



CITY OF SIOUX CITY

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Breakfast Event Teaches “How to Google Your Brain”

The Sioux City Economic Development Department will host the fall 2014 “Business for Breakfast” event on Tuesday, September 9 at 7:30am at the Sioux City Convention Center. The free event will feature Mitch Matthews with his creative and capturing presentation “How to Google Your Brain”.

Google is the most powerful search engine on the planet. You ask it a question and you get links to answers, images and videos. Our brain works in the same way. We ask it a question and it gives us a list of feelings, memories and beliefs. Whether we know it or not, we base all of our decisions, actions and goals on the “search results” of our brain. Mitch uses personal stories, business case studies and experiences from the audience to help participants recognize the types of questions they are asking themselves, and how to improve them to produce better “search results”. Asking better questions of ourselves will help motivate and inspire new ideas and solutions.

Mitch is a leading authority on innovative thinking, engagement, goal achievement and work-place engagement. In working with leaders from organizations like NASA, Disney, Pioneer, Merck and the Principal Financial Group, Mitch has helped them to increase sales, improve customer satisfaction, develop new products, increase employee engagement and innovate key systems. He works with organizations and college students across the country and his unique ideas and approach led to him being asked to sit on the Franklin Covey Companies Innovation Advisory Board for Professional Coaching.

Business for Breakfast is a networking forum for company executives, entrepreneurs, higher education students, and professionals interested in emerging business trends and topics. The breakfast is sponsored by Briar Cliff University, Morningside College and Western Iowa Tech Community College. A complimentary breakfast will be provided and RSVP’s are encouraged by calling 224-5500 or emailing lbecker@sioux-city.org.

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