

GET OUT!

An Occasional E-newsletter from Think Outside

In This Issue:

- [Partnership with Garrett County Community Action](#)
- [News Article: Expectation Shapes Reality](#)
- [Events in September](#)
- [Equine Stress Relief Package](#)
- [Subscribe!](#)

I can't believe Fall is here! The leaves are just beginning to turn into the amazing array of colors that mark nature's final hooray before hunkering down for Winter.

I'm enjoying the the crisp air and looking forward to apple cider and nights by the fire. But I'm also feeling the loss of another Summer. It reminds me how important it is to be present--truly present--every day.

In a recent NPR interview on "To the Best of Our Knowledge," the host asked Brian Warner, author of *Zen Wrapped in Karma Dipped in Chocolate*, what is sacred...what is it that makes a space sacred? The response was any place you are is sacred. Why? Because it is real. It is not part of our memory and history, nor is it part of our plan for the future, our dreams, it is what is. How often do we take the time to just 'sit' with what is? How often to allow our full attention to be on now, on here, on this?

For me, part of Think Outside is about reminding us to be present here and now and to appreciate our friends, our family, our homes, our place in this world. And for me, being outdoors helps me to do this.

So take a walk in the Fall leaves and truly enjoy them, focus on them, on the air, on the sounds!

Partnership with Garrett County Community Action

This Summer Think Outside formalized a partnership with Garrett County Community Action (GCCAC). Because of this partnership, Think Outside will be able to offer content specific consulting on a range of traditional and innovative Community Action Programs including:

- Housing development (including green techniques)
- Innovative economic development models
- Rural transportation systems
- Effective Early childhood education systems



Try our new Equine Stress Relief Package.

By interacting with horses you can feel your stress just disappear. Horses have a strong sensitivity to human behavior and know when we are stressed. They respond by mirroring our emotional state, which can help us learn to become calm or relaxed. [Read More.](#)

Look for us in Garrett College Open Enrollment!

09/22/09 - Organizational Culture

10/02/09 - Walk in the Woods

10/03/09 - Your Communication Style & Team Development

11/05/09 - 11/12/09 - Breakthrough Thinking for Today's Challenges

Check out our website for more programs, events and updates
www.ThinkOutside.net

- Weatherization
- Financial analysis

Think Outside will work with GCCAC staff who will be offering the specific expertise.

We are thrilled to be offering these new services. We highlighted these and our team development services at the recent Community Action Partnership Conference in Philadelphia. It was terrific to meet so many people who are



working every day to improve our communities. You inspire us!

News Article: Expectation Shapes Reality

Cognitive scientists are finding that people's *mental maps*, their theories, expectations, and attitudes, play a more central role in human perception than was previously understood. This can be well demonstrated by the placebo effect. Tell people they have been administered a pain-reducing agent and they experience a marked and systematic reduction in pain, despite the fact that they have received a completely inert substance, a sugar pill. One study in 2005 by Robert C. Coghill and others found that "expectations for decreased pain produce a reduction in perceived pain (28.4%) that rivals the effects of a clearly analgesic dose of morphine." Donald Price of the University of Florida has shown that the mental *expectation* of pain relief accounts for the change in pain perception. The brain's deepest pain centers show systematic changes consistent with changes in *experienced* pain.

Dr. Price and Dr. Schwartz are currently working to demonstrate that the Quantum Zeno Effect explains these findings. The mental expectation of pain relief causes the person to repeatedly focus his or her attention on the experience of pain relief, so that the brain's pain-relief circuits are activated, causing a decrease in the sensation of pain. People experience what they expect to experience.

The fact that our expectations, whether conscious or buried in our deeper brain centers, can play such a large role in perception has significant implications. Two individuals working on the same customer service telephone line could hold different mental maps of the

same customers. The first, seeing customers only as troubled children, would hear only complaints that needed to be allayed; the second, seeing them as busy but intelligent professionals, would hear valuable suggestions for improving a product or service.

How, then, would you go about facilitating change? The impact of mental maps suggests that one way to start is by cultivating moments of insight. Large-scale behavior change requires a large-scale change in mental maps.

This in turn requires some kind of event or experience that allows people to provoke themselves, in effect, to change their attitudes and expectations more quickly and dramatically than they normally would.

Mark Jung-Beeman of Northwestern University's Institute for Neuroscience and others have recently used fMRI and EEG technologies to study moments of insight. One study found sudden bursts of high-frequency 40 Hz oscillations (gamma waves) in the brain appearing just prior to moments of insight. This oscillation is conducive to creating links across many parts of the brain. The same study found the right anterior superior temporal gyrus being activated. This part of the brain is involved in perceiving and processing music, spatial and structural relations (such as those in a building or painting), and other complex aspects of the environment. The findings suggest that at a moment of insight, a complex set of new connections is being created. These connections have the potential to enhance our mental resources and overcome the brain's resistance to change. But to achieve this result, given the brain's limited working memory, we need to make a deliberate effort to hardwire an insight by paying it repeated attention.

That is why employees need to "own" any kind of change initiative for it to be successful. The help-desk clerk who sees customers as children won't change the way he or she listens without a moment of insight in which his or her mental maps shift to seeing customers as experts. Leaders wanting to change the way people think or behave should learn to recognize, encourage, and deepen their team's insights.

The above is an excerpt from "The Neuroscience of Leadership" by David Rock & Jeffrey Schwartz. To read the full article, go to <http://www.strategy-business.com/press/freearicle/06207>.

Events In September

5th - Tractor Pull

Garrett County Fairgrounds - 4:30 pm

Gates will open at 1:00 pm, food will be available.

Sponsored by the Gorman Volunteer Fire Department.

Contact hneel@wildblue.net

5th - 6th - Swallow Falls Apple Butter Boil

Swallow Falls State Park - 9:30 am - 3:00 pm

Join the staff for an Appalachian Apple Butter Boil and corn roast. Enjoy arts, crafts and music while stirring apple butter. Families are encouraged to participate.

Contact 301.387.6938.

6th - Dogsledding Presentations and Kennel Visits - Husky Power Dogsledding Home Kennels - Near Wisp in McHenry

10:00 am - 12:00 pm

Enjoy an educational and entertaining dogsledding presentation. Grill the mushers; see equipment; hug the Huskies and watch films. No reservations needed for this day (only). www.HuskyPowerDogsledding.com.

Contact 301.746.7200.

6th - Mountain Top Saddle Club Open Show

Garrett County Fairgrounds - 9:00 am

Come see the open horse and pony show. English and western classes. High point awards for each show.

Free to watch! Contact 301.616.0157.

6th - SuGO Sunday. LEGO Robotics

Accident, MD - 1:00 pm - 5:00 pm

Teams build cool LEGO Sumo-Wrestling robots and then compete. All materials supplied. Rookies welcome. Great fun for all ages.

<http://SuGo.GEARSinc.org>. Contact 301.387.2331.

12th 5th Annual Art & Wine Festival

Garrett County Fairgrounds

(Related events on Friday-Sunday throughout the area.)

Benefiting the American Red Cross, the festival includes wine, regional artists, children's area, silent auction, live music and lots more! www.deepcreekwinefest.com.

Contact 301.387.4386.

25th - 26th

Deep Creek Open

World Pro Canoe Series. Adventure Sports Center

International. www.adventuresportscenter.com. Contact 301.387.3250.

Equine Stress Relief Package

Our new Equine Stress Relief program starts 10/01/09. This is a monthly subscription and you may cancel at any time. The cost of the program is \$99 per month and includes:



Unlimited visits to the barn to spend time with horses.

- Two facilitated sessions a month on different topics -- i.e., communication, stress relief techniques, leadership, assertiveness, trust and relationship.
- Safety Briefing about interacting with horses.

You may visit your horse at any time between the hours of 10:00 a.m. and 6:30 p.m. to groom, lead them on a walk, or just hang out. See for yourself how these magnificent animals can be our teachers.

Subscribe!

Please sign up below for our e-newsletter. I promise we'll keep things brief and to the point. I sincerely hope you'll find this and future e-newsletters useful. Let me know what you think and how we can better serve you.

To continue receiving interesting articles by Think Outside, which will include a calendar of upcoming outdoor events in Garrett County, please click on the link at the bottom of this email titled "[Manage Subscription](#)." You may also use this link to unsubscribe.



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