



Some of you will no doubt of heard [Dr Steve Peters](#) discussing his book 'The Chimp Paradox' with Chris Evans on his [Radio 2 Breakfast Show](#).

This is not the first interview I have heard with Peters, who has risen to acclaim as an adviser to the Team GB Cycling Team, as well as to other sports stars and senior business people.

So what's it all about?

Essentially Peters looks at the way in which self-doubt and irrational and impulsive behaviour can have a negative impact on our personal and professional lives. He develops mind-management techniques to help us to recognise when our brains are behaving in this way and overcome the self-sabotage to achieve more positive results in all aspects of our life.

Of course such ambitions are not new – but what is new is Peters' approach. It's a real art to make complex concepts simple to the layman, and this Peters does in spades, with a great deal of common sense thrown in. In a nutshell, Peters has taken a highly complex area of neuroscience and made it highly accessible. If you like Peters' approach then let me introduce you to [PRISM Brain Mapping](#).

[PRISM Brain Mapping](#) is a unique way of identifying behaviour preference based on brain activity, and just like Peters our approach is simple, easy to understand and highly accessible.

Understanding our behavioural preferences and those of others can have a dramatic effect when applied to one's personal life and indeed professionally in business. Ultimately the work of an organisation is done through the behaviour driven actions of people, individually or collectively, on their own or in collaboration with technology. Therefore, a central part of business is the management of behaviour.

If you would like to find out more about how [PRISM](#) can help you, your team and your organisation we would love to talk to you further. We can't promise any chimps, but we can promise a down-to-earth discussion with your personal or business needs as the focus.

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