

# The Margin Is In The Mind.

When the gap between 1st and 2nd is 0.003 seconds — the last untrained variable is the human brain. Every other system has been optimised. Has yours?

**0.003s**

Winning Margin in F1

**2x**

Decision Speed

**10x**

Memory Under Stress

**18+**

Years

## 1 Rapid Information Processing

Process telemetry, briefings and strategy changes faster under race conditions.

## 2 Race Strategy Mind Maps

Build and adapt race strategy visually for faster in-race decision-making.

## 3 Pressure Memory

Recall critical protocols, settings and contingency plans instantly under extreme stress.

## 4 Creative Problem Solving

Generate novel solutions to mechanical and tactical problems in real time.

## 5 Team Cognitive Alignment

Align pit wall, engineers and drivers on strategy with shared visual tools.

## 6 Mental Resilience

A trained brain recovers faster from errors and maintains peak performance longer.



WSR CHAMPION PHOTO



BUZAN CENTRE SIGNING PHOTO

*“Cognitive training brought a new dimension to how our strategy team thinks under”*

— Performance Director, International Motorsport Organisation

**Winning starts between the ears. Train the brain that wins.**

support@buzanpune.com | +91 9822004223