Bravington Capital: Are You Looking After Your Brain?

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Direct sales and marketing specialists Bravington Capital have revealed that they have committed to making some small simple changes to their daily routine, to ensure they reap the rewards of better brain function for the year ahead.

About Bravington Capital: http://www.bravingtoncapital.co.uk/company-info/

Despite it being the driving force behind literally everything we do, too few people seem to understand the importance of looking after their brains. Whilst the New Year pushes people to improve the health of other parts of their body, striving for a flat stomach or wanting to boost their strength, the brain unfortunately tends to get overlooked.

Bravington Capital, a leading Southampton based sales and marketing firm are adamant that, just because the health of the brain may not be as visible as other areas of the body, this does not mean that it requires any less attention. According to the firm, looking after brain health can be the most important and powerful thing a professional can do in 2016. Just like every organ in the body the brain performs best under certain conditions and understanding these conditions can lead to better brain function and boost an individual's creativity, productivity and happiness in the coming 12 months.

To help professionals create the optimum conditions for healthy brain function, Bravington Capital have revealed four simple changes anyone can make.

Get More Sleep

Everyone knows how tiredness can impact cognitive function. It can cause people to make poor decisions, impact their reaction times and lower their immunity to germs and bacteria. However, a lack of sleep has also been found to actually alter brain DNA, making people more susceptible to depression and anxiety. To ensure the brain is running on full form people should alter their schedules so that there is always time for sleep, even if it means having to reshuffle certain commitments.

Exercise

Exercise is not only good for the body; it's also great for the mind. This doesn't mean that all professionals must rush out and commit to a pricy gym membership. Regular moderate exercise such as hiking is just as effective in boosting brainpower. Exercise can also be used in times of stress as it can satisfy the fight or flight response in the brain.

Have a Mental Spring Clean

Even a short 5 minutes of meditation and mindfulness can help improve brain health. Whilst meditation doesn't work for everyone, even allowing themselves to sit back and de clutter their thoughts can increase a professional's brain function by allowing them to take in the world around them and let go of any lingering worries or ideas that are of no real use.

Learn Something New

Learning a new skill, whether it be learning an instrument or taking up a new sport actually develops new pathways in the brain, helping the brain to be more flexible. Striving to learn new things will also make it easier to retain new information in the future.

Based in Southampton, Bravington Capital is a provider of innovative, face-to-face marketing campaigns, designed to bridge the gap between brands and their consumers and raise weekly sales revenue. Due to the proactive approach they take within their marketing solutions and the demand for their contractors to think on their feet, the firm are currently prioritising brain health and promoting the benefits among young industry professionals. The firm believe that by making the above changes, professionals will soon start to see positive changes in terms of their productivity and focus.

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Bravington Capital develops unique marketing campaigns to generate a high ROI. For more information Follow @BravingtonCap on Twitter and Like them on Facebook.

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