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# What Small Business Owners Should Know About Brain Health

By Andrew Greissman

*You've heard the advice about how to create a viral video, and you've read all the tips on how to create SEO keywords, but what have you done for your brain lately? That's right, in order to stay on top of your small business, you need to be thinking sharp and clear and the best way to make sure that all pistons are firing is to exercise your brain. Brain exercise is more than a new age concept, there is proven science behind the idea that, just like the muscles in your body, you can train your mind to perform at a higher level by engaging in the right exercises. According to the AARP brain health center, the five pillars of brain health are as follows:*

**PHYSICAL EXERCISE:** Breaking a physical sweat, besides being good for your body at large, is also good for your brain health and can keep you thinking sharper. The reason? When you engage in physical exercise, you are strengthening the flow of blood through your body. Since the blood is the carrier of oxygen through your body, the more you get your blood flowing, the more you deliver this critical resource to the true powerhouse of your body; your brain. Alz.

org, the Alzheimer's prevention **website**, also cites physical activity as a way to encourage the growth of new brain cells.

**MENTAL EXERCISE:** Training your brain through exercises such as puzzles and games, reading, and even gardening, can have many long term beneficial effects. Just like any other muscle, your mind has connections that, when strengthened, allow more performance. This is particularly important for





small business owners, as a mind functioning on a higher level means that you are more likely to stay on top of the myriad tasks during your day, from making sure orders go through, to obtaining financing for your expansion projects.

**DIET:** Diet has been found to make a difference in the health of a person's brain. In particular, certain foods have developed a reputation as being "brain foods", packed with essential vitamins and compounds that enhance the creation of brain cell development and



enhance memory. Fish is a widely touted protector of mental faculties, containing Omega-3 fatty acids, while fruits and vegetables containing antioxidants are also good for preventing your cells from aging. Foods that promote heart health are, as a rule, also good for increasing oxygen flow to your brain.

**STAYING SOCIAL:** Having friends and engaging with others keeps your brain young as well. Social involvement challenges you to keep thinking, and interpreting the signals that others are sending you. this



is a way to keep your brain stimulated and active without having to over think the exercise. People are naturally social; keeping this part of your life active and engaging will help you retain the highest function that you can.

**STRESS MANAGEMENT:** Keeping a firm handle on the stress levels you are experiencing will also help protect the clarity of your thought. While it can



be difficult to avoid stress, in particular as a busy small business owner, there are things that you can do to help you manage the inevitable problems that will arise during the day to day. One of the best ways to manage your stress is to take a break from time to time. By allowing yourself even half an hour away from the chaos of your business week, you can retain a fresh perspective on all that needs to be done and keep yourself in top mental form.

Running a small business is difficult to be sure. In the end, your greatest ally will always be your own brain, so treat it well. Plan your business's growth and expansion, and remember, when it comes time to access capital, you have options.

### About the Author

Andrew Greissman works at Horizon Business Funding, LLC, which specializes in providing a wide range of small businesses with expedited working capital solutions. Unlike banks, we are able to work with damaged credit and high risk industries, filling in the gaps in the lending market with easy to access [bad credit business loan alternatives](#).