



*Thank you*

**for your interest in learning more about starting your own NeuroOptimal® Neurofeedback / Brain training business.**



This document provides information on a variety of aspects of NeuroOptimal®, including some background on the brain, neurofeedback in general, NeuroOptimal® and its business opportunities. This document is not meant to replace formal business training. It has been arranged under various headings so you can access information relevant to your interest.



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# Neurofeedback & the Brain



# How the brain works

## NeuroOptimal® brain training works with the central nervous system – your brain – by targeting shifts in the brain’s activity that can undermine optimal brain function.

To understand the practical and business applications of NeuroOptimal® it may be useful to first understand certain complexities of the brain and a little about how it functions.

The brain is the most complex **dynamical structure** known within the universe. It is able to process massive amounts of information, develop responses and apply these responses for increased efficiency and mastery. Fortunately, consciousness is self-regulated, such that processes not requiring our immediate attention take place outside of our awareness, within the subconscious. This leaves our conscious mind unencumbered to deal with important immediate stimuli that require awareness and focused attention.

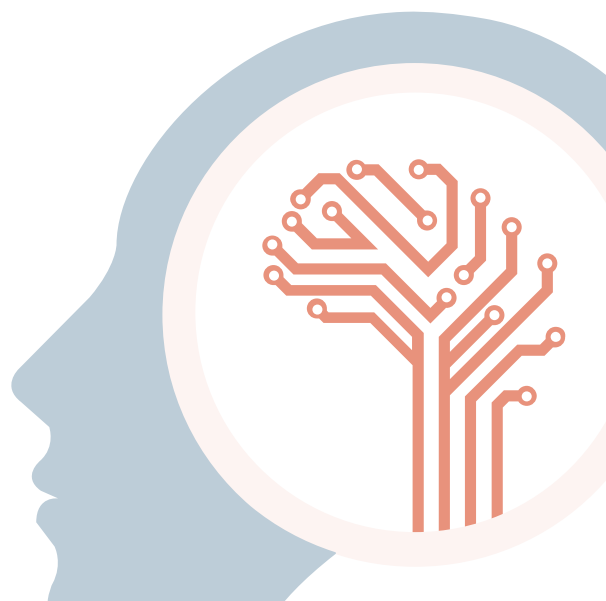
In learning behavior, a network of supporting neural interconnectivity is established. With repetition, the neural connections are strengthened and more easily activated. Eventually the behavior can become a primary and unconscious response. The brain’s on-going ability to create new pathways and interconnections is essential for learning and adaptability. These features of the dynamical brain have profound implications for day-to-day living.

**For Example:** If we repeat behavior often enough, it develops a self-organizing dynamic that then drives the behavior. Self-sustaining problematic behaviors are largely unconscious and may be as simple as obsolete coping strategies or as extreme as serious psychological and emotional challenges. Once established they influence the way we perceive the world, our relationship with it and our sense of self.

Behavioral dynamics are like a car rolling down a hill. If you jump in front just as it starts to move, it is a lot easier to stop than if it has developed momentum. When behavior has an unconscious component, we are unaware of the activation and the build-up of the dynamical intensity.

By the time it reaches awareness the behavior is usually difficult to control because it is supported by powerful unconscious forces and has gained considerable “momentum”.

When conscious or unconscious processing efficiency becomes compromised through the stress of modern living, information overload, trauma, or other influences, loss of performance and suffering arises. The body systems it regulates are affected, processing and integration of life experience becomes inefficient, and the additional burden placed on the conscious mind results in loss of awareness and performance in the world. Consequently, problematic behaviors, loss of wellness, and dependencies arise.



## Signs of a Sub-Optimal Brain Can Include but are Not Limited to:

Difficulty concentrating	Emotional difficulty	Reduced awareness
Diminished personal power	Feeling run down	Learning difficulty
Clumsiness	Cognitive noise	Loss of sense of self
Awkwardness	Cognitive instability	Poor impulse control
Discomfort	Personality instability	Reactivity
Difficulty maintaining focus	Reduced physical health	Lack of adaptability
Reduced / poor coping strategies	Rigid beliefs	Loss of clarity
Difficulty with decision making	Memory problems	Restless at night
Lower problem solving capacity	Poor response times	Low energy

Any of the body's emotional or cognitive processes influenced by the Central Nervous System (CNS) can be affected. The brain's entire conscious and unconscious ability for optimal complex processing is determined by how efficiently it functions as a self-organizing **dynamical** and transformational system.

## About Neurofeedback

Neurofeedback (NFB) has emerged out of significant advances in technology and enables new and innovative approaches to emotional and physical well-being and behavioral change. New findings are revolutionizing the approach to human behavior and in particular, brain function. It is now recognized that the brain does not respond well to imposed structure and processes that are incongruent with its complex dynamical functioning. NFB is a specialized and advanced form of feedback that gives information back to you about the activity of the brain as it is occurring. The electrical activity generated by Central Nervous System (CNS) processing can be

detected by sensors placed on the scalp and displayed on a monitor in real-time. This is called the Electroencephalograph or EEG. With specially designed computer software, information about the performance and behavior of the Brain and the CNS as a whole is then presented back to the individual via visual and auditory perception (feedback). People using NFB have experienced assistance with a vast array of cognitive, emotional and physical challenges along with considerable personal and spiritual growth. NFB is also widely used by top tier organizations and individuals, who want to improve physical and mental performance, such as athletes, professional trainers, business

**People using neurofeedback have experienced relief from a vast array of cognitive, emotional and physical complaints.**

people, musicians, performers, and students. NeuroOptimal®'s Dynamical Neurofeedback® is a dramatically advanced (or enhanced) process using a 4-D, nonlinear, mathematical software program. This is highly expanded upon the linear 2-D models that the field was initially founded on. As a result, NeuroOptimal® is able to recognize the incredible natural potential of the brain and assist it in achieving optimal processing and outcomes without intervention, manipulation, or imposition of beliefs.



**NeurOptimal<sup>®</sup>**



# NeurOptimal® Neurofeedback

NeurOptimal® Neurofeedback, designed by Zengar Institute Inc. in British Columbia, Canada, is a proprietary technology based in neuroscience. It is specifically designed with the naturally non-linear function of the human brain in mind, built to harness the incredibly dynamic nature of the brain. As a result, people training their brain using this technology often report the ease of a myriad of complaints without specifically “targeting” them from the outset of the training. Often, with linear neurofeedback systems, resolving one problem in one area can cause problems elsewhere.

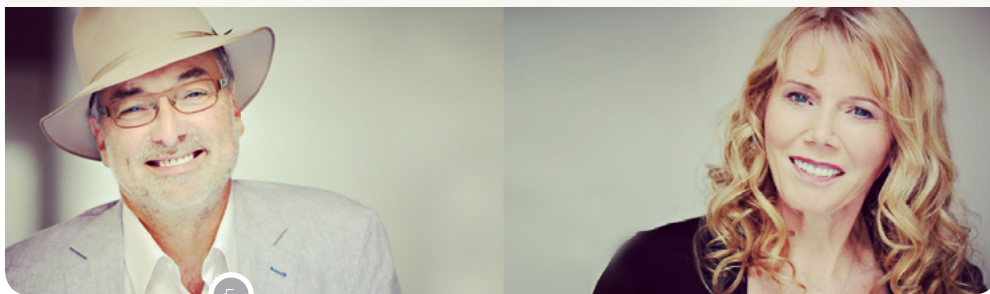
NeurOptimal® is the only Dynamical Neurofeedback® system in the world, and as such very different from other systems. It is completely non-invasive and non-directive because it is based on both a very different understanding about how the brain works, as well as how it is best optimized. NeurOptimal® was designed from the ground up to engage the incredible natural capacity of the central nervous system (CNS) for healing, improved performance, and transformation and bring about profound change with ease and simplicity.

NeurOptimal® works with the brain as an information-detection system. By simply offering the brain information about its own activity, NeurOptimal® helps the brain re-organize itself, activating its own healing wisdom. As a result of training, the brain becomes more stable and as its flexibility and resilience improves, problems and issues begin to fade away.

NeurOptimal® monitors a broad EEG spectrum from both hemispheres of the brain simultaneously, rather than focusing on content or any particular EEG frequency as do other systems. The specially designed computer software and EEG hardware will detect turbulence, which is a sign of the brain about to make a shift. The brain then decides if it meant to shift or if it was shifting unnecessarily. This turbulence detection is unique to NeurOptimal®, and the information is fed back into the brain in real time via auditory and visual perception. This enables improvement particularly in terms of processing efficiency, stability, adaptability, resilience, and increased transformational ability. These qualities are essential for healing, performance and improved behavioral outcomes.

**NeurOptimal® is the only Dynamical Neurofeedback® system in the world, and as such very different from other systems. By simply offering the brain information about its own activity, NeurOptimal® helps the brain re-organize itself, activating its own intrinsic self-optimizing wisdom.**

**Drs. Valdeane and Susan Brown of Zengar Institute Inc., with their vast experience within the neurofeedback (NFB) community, developed the unique, industry-leading, state-of-the-art NeurOptimal® NFB system. The system is designed to work directly with the dynamical self-organizing conscious and unconscious processes, facilitating optimal function. Translated into real life, this can manifest as improved performance, increased success, better endurance, psychological and physical well-being, greater life enjoyment, additional creativity and enhanced personal growth with fluid transformational outcomes. These far reaching outcomes are achieved effortlessly and safely when training with NeurOptimal®. There is no intervention, no manipulation, no concentration and no decisions being made about what your brain should be doing.**





# How does NeurOptimal<sup>®</sup> Work?

**Benefits of working with multiple frequencies the way NeurOptimal<sup>®</sup> does, is that you don't get side effects as you do when targeting specific frequencies.**



NeurOptimal<sup>®</sup> provides information to the brain from a wide array of dynamically changing frequency envelopes representing frequencies of brain function, some of which were first described by Zengar and are unique to NeurOptimal<sup>®</sup>. With NeurOptimal<sup>®</sup> you receive the benefits of training across the range of all the available frequencies simultaneously. NeurOptimal<sup>®</sup> uses twenty different targets, each of these targets working dynamically with “where the central nervous system is” at that moment in time. Benefits of working with multiple frequencies the way NeurOptimal<sup>®</sup> does, is that you don't get side effects as you do when working with only one or two frequencies. Furthermore, NeurOptimal<sup>®</sup> no longer augments or suppresses frequencies as traditional systems do. Each frequency has a particular effect or state with which it is associated. So if you specifically target one that quiets the brain or one that activates the brain as is done with linear NFB systems for example, you run the danger of becoming over quieted or over-activated. When you work with NeurOptimal<sup>®</sup>, you are flowing through the various frequencies on an as-needed basis, each frequency bandwidth balancing the others. You cannot go too far in any one direction, because you are receiving feedback from the entire spectrum, moment by moment! You end up alert and relaxed, feeling alive and quiet at the same time. As the brain organizes, thresholds dynamically adapt, providing the most efficient and least rigid training available today. Perfectly balanced.

NeurOptimal<sup>®</sup> recognizes that the behavior of the EEG represents the dynamical activity of conscious and unconscious information processing within its entirety. NeurOptimal<sup>®</sup> is designed to detect any emerging shifts at its earliest preconscious origins and alert the central nervous system (CNS) so that it can make its decision toward efficient processing. The ongoing return to stability and re-normalization interrupts the dynamic driving the problematic behavior, before it gains momentum, and trains the CNS to maintain stability and efficiency of processing.



As the brain and CNS as a whole, develop stability, the full potential of efficient processing and transformational capacity becomes increasingly available. This continues with each session until the brain and CNS develop the ability to carry the stability and increased processing and transformational capacity across sessions, and then into the future independently of NeurOptimal<sup>®</sup> training.



# Using NeuroOptimal<sup>®</sup> (non-linear neurofeedback) vs. Linear Neurofeedback

All systems other than NeuroOptimal<sup>®</sup> require the practitioner to first make a diagnosis in some way, such as using past medical or psychological history, QEEG, (brain maps), or standardized testing to create a protocol-driven program. For this reason, most other systems require the administrator to be a licensed healthcare practitioner. A one-moment in time picture of your brain may also be conducted, that shows the dominant frequencies it is producing in which location at that time. Training usually involves a minimal selection of frequencies in different areas of the brain, and the focus of training will be on one collection of issues for a period of weeks or months until, hopefully, there is resolution, at which point the training will be adjusted to address another symptom cluster and so on. It is a linear, stepped process, and sometimes the frequencies needed for one set of symptoms can be wrong for another, which can lead to confusion and a trial and error course training.

With NeuroOptimal<sup>®</sup> there is no need for diagnosis. NeuroOptimal<sup>®</sup> is designed

to give the brain continual information about what it has just done. The brain then uses this information to organize itself. During a session, the client listens to music or watches a movie. As soon as NeuroOptimal<sup>®</sup> detects that the brain is about to make a change, feedback is provided via a very brief pause in the sound. The brain then adapts itself in response to the information, which then provides yet new and different information for NeuroOptimal<sup>®</sup> to mirror back. With NeuroOptimal<sup>®</sup> the brain is simply interacting adaptively with itself moment by moment, not striving to produce more of some frequency and less of another. While those kinds of changes may be observed, they occur as part of an intrinsic self-organizing principal rather than an artificially imposed constraint. **This is a large part of both the inherent power and safety of NeuroOptimal<sup>®</sup> and how it invites very seamless change.**

NeuroOptimal<sup>®</sup> is very easy to operate and is 100% safe. A degree, previous qualification, or training in any other discipline is not necessary as the expertise is built into the software. The training is fully automated and responsive to the client's EEG, no matter for what reason they started training. Attach the sensors, start the



training and let the program do the work. No diagnosis or interpretation of EEG is required, regardless of Industry or target market. Certification training can be provided if desired (to learn more about the mathematical underpinnings of the process), but because NeuroOptimal<sup>®</sup> is so easy to learn, one can teach multiple staff members to use it within their business quickly and easily. Our goal is to give people the opportunity to enjoy the long lasting benefits of optimized information processing, as the "life" experience improves with the use of NeuroOptimal<sup>®</sup>.

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# Client Benefits

The improvement, performance, or transformational path with **NeurOptimal®** varies from person to person. This is because **NeurOptimal®** is assisting the brain and central nervous system (CNS) to operate according to its own natural potential rather than forcing any predetermined path toward any predetermined outcome. Considering that everyone is starting from a different position with a unique history this is particularly relevant. Apart from the natural ease and flow, the change process can be talked about globally in five general overlapping and interactive aspects.

## 1 Stabilizing of the Central Nervous System:

During this process people begin to feel deeply relaxed, mind quieting between sessions, sleep improvements, decrease in reactivity, and generally, feeling more settled.

**2 Beginning of deep unconscious processing:** Further improvements in the above benefits and stability, occasional vivid dreaming for some, life begins to feel easier, energy begins to increase, alertness increases, increased endurance, mood stability, noticeable improvements in psyche and response times.

**3 Improved processing:** Improved stability and efficiency along with freeing up of psychological energy brings increases in attention, focus, bodily grace and fluidity, adaptability and flexibility, increased awareness,

increased presence, decision making easier and faster, more creative, better response times, increased intuition, improved access to higher resources, coping significantly better, sense of self clearer and more stable, able to reference internally more easily for decision making, clarity in thought, identification of emotions and processing of them without being overwhelmed. Significant shifts can occur seamlessly with increased adaptability and flexibility such that you may feel like you have always been this way. Increased awareness leads to objective observation of own and others behavior, along with environmental dynamics in general. As a result of developing mindfulness, the developmental and transformational processes are receiving uncontaminated feedback for further enhancement of outcomes.

**NeurOptimal® is assisting the brain and CNS to operate according to its own natural potential.**

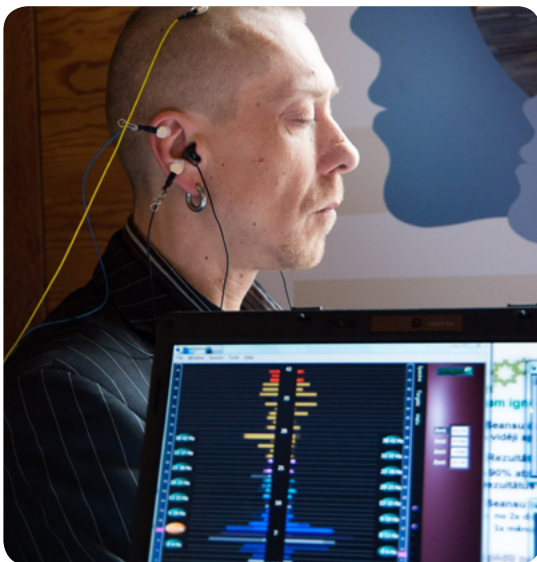
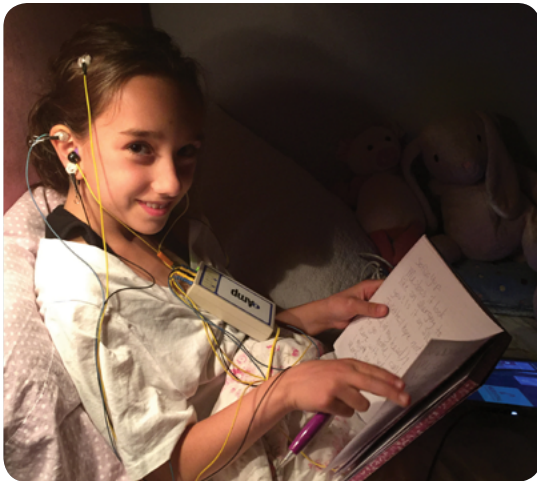
## 4 Smooth traveling:

Carrying the benefits easily from session to session, finding that the old 'you' is getting harder to recall as you settle into the emergence of increased capacity, better functioning, and a stronger positive sense of self. Life experience is now driving the growth and transformational process, and confidence develops as you become familiar with this growing sense of self control.

## 5 Into the future:

Once your Central Nervous System is functioning according to its inherent design and capacity, the gains will continue to unfold independently of **NeurOptimal®**. Most people are happy with this level of improvement and stop training. Others briefly dip in and out of the **NeurOptimal®** process over time, for additional benefits or for assistance with periods of unhealthy stress.

A **N**eurOptimal® session is a pleasant experience. The brain does all the work. No conscious effort is required on your client's part. The central nervous system is hard-wired to take in information and use it to organize itself. There is nothing else your client needs to do other than come along to gain the benefits of NeurOptimal® Neurofeedback training, as there is no need to control thoughts, emotions, concentration, think of anything in particular or do anything else to make it work better. By the time they have consciously registered the interruption in the music their brain has already responded to it. So there is nothing you need to do or can do during the session that will improve outcomes.



# The Neuroptimal<sup>®</sup> Session Experience

1

Before the first NeurOptimal<sup>®</sup> session, you will ask your client to fill out a brief questionnaire describing how they are feeling and what they wish to achieve in coming to your training sessions



The client will be seated in a comfortable reclining chair facing a computer monitor.

2

3

Two sensors are placed on the scalp and another three are placed on the ears.



Earbuds are then placed in their ears so that they can easily hear the music.

4

5

Once the training begins, they will hear the music with very brief, occasional interrupts and they will be able to watch a random visualization on a monitor if they desire.



Other than this there is nothing else to do.



**Starting a NeurOptimal<sup>®</sup>**  
Based Business

# Starting a NeurOptimal® Based Business



**The following sections have been outlined to help give you an idea of what running a business providing NeurOptimal® services to people can look like. In no way is it meant to replace any formal business training, in fact, we recommend you regularly continue to seek and learn no matter what stage of business you are in or what level of business knowledge you currently possess.**

## Who can start a professional practice with NeurOptimal®?

Time and experience has proven NeurOptimal® to have a valuable place in a range of settings. These include professional, organizational, business, educational, athletic, therapeutic and performance, as well as personal and spiritual development. NeurOptimal® is an ideal start-up for those interested in restoring natural wellness, promoting growth and improving performance by releasing the stressful constraints of modern living. There are many who do not have traditional or alternative health care, personal development or educational professional credentials, but who have found entry into this field.

## Timing for entering this field

The timing is right. One of the most fundamental and necessary strategies for reducing costs and improving quality of life is improving brain wellness and fitness. For these reasons many of our best scientific thinkers believe that the growth of

## What do you need to learn to get started?

NeurOptimal® trainers don't need any prerequisites to start up and get results. The equipment comes complete with all the training tools needed to get started. If trainers wish to learn more regarding how to gauge progress, analyze data and how to answer questions a client will ask the first time they sit in the chair, they can take our online courses and webinars, as well as browse through PASS forums.



Neurofeedback is assured far into the next century and beyond. The New England Journal of Medicine stunned the health care world when it reported that alternative medicine almost equals traditional medicine in terms of gross dollar volume. Neurofeedback (NFB) is solidly

## The Economics of a NeurOptimal® Practice

General business knowledge for this field is relatively easy to come by. However, the most successful practices go beyond general economics to the acquisition of specific information that allows them to maximize their unique circumstances. NeurOptimal® practices can range from small offices to multimillion dollar profit centers. Whatever your goals in this area, it can be done.

established in mainstream and alternative medicine as well as mental health. Dynamical Neurofeedback® (NeurOptimal®) is growing because it works. NFB shows clients how to participate in their own healing process, improving the trainer's credibility and teaching efficiency.



# NeuroOptimal<sup>®</sup> Practice Business Model Examples

NeuroOptimal<sup>®</sup> prides itself on offering a multitude of ways our trainers can earn an income. Here are some of the most popular ways our trainers have used NeuroOptimal<sup>®</sup> (passively and actively), in their businesses. Combining the various models is a great way to ensure you are maximizing your revenue streams.

## 1 NeuroOptimal<sup>®</sup> Dedicated Practice

→ This is a business that offers only NeuroOptimal<sup>®</sup> sessions to the public. Sessions can be sold either à la carte, or in packages. Businesses can have one or multiple systems set up to receive clients. The more systems you have running simultaneously in your business, the more easily you can accommodate your clients during peak hours and the fewer hours you need to work.

## 2 Incorporate NeuroOptimal<sup>®</sup> into your existing business →

Many professionals have integrated NeuroOptimal<sup>®</sup> system(s) into their existing businesses. If you have a business and you feel NeuroOptimal<sup>®</sup> would be a good match for your clients, you may want to explore this more, as it can be a great additional stream of income for your business. Life coaches, Sports coaches, Instructors, Psychologists, Psychiatrists, Nutritionists, Naturopaths, Doctors, Business Coaches, Performance Arts Instructors, Chiropractors, and Dentists are just a sample of businesses that have integrated NeuroOptimal<sup>®</sup> for use with their clients.

## 3 Bring NeuroOptimal<sup>®</sup> to other businesses →

A great model for someone just starting out, not wanting to take on the risk of signing a lease or wanting to eliminate the initial ramp up time gaining clients, can be

to partner up with a business in your area, who's clients would be a good fit for NeuroOptimal<sup>®</sup>. For example, one trainer partnered up with a psychiatrist, seeing clients in his office, after hours. The psychiatrist would book clients for the trainer and they would split the income 50-50. This can be a great model for someone who has multiple units and is willing to travel—you can squeeze many clients in a short period of time. Imagine the possibilities if you have multiple partnerships such as this, filling your weeknights!

## 5 Rental Units →

The most successful business people will tell you that the key to becoming wealthy is to have regular passive streams of income. Sometimes potential clients live far, away from a trainer or from a possible system, don't have the means to come to you each week, want to run multiple family members or simply need a more affordable option. This is where offering NeuroOptimal<sup>®</sup> Personal rental units to your clients can be very beneficial. A large number of our trainers have multiple rental units in their practice, allowing clients to choose between coming in for sessions or renting. Others offer only rentals. Packages are generally set at \$800-\$1000 per month, for up to 30 sessions. Imagine the possibilities as you build your fleet of rental units!

## 4 Selling NeuroOptimal<sup>®</sup> systems →

As a trainer you will encounter times when your client decides they'd like to do sessions forever, making the decision to purchase their own NeuroOptimal<sup>®</sup> system. Many new trainers come on because they have experienced NeuroOptimal<sup>®</sup> from an existing trainer. We know that it can often take time and effort to introduce NeuroOptimal<sup>®</sup> to someone as well have a financial impact when losing a client so we created the Ambassador Program as a thank you. This program allows PASS members to be rewarded for systems that have been placed due to their efforts. If you begin placing systems and really enjoy it, please contact us to learn more about our Representative program!

## 6 Combining Business Models

→ As mentioned above, combining various models can be a great way to maximize your revenue stream. One example of this might be to offer clients the following items on your list of services:

NeuroOptimal<sup>®</sup> sessions: \$ \_\_\_\_

NeuroOptimal<sup>®</sup> Rental system: \$ \_\_\_\_

Purchase NeuroOptimal<sup>®</sup> system: \$ \_\_\_\_

By providing this selection of choices you are putting the client in control, offering them a multitude of options, giving them the opportunity to find the one that is the perfect fit for them.

**Marketing** NeurOptimal<sup>®</sup>



# NeuroOptimal<sup>®</sup> Target Markets

While most of our trainers will never turn anyone away who wants sessions, many develop a subset group (market segment) they identify with, enjoy working with, or consider themselves an “expert” in.

When it comes to marketing, choosing a target group can help stretch marketing dollars. Here are some examples of market segments and target groups:



*General Wellness:* NeuroOptimal<sup>®</sup> Neurofeedback encourages an overall positive mental outlook and a deeper understanding of the mind/body connection. For those looking to enhance their daily health and wellness, neurofeedback training can be an excellent supplement to a healthy diet and exercise routine. The benefits of training with NeuroOptimal<sup>®</sup> are increased stability, flexibility, adaptability and greater resilience of Central Nervous System functioning. NeuroOptimal<sup>®</sup> is not a treatment and does not target any specific issue, but because of the innovative way it works, many specific beneficial outcomes emerge that are appropriate for that individual.



*People Within a Specific Population or Demographic:*

Quite often, a trainer will discover they enjoy working with a specific type of person or that they identify with a certain demographic, because they

have struggled in a similar way and have found that using NeuroOptimal<sup>®</sup> helped them immensely, when nothing else would. As a result, they set out to help others by spreading the word and providing opportunity to others struggling similarly with NeuroOptimal<sup>®</sup> sessions. This is a great way to help you remain passionate about what you are doing while giving you the ability to remain focused when developing business relationships, making appearances and stretching your marketing dollars.



*The Elderly:*

Of all the things that people fear about growing old, losing their mental faculties is right at the top of the list. These problems were just thought to be an inescapable part of growing old, with nothing that anyone could do about it. Compared to even ten years ago, the medical community has made gigantic leaps in what they understand about how the human brain and the nervous system actually work. This is an ongoing process, but even now, we know that it is possible to slow the effects of cognitive decline as a person enters their “golden years” and possibly much further, thanks to increasing use of NFB training. In March 2008, AARP ran their Healthy@ Home Survey (Barret, 2008) asking

just under 1,000 responders, ages 65 and over (mean age of 74 years), and their caregivers about their perception of successful aging. In a nutshell, the survey’s main finding was that the top priority for older adults is not anti-aging—it is about maintaining capacities to function independently.



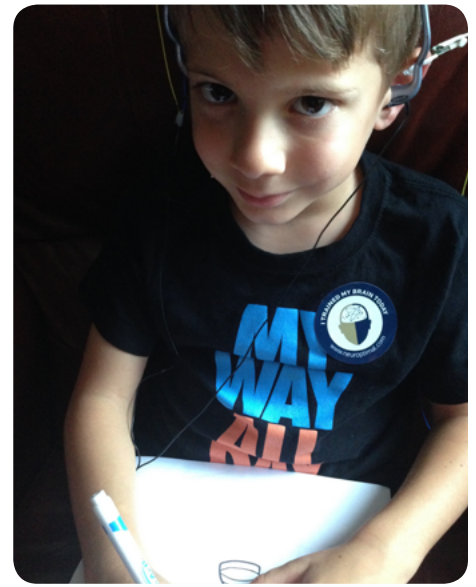
*Children & Teens:*

An optimally functioning brain can help with focus, engagement and increasing attention span. Students of all ages learn faster and more effectively. More of what is learned is retained.

Parents of children who are struggling at school tend to seek out alternative options in an effort to thwart having to put their child on medications, especially at the young elementary school level. Quite often a teacher will ask a parent of a child who is being disruptive in class, struggling with their school work or not seeming to be as mature as the rest of the children in the classroom to be evaluated by a doctor, questioning if perhaps there is a medication that can help them perform more according to their expectations. As the child’s brain begins to function more optimally the more they train, teachers notice a shift in their behavior, quite often removing their initial request for evaluation

from the table. Now that the child falls within the “normal” range of what the teacher is able to handle in class, they are no longer considered needing additional help. Getting that child to function at their best using NeurOptimal® (whatever that best is!) and then seeing if further help is needed is a great holistic approach. NeurOptimal® is not only for those who struggle. Because neurofeedback training enhances concentration and mental focus, students who are doing well at school also use NeurOptimal® as a critical tool to continually improve their performance. Unlike so-called

“smart drugs” or neuro-enhancing pharmaceuticals, NeurOptimal® is 100% drug free and has no known side effects (apart from improved sleep!). School is not the only place parents notice shifts in their children when using NeurOptimal®. Clients report better sleep, increased sports performance, better peer relations, less reactivity to difficult situations, less arguing and resistance and an overall increase in happiness, sense of self and maturity level. Clients also report better decision making skills in teens.



### *Corporate & Executive Training:*

Employees are the most important attribute to a company’s success. By aiding longevity in the work environment a trainer can help companies achieve new heights by rendering their best assets - their employees - at their best. Optimal nutrition and high efficiency brains are the cornerstone to executive performance. Fighting off stress, thinking clearly, being productive and having clear focus is crucial for anyone on a team, especially CEOs, CFOs, and all other upper management employees. Without clarity at work, efficiency suffers and eventually is reflected in productivity levels as well as interactions between team members.



### *Athletic Performance:*

Sports related performance factors in the brain can impact overall performance in a wide variety of athletics. Optimizing ones’ brain can help improve hand and eye coordination, balance as well as lead to quick error free decisions achieving high performance. NeurOptimal® is ideal for professional and collegiate athletes as well as within emerging trends such as early performance improvement programs for young hopefuls.



### *Bio & Life Hackers:*

A term coined only in recent years, Bio or Life Hackers have recently become more and more prominent. With focus mainly on finding alternative ways to perform better and/or change their biology, NeurOptimal® has been widely used and supported in major bio-hacking arenas.



### *Artistic Performance:*

NeurOptimal® can be used to recognize an artist’s true potential. Brain training using NeurOptimal® has been shown to improve artistic performance – including interpretative imagination and musical understanding. NeurOptimal® training can also help dancers, writers, painters and singers, all with similar results.



### *Families, Teams & Groups:*

People who have ongoing interaction with each other can greatly benefit from using NeurOptimal®. As each person in the group advances with their trainings, they tend to notice a shift in dynamic and harmony of the group. People get along better, there are fewer outbursts and communication is clearer between the members.



[WWW.NEUROPTIMAL.COM](http://WWW.NEUROPTIMAL.COM)

**Thank you** for your interest

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