bank with memories about all past events and thoughts. Necessary are trainings for screening and forgetting minor situations. Tears will not be help to overcome the grief, but getting rid of them is an art for everyone, they fill subconscious mind with information not about performing activities, but about emotional experience. Studies show that happier people have resident memory programs that support positive feelings. This is achieved due to the fact that in consciousness accumulates a substantial reserve of opportunities for every life situation, what leads the successful person not to an analysis of negative situation and long-term identification of the causes, but to immediate exit from the crisis to normal activity. It turns out that happiness smiles to the vital but the destitute one, who has no possibilities in his store and who starts to unwind “rear mind”, hoping to find the path to the elimination of the sad consequences. Non-successes should not be - must be a connection with the possibilities.

2. Development of photographic memory, the capacity of which is quite essential, but it holds information for the fraction of a second. It would be instantly downloaded on an electronic device, but such devices do not yet exist. Only hope is for trainings, the use of which is real. The considered memory remains for a long time in children and subsequently fades due to an overload of hemispheres. It is known that in societies where they do not write or read, it functions throughout life. Apparently, afterwards we do not need it. In children, information is preserved for a longer period of time. The processes of saving and accessing the information should be constantly improved. One must believe in it. If you believe that you have a perfect memory and a good system of accessing information, the brain will continue to improve the skills until it is achieved. This is the goal of our dialogues of self-help, mental images and formulations. If you believe in them, they can become a reality if not remain just skills.

3. Neurolinguistic programming (NLP) also contributes to the development.

It is based on question – what if? In dead end situations when belief in success is lost it helps to readjust from minor to major. Among hunters is

popular a story, which essence is as follows. Taiga was getting filled with buoyantly shrieking rabbit, which was literally flying down the track. On his way appeared a bear in a fur coat in which he bumped. The owner of vast spaces grabbed the troublemaker behind the ears and asked him a question about his major shriek and cosmic speed. The rabbit replied that he had a desire to hug and caress a vixen. A remark followed that it is impossible both practically and theoretically, because the vixen has a higher speed and steering wheel for sharp turns in the form of the tail. And with rabbit steering capabilities, where the tail can be seen only with a magnifying glass, he will bump into the very first obstacle emerging in the turn. The rabbit, loaded with good mood, replied very simply: If I do not catch up I will at least warm up. He was programmed for success, and was not scared by the direct unattainable goal. His consciousness had formed a reserve result, and it gave him strength to chase the most beautiful vixen in the forest. This frame makes mind to concentrate on opportunities and possibilities. Without opportunity mind is stuck in despair. "What if?" allows building a bridge between the right creative and logical left hemispheres. He brings mind from the level of "I hope" or "I want" to the level of "I Can and I know how" and thus saves us from self-sabotage. We ourselves must give life meaning, because life itself has no meaning.

4. Trainings for success.

Let us consider one of them. Imagine that in front of you is a circle. Fill it with your favorite color. Imagine that in it lies the ability intensified by you. Strengthen the imagination and enter this circle, and imagine that the color fills you, as an empty vessel from heels to the crown. It would be better if doing you close your eyes. The mind begins to create a "circle of power" in your life which will work for you at any time, whenever you want. You must always imagine the places, in which you will enter the circle. There should be three to four steps: They should be three, and you should make four steps:

- Step 1. Think about negative emotions, which you want to get rid of.
- Step 2. Enter the circle of power and imagine that it fills you.
- Step 3. Spread the shoulders, lift your head up and let your imagination take you (breathe as if feeling great happiness and pride).
- Step 4. Imagine what you need to change so that you can enter the reality with thoughts about opportunities. Everyone has a "circle of power". This is something one is good at. In the strained cases,

it causes an emotional lift. In my youth, when I worked with children, passing them in the morning to their master, I paid attention to a strange order of the master. Children, quickly put on your thinking caps, which physically did not exist. On the puzzled question specialist on work with the kids responded that this is her personal technique for switching the consciousness of children from thoughts about parents to new terms of spending time, i.e., to studies. In such a way the experienced pedagogue lead stubborn and disobedient kids into “kindergarten circle of power”.

5. Sorting out moods accompanying activities of self perfection.

Progressive changes prefer the predominance of positive mood and avoid the negative. How to achieve it? Brain functions at four levels, frequencies: beta, alpha, theta and delta. Using beta waves, we get immersed in the life events: plan and act together with the emotions. Information from these frequencies often goes to the lower levels, reaching delta level and becomes part of unconscious behavior. All the frustration and anxiety thus go into the subconscious and create the potential for mental and emotional disorders, the causes of which are almost never found. Faced with such situations, we cannot understand why we have not performed the task. The brain will always come up against fears and despair. In such cases the punishment does not help. In the brain there is no content for the word “no”.

When the desire to involve oneself in the struggle for dignity arises, the transition from idle state to that of intense activity often lacks stubbornness. In such cases, would be useful knowledge about the possibility of getting a positive result with the use of trance. It is known that there is a remote connection of the human brain with information-energy field of the Earth. It is considered that the connection to it is possible through the creation of a state of trance in a human being, which is an altered state of consciousness, a kind of self-hypnosis. In this state, increases the activity of the right hemisphere and partially stops the activity of the left. In this state, the person loses active contact with the surrounding reality, which is accompanied by the general disorientation. In this state, it is easy to change the old settings and re-focus on development, because arises increased readiness of mind to receive information. It arises during tourist trips, and after emotional stress, while listening to relaxing music, prayers and mantras, meditation, church services, rallies. This state is facilitated by: a) feeling of being in love, and b) massage, and c) a hot bath, and d) pleasant memories of situations in

life. The depths of trance are subjective and, therefore, unique. Resistance to trance in individuals is identical with their ability to resist the influence of alcohol, narcotics and psychotropic substances.

For centuries, the governmental structures ruled the masses of people after their immersion in a trance state with the help of simple psychological techniques. In the Soviet Union were developed the technologies of overlapping political information on the recording of popular tunes. In our practice, we have created the formation of trance states to increase the population's deposits on the basis of a long television broadcast series "The old tunes". The show collected in front of TV screens up to 70% of the population aged over 40 years. In this case, we used a sense of nostalgia for Russian melodies, replaced by modern ones. The anchor of the show – M. – experienced unquestioned success. Sponsor of the show was Tomsk Branch of Gazprombank. Almost every show started with M. appealing to augment personal deposits in Gazprombank. On all the major streets of the city at the same time were placed information billboards with perceivable by customers slogans like: "Be victorious! Gazprombank", "Gazprombank. Be a leader!", "Be happy! Gazprombank", "Be loved, wishes you Gazprombank!", "10 years of reliable performance – this is just the beginning. Gazprombank", "Gazprombank. The latest technologies in the banking business", "Gazprombank. Network of offices. Your deposit is working in any office", "I have already made a choice! Gazprombank".

In the system of radio and television branch manager constantly acted as a consultant on banking issues. Trans helped the branch to achieve the second place in the region on retail deposits and the first by the number of bank cards (from 30 to 50%).

The founder of cybernetics Norbert Wiener believes that in the brain activity is involved a complex regulator, which in fact, in his opinion, is mechanical, and which through the brain controls the vital functions of the body. The transition of this level of regulation to hypnotist occurs through achieving trance. In this case, our lead acted as a hypnotist, unidentified and unknown to himself. It was the local economic Kashpirovsky. His advice was truthful and brought elements of peace in the times difficult for Russia.

6. Punishment.

A human being is ordered not to do something. But the brain has no content for word "no". Alpha and beta waves lead to two states, connected

with calmness, tranquility, achieved through meditation, hypnosis, in prayer or through listening to soothing music. These are children thoughts. Everything seen in this condition leads to quick and easy changes. 10-15 minutes are enough to relax. During this period it is possible to mentally plan your working day. Delta waves lead to a state of deep sleep and reviving. This is a country of unconscious dreams. The functions of beta waves are similar to the functions of the left hemisphere, and alpha/theta waves lead to a state similar to the functions of the right hemisphere. After sufficient training everyone can be in the unstressed state, initiated by alpha waves and feel the natural increase of creative energy. With a critical mind, you are blocking the natural flow of the alpha/theta waves. Beta waves can be inhibited. We must teach the brain to create natural endorphin, which is produced by the brain at a time when you feel great that is, in the described 15 minutes of pleasure; these are free of charge activities for receiving endorphin.

7. Energy supply of innovations.

Human being is a powerful plant. Aspiring to be top ten should have skills with regard to the formation of reserve stocks of energy. In the literature, there are so many kinds of diets. They all have a subjective shade, and there are no universal recommendations. Healthy innovator must, except usually recommended products pay attention to one that uses the nations who have reached the tops of technical progress and lacks the ones ignoring it for religious or financial reasons. This product is called “Russian traditional freshly salted lard”. For people with normal livers, the assimilation of it is promoted by popular drink – Russian vodka.

Lard contains enzymes, which intensify the capacity for innovations, creativity, large scale transformations. When we in our practice at the dawn of the last Perestroika saved from catastrophic financial situation and complete destruction Tomsk Pig complex, which provided the population of Western Siberia with the product popular among male population, one of the correspondents formulated our position as follows: “When V.A. Gaga was saving Pig complex – he was saving Russia.”

For normal brain functioning, apart the lard, is necessary sugar, bread and many other products available in the network of grocery stores of different service levels. We are just willing to remind that after the age of 27 person each year exchanges 1 kg of muscles for 1 kg of fat, but 1 kg of fat occupies 5 times more space, which leads the ones willing to eat a lot

to excess weight, for carrying of which are needed additional foodstuffs. Our own body in a simplified approach is a combination of food, liquid, and attitude to the world, which in its own way characterizes everyone. Innovator should know only six rules of normal diet:

1. Malnutrition. Information about saturation reaches the brain in 15 minutes.
2. Never eat and drink simultaneously.
3. Eat fruit separately.
4. Vegetables are builders; they form a factory, producing healthy bones and tissues.
5. Say no to canned food.
6. Water – the elixir of life.

Individual physical exercises, forest walks, the sun and sleep are essential. The latter should be trained to solve problems.

8. Saturation of mind with information.

Information saturation of the brain is always performed through the study of theories and collecting factual material on their basis. We will consider several methods of optimizing it.

A. In the beginning it is necessary to enter the alpha state, i.e., lead the brain into positive relaxed state. Einstein fell asleep for 10-15 minutes 6-7 times a day. He called this the principle of feline slumber. In the alpha state brain does not distinguish time, and he convinced his brain and body that they have slept enough.

U.S. combat pilots were taught to sleep less, using the spoon and pot system. The one falling asleep dropped his spoon with clatter and woke up, and so on throughout the entire shift. Another important quality of the alpha state is the increase of creative abilities, associated with the relaxed state.

Classical music in the style of baroque relaxes and leads to propagation of waves characteristic of alpha state. For people trained to learn while listening to music ability to remember actually increases. In the state of alpha-theta there is no fear. Calmness and confidence.

B. In learning most important is not “sufficient mind”, but sufficient motivation.

C. Five steps to optimize the state of learning.

1. Turn on relaxing music (baroque – melodic, classical, New Age).
2. Take a comfortable position to look up.
3. Imagine that you are in nature.

4. Imagine that you have successfully achieved all set objectives and achieved all results.

5. Go back, saying several times the words: "full awakening".

And it all will take 5-10 minutes, but not less than 1 per day. This is followed by turning on the concentration.

D. Waken your curiosity.

E. Destroy old stereotypes limiting activity.

Take risks, experiment, discover new opportunities.

As head of the School of business almost every day I have to participate in the discussion about the price of education, but during my work in industry, in business and in University I have never participated in a discussion about the price of ignorance.

F. Bypass the crab syndrome. When you have caught a crab, you should close the bucket, which subsequently should not. We are surrounded by a sufficient number of friends who do not allow you to leave the environment. If you defend thesis they will have to do the same. The people surrounding you sometimes think that by achieving something more you take away something from them. Philosophy of genius is different: "The better you become, the higher I climb, because we are all connected in this journey called life."

Saturation with information is realized not only on the basis of self-education, but more often through listening to the lectures of people famous for their competence and ability to compress information. And here is some experience. We will try to answer the question, how to succeed with respect to the ordinary staff in lecture hall. Knowledge, above all, is not just lecturing information, but also great awareness of where and how to find it using Internet search engines:

a) Look at the lecturer as at 10 o'clock or fix it for 30-60 seconds above the head of the lecturer;

b) good note taking. 70% of students who take notes in summaries or reading do not return to them;

c) use of the symbol of power (X). While plotting it, you visualize the bridge between the left and the right hemispheres of the brain. Then take your notes on this page;

d) write neatly, use acronyms;

e) go through the notes in following way: go again through X sign, and without looking into the notes describe what you remember. Then you should learn what was not written down. Repeat it as many times as necessary for success;

f) always, when you feel increasing fatigue or loss of interest, stop, close notebook and look around. During the break the information will be settled in your memory;

g) while reading do not forget to turn on soft relaxing background music;

h) listening to the lecture, use the “circle of power”. Each time, crossing the threshold, you enter your “circle of power.” It will be there, providing an optimum state for learning and auditory perception when you most need;

i) to switch the brain in the mode of speech perception, use the method of “three fingers”. With the help of this technique, we transfer our consciousness on the internal level by the binding process – a special process causing certain psychological state with virtually no conscious intervention. It must be done several times. This allows you to tune in to the wave of the lecturer to optimize the state of learning;

j) imagine yourself in the place of the lecturer and ask yourself questions from her position. This is a psychological setting;

k) keep in mind that under current conditions is increasing a reserve of intelligence, working in advance. This has first been drawn attention to in the training of astronauts.

Developing space programs, it was found that problems arise faster than people are able to react to them. NASA developed a program training astronauts to think in future time. Positive should be untwisted in advance and people should learn to move away from making decisions on the first derivative. Positive should be brought about by the use of words or sentences to invoke a positive reaction or result.

3.3. Final acknowledgement of your egressive advantage potential

Intensive work with the brain over time will lead you to a perceptible superiority in the environment. Your method of performing the work will be recognized by a growing number of colleagues and, finally, will become universal. In the end, the effect of the hundredth monkey will work, the essence of which follows. On an inhabited island were brought filthy, dirty potatoes, and poured into the sand as food for the monkeys. They were reluctant to eat the dirty tubers. But then one of them tried to wash them in water. A few days later it began to do some other monkeys too. Gradually increased the number of monkeys washing potatoes, but only after the hundredth monkey started to use pure product, the whole herd rushed to

do the same. After some time these methods of eating were spread to other islands without physical contact. This confirms that there are quantum or biological energy fields that intersect with each other for each individual. Hundredth monkey phenomenon means to you as an aspirant to the human knowledge that you awaken the inner genius, not only in yourself but also in those who are close to you.

In our practice we have repeatedly seen or managed the process of abovementioned effect, but three of them are impressive. When I joined the University after my work at the company, I faced a fact that hardly any lecturer had degree.

In 1972 of the 11 employees the degree of candidate of sciences had only the head of the department. After the establishment of links with the universities in capitals appeared a problem of the departure of assistants and senior lecturers from their families beyond the Urals. The consent of two was enough to compile a list of priority of the rest. Five years later, this same thing happened with the doctor's degree. By the end of 90's, already 40% of employees worked with a Ph.D. degree. Among those without a Ph.D. were two, but they had the potential of success in the future. The department, in close creative cooperation with historically significant team of the faculty, already at the end of the 90's had the opportunity to host the defence of candidate and doctoral dissertations.

But similar effect was not achieved in the collective of Tomsk branch of Gazprombank. With a significant interest in its employees to obtain degrees, which was confirmed by passing candidate minimum exams candidate of more than 20 employees, no chain reaction happened. By the end of first ten years of the new century only 4 staff members out of the 250 people were able to produce work and defend it (including one doctoral thesis).

The predictions of professor B., that the barrier of the thesis can be approached only by people who are in great need or have high genetic culture, and therefore it makes no sense to work in this direction with the specialists who have and realize the opportunity to purchase a car and a decent apartment without thesis, have turned out to be true.

I did not take into account this assumption, i.e. strengthen the motivation of creativity. Orientation to the defense of dissertations was not connected with career and a substantial increase in salary. In our organization people with degrees received salary premium only at a rate of 3% of the average salary. It should be increased up to 30% and in staff appraisal should be

taken into account the possession of a Candidate of Science degree or successful work at their dissertation.

Looking back, it is also possible to notice methodological flaws of the supervisor. In the first 3–5 dissertations I should myself having taken part. This would allow beginner to feel the energy, and joining the stream, afterwards continue studies independently. I restricted myself with the selection of literature and sorting it out. Now it becomes clear that this was not enough. The practice should be able to bring research into orbit.

But in this experiment, we are soothed by the fact that we have overcome the crab syndrome. And this means that for the next leaders exists free form energetic aggression space, in which can be propagated innovative ideas.

But the years passed, young employees moved into a stage of maturity and caution. The evidence of this is a case from a large series of commercial products. With my approval the execution of various kinds of payments via mobile phones in the evening was presented tearing off receipts from the seductive woman, wrapped in checks.

After payment of all payables woman could be stripped. Such a flippant approach to the unconventional form of advertising called the protest a certain part of employees, while it was accepted normally by the clients. This indicated that the general manager of the bank did not consider older managerial personnel, which can be best described with the following lines:

My captains have grown old
Smoke from pipes tears their eyes
And the girls in short skirts
Do not worry their hearts any more.

Subsequently, to avoid sudden variations Head Bank forbade without the consent any spontaneous work with advertising agencies.

3.4. Specificity of becoming manager

The specific of the speciality of the manager is that she or he is in constant contact with people. She or he always has someone in the hierarchy above him and someone: below. Achieving results, especially in the XXI century, will eventually be linked with the ability to set high quality relationships with people. For these purposes manager should possess charisma – an art to fascinate others and attract attention.

Thus, the manager should possess in addition also charismatic abilities thanks to which he or she will radiate the above-mentioned attractive force.

The existence of this quality presupposes:

1. Inexplicable innate quality of a kind of “grace”, radiated by one or another person.
2. Charge of energy originating from a particular person, generating unconditional trust, charisma, and power of persuasion.
3. Sexual attraction (as defined by Nikolaus B. Enkelmann). In our opinion the latter is important at the first meeting with the person. It is a short-term energy of influencing. Religion defines charisma as a divine gift to which human being is endowed as a result of certain circumstances and difficulties to encourage people to take definite effort. In ancient Greece, people with charismatic qualities, were considered the favorites of the gods who helped the chosen ones to achieve extraordinary success.

We agree with the opinion of the authors who believe that success of attractive personality is not innate and not a sign of good fortune. We agree only that lucky one is better than others at using her or his talents, abilities, and no more. He reaches success more often not by doing but by inspiration, because the most beautiful word in the world is enthusiasm. It's impossible not to succumb to the influence of magnetic force emanating from the enthusiastic person. In the language of medicine enthusiasm can be compared with the virus. Whoever catches it, it becomes the distributor, that is, contagious. Ability to fascinate and make others follow oneself depends on the vitality of man. Above, we assured you that to create a base for the creative force one needs to use continuously of pig lard, and fresh is better, which provides us with “Siberian Agrarian Group”. All the nations that came into the leaders in technologic progress, it was a staple, especially for men who use it as a “snack”.

Techniques of pumping muscles and energy by those who possess charisma are best described by Nikolaus B. Enkelmann in his work “Charisma”. We are not investigators of this problem, but merely propagandists, recommending ones wishing to enhance their abilities to use it as a textbook.

Charisma includes an ability to motivate subordinates and others just as well as friends. Among the motivational elements are, first of all, the ability and desire to praise and thank, because this is associated with self-esteem and confidence in one's own strength. Words of the approval are more powerful than wage increases, referred by F. Herzberg only to

hygiene component of the motivational process. Management theorists recommend praising a subordinate at least 3 times during the day and find a reason for this. Gratitude is a sincere expression of respect.

A charismatic leader charms the hearts of others, his opinion is heard, he is respected and everyone around him tries to please him. Both in theory and in practice of management it is considered that professional knowledge is from 15 to 35% of the performance, the rest is the motivation. Concerning this issue D. Eisenhower as early as in the last century has made a wise remark: "Manage people – means to encourage people to do what you want, because they themselves want it."

The attractive power of charisma does not work on a rational, but on the emotional level, that is, on the basis of the right hemisphere. In practice it manifests itself as an ability of the manager to build intelligently his relationships with the others. A person gifted with charismatic abilities radiates a load of energy, self-confidence, authority and pure human warmth. Corporate rules on remuneration for managers should define a bonus to the salary for charismatic leaders. And if today it is not practiced, it is only because there are no instruments to measure this charge of energy, which the specialist of such class gives to his employees.

CONCLUSIONS

The system described in this book indicates the extreme complexity of the process requiring self-discipline of the thoughts and efforts of will. This is also confirmed by the practice. Most people today without special enforcement are neither able to choose the most preferred capacity, nor to evaluate its demand in practical life.

The function of the elements of the rigid system can perform: a) inner genetically defined culture of social behavior; b) labor education; c) industrial enforcement (motivation) based on challenging plans in business career; d) availability of free time, determined by the capabilities of the sponsor; e) need and responsibility for the living standards of his or her family and own development; f) high rate of growth, complexity and coupling of needs; g) an interest in the development of a specialist from the enterprise, as expressed in the necessary material and social support in all stages of the movement to ten.

The development process is so complicated that in the organization, aiming at competitiveness, it is necessary to have a corporate university knowledge, which would feed with information both superconscious and subconscious of its employees.

Our vision of such a university is given in Appendix No. 2, in program of which each level has a special block.

The optimization of described functions may lead to the success every human being, oriented on entering the zone of genius. The following list of literature, as well as own initiative in mastering of Internet search engines allows you getting answers to any issues, arising in the process of development.

Own life experience of the author is the guarantee of the great possibilities of mentally healthy person.

Appendix 2

Employee in-service Training system in commercial bank branch **Branch corporate university of knowledge goals and objectives of the university**

The goals and objectives of the university include:

a) Complement knowledge bank and professional experience of each employee with technological innovations and the latest theories on the basis of which are made innovative decisions;

b) continual identification and study of excellence in technologies, systems of the organization, creation of new banking products on the level of the bank and the region;

c) achieving and maintaining a balanced development of all members of the collective both professionally and socially, excluding the tension in interpersonal relations and inner climate;

d) raising awareness of staff on the achievements of the collective, its ratings in the region and the bank, problems in the future. Entering the described higher level of knowledge is achieved by three-level organizational system of knowledge acquisition and reinforcement.

I. Formation of knowledge reserve of department heads, their deputies, chief specialists on the level of macro theories, forming in the subconscious of each employee reserve capacity for future achievements and expressions of genius (macro level of knowledge reserve).

II. Absorption of modern knowledge in the field of inner and outer communication systems and technology systems that allow competing with environment elements, meaning, the subsidiaries of other banks. The development of modern knowledge in the field of internal, external communication and system technologies allowing competing with the elements of the environment, i.e. with departments of other banks.

III. The study of scientific and practical methods of management process, aimed at reducing the labor-intensity of operations, reducing risk, improving customer service quality and profitability of departments.

Curriculum

A. Level of forming a reserve of knowledge

(subdivision managers, their deputies and senior staff)

Name of topic. Number of hours. Teaching staff (lecturer).

1. Recent developments in the philosophy of cognition and development.
2. A systematic approach to solving production problems.
3. Methods and ways to intensify the development of personality.
4. Theory and practice of time management.
5. Interpersonal relations, their optimization.
6. Person management skills on subconscious level.
7. Theory and practice of persuasion interlocutor and partner at the macro and micro levels.
8. Modern use of intuition in decision-making practice, the ways of its development.
9. Practical characterology.
10. Intuitive Drawing.
11. The modern product line of bank cards and our rankings in its.

B. Modern knowledge in the areas of communication and the formation of branded banking culture (specialists of all categories)

1. The formation and maintenance of corporate and banking culture.
2. Theory and practice of influencing behavior and mood of the client.
3. Development of memory, physical and mental training.
4. Development of a positive attitude of the client to bank on the basis of personal charm, seductive behavior in the game version.
5. Methods of speed reading.
6. Ways of energetic protection of employee biofields.
7. Theory and practice of leadership.
8. Trance technologies in business, voice training.
9. Management of one's own mood, the theory of a smile, management of personal types of behavior with an easy switching from minor to major.
10. Spread of optimism viruses in surrounding environment.
11. Goals, objectives of the branch in a competitive environment: our strengths and weaknesses.

C. Level of acquiring progressive organisational processes, technologies and products

1. Advanced technologies in services to individuals:

-
- a) reception and issuance of deposits;
 - b) the issuance of credits.
 2. Scientific organization of work of cashiers.
 3. Modern managerial processes of the optimization of the amount and quality of the execution of accounting operations in bookkeeping.
 4. Organization of workplace for programmers, ways of the formation of order portfolio, evaluation of the devotion to work and its motivation.
 5. Scientific management of the work of service personnel (drivers, room cleaners, etc.).
 6. Progressive methods of application of the securities and organization of working with them, increasing branch profits.
 7. Modern organization of work with clients and the evaluation of the effectiveness of this work.
 8. Modern systems of organisation processes in client financing.
 9. Modern organization of work processes in the depository of the branch and ways to increase its profitability.
 10. Motivational and legal issues of organization of work with staff and customers.
 11. Improving the management of additional offices.
 12. Modern methods of analysis, prediction and evaluation of socio-economic activity of the branch and its structural divisions.
 13. Ways to reduce risks in the activity of the branch.
 14. Organization of special control over the behavior of borrowers.
 15. Observation of private life of staff.
 16. Consideration of opportunities for quality perception of services by the IT department and sub-division specialist.
 17. Improving the management of bank card service system.
 18. Combating Money Laundering: Theory and Practice.

Organization of educational process

Lectures are read by invited lecturers and experts of the branch, they are recorded and then published on internal website of the University. The latter allows students to refine their skills in preparation for exam, which is based on tests developed by the teacher or on traditional tests. Results of testing are used in the appraisal, changes in salary.

Micro studies are the basis of presentation of material on the topics of the third level. Teacher examines the experience of his own branch and 3-5 branches of Gazprombank, familiar with the organization of similar processes and technologies in the banks of Tomsk, Novosibirsk, a.o. cities, studies on their own theory of the issue and sets out his message in a written form, which is looked through by the level manager. On the basis of the report is prepared an article for corporate collection. The studies described above are conducted annually in comparative form showing the speed of our progress toward scientifically grounded state.

During business trips to other cities is prepared substitution for the execution of functions according to pre-holiday principle. The author of the article and held lectures with a set of texts is then awarded a bonus from the fund of the manager of the branch in amount of not less than the salary and awarded a letter of gratitude from the manager. For each level of the curriculum is appointed manager, whose task is the preparation and organization of educational process with audio, video recordings, with uploading them on the website and organizing there also testing. Themes of the curriculum of the first and second levels change annually, the third - remain unchanged with the possible appointment of other authors according to the view of the manager.

Employees who have successfully passed testing on all subjects are given a certificate of completion of i-course of the University, a copy of which is kept in archive of personnel department and is the basis of the possibility of starting scheduled personnel appraisal. Dates, venue of the training and testing are determined by managers. They are responsible for methodical management of the test preparation by the lecturers.

To key and managerial positions as well are appointed employees with scientific degrees. Functions of management of organizational processes of the University are included in their official duties and additionally rewarded by the payment of allowances to the basic salary of up to 30% of its size at the expense of the Fund of the Manager. The Institute of Managers is lead by the Vice-rector for Academic Affairs, the preparation and publication of collections and leading employees to the level of the possibility of writing the dissertation – Vice-rector for Research.

Vladimir Gaga

How to be a leader



Vladimir Gaga is included in the encyclopedia *The Best People of Russia*.

In 1963 he graduated from the Economics Faculty of the Tomsk State University majoring in Economics. He successfully combined practical and scientific activities. He mastered the whole hierarchy of positions in their field at the largest electrical enterprise. After defending his Ph.D. thesis and doctoral dissertation, he was elected assistant professor, professor, and head of system management and entrepreneurship at Tomsk State University. The third part of his life was devoted to work in the system of Gazprom, managing the Siberian branch of Gazprombank. He was the organizer of a banking system of Gazprom in western Siberia. Presently he directs the School of Business at Tomsk State University, home of the 8 faculties, MBA, and is the head of the scientific school.

Here scientific work combines with modern business: V. Gaga is chairman of the Board of Directors, a member of the Board of Directors, and the shareholder of the largest corporations in Russia.

His industry and government awards, include Honorable medal *Golden Star* (for financial prowess in Russia, 2008).

He is fond of fast driving on the roads of the taiga, photography and beekeeping.

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