Getting to Know NeurOptimal®
ZENGAR EDUCATION DEPARTMENT
NeurOptimal® Dynamical Neurofeedback® System

Zengar Education Dept

Getting to "Know" NO

Neurooptimal® (NO)
Dynamical Neurofeedback®

A system designed with a mission to "reduce suffering"

Dr's Val & Sue Brown

By Zengar

The Purpose of Today

• What is Neurofeedback
• What are the General Differences between Different NF Systems?
• How Do I Know NO Works?
• Don’t I need to be a Medical Professional to Mess with Someone’s Brain?
• I Think I want to Purchase but I am Still on the Fence
WHAT IS NEUROFEEDBACK AND HOW DOES IT WORK?

NEUROFEEDBACK is sometimes referred to as EEG Electroencephalogram Biofeedback or Neurotherapy. It is the process of training the brain/CNS (central nervous system) to learn to modify and control cortical activity through auditory and visual feedback.

NEUROFEEDBACK is considered a gentle, painless, and non-invasive method of restoring effective balancing within the Central Nervous System.
WHAT ARE THE DIFFERENCES BETWEEN SYSTEMS?

NEUROFEEDBACK’S PROGRESSION | CATS, YOGI AND NOW...

NEUROFEEDBACK – 2 BASIC PARADIGMS

LINEAR NON-DYNAMICAL NF: PROCESSES A SOFTWARE PROGRAM THAT MEASURES CORTICAL ACTIVITY IN 2 WAYS: AMPLITUDE AND FREQUENCY.

DYNAMICAL NF: USES A SOFTWARE PROGRAM THAT UTILIZES 4 WAYS TO DETECT THE CHANGES IN CORTICAL ACTIVITY: DURATION, INTENSITY, FREQUENCY, SHIFTS.
WHAT DOES IT DO AND HOW DOES NF WORK?

• The Neurofeedback process involves the use of a software program, EEG amplifier and Sensors on the head.
• This process measures the cortical activity (a summation of electro-magnetic information) from the scalp and "helps a person learn to become relaxed and/or focused by providing "real-time information as to how their Brain is performing.

LINEAR MODELS

• The linear model believes that practitioners need to affect the strength (amplitude) of the signal (by augmenting and inhibiting a specific frequency). The frequency was "chosen by looking at pre-recorded activity under different conditions (eyes open, closed, reading, counting by 7's starting at 783) this is called a QEEG, (Quantitative Electroencephalogram). This Linear approach uses thresholds that are static bars that 'trigger' the sound, thereby initiating the feedback process.

• How does NeurOptimal® differ from this model?
WHAT IS NEUROPTIMAL®

CRANK, MANUAL, AUTOMATIC

SELF DRIVING CARS | FUTURISTIC CARS ARE HERE
HOW DO I KNOW NEUROPTIMAL® WORKS?

To Understand that Let’s Explore:

- How does the Brain know how to walk?
- How does the body know when to send oxygenated blood to an organ?
- How does a body ‘self-heal’?

NEUROPTIMAL® UNDERSTANDS BRAIN DYNAMICS:

- The Brain is the most complex DYNAMICAL structure known to the Universe
- It is able to process massive amounts of information, develop responses and apply these responses for increased efficiency and mastery.


THE BRAIN IS EVER CHANGING

- Supportive in its innate ability to change
- The Central Nervous System (CNS) is ever changing and constantly detecting changes - this is how NO works
• Our Brain is **Infinitely cycling & self regulating**
• We understand there are **No ABSOLUTE values** that are inherently ‘best’ or the “amount” of activity required for specific functions.
• It always varies from Brain to Brain and it always varies **with time** for that same Brain

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So, using a Control Procedure called ‘Synchronization through Chaos’, JTFA, a **mathematical process** is able to measure and give feedback (data) to the CNS about the cortical activity

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**WHAT IS NEUROPTIMAL®**

A non-normative approach

• NO understands there is not a ‘norm’ that it is trying to achieve
• We understand babies have no 1 correct way to walk
• The brain does not have a specific amplitude (strength of a cortical signal) that is the right/correct amount
WHAT HAPPENS WHEN OUR BRAIN IS NOT ABLE TO SMOOTHLY DETECT CHANGE?

WE DEVELOP:

• CONDITIONS
• DISORDERS
• CHRONIC SYMPTOMS

WHAT CREATES A FLEXIBLE & RESILIENT BRAIN? A REGULATED BRAIN...

Navigating the Beam
Don't I need to be a medical doctor to mess with someone's brain?

Medical Model

What is NO

A non-medical approach

- This is training (not therapy)
- It is diagnostically agnostic
- It reminds the brain to self-regulate
- Nothing is put into the brain (no electricity, no strong frequency or vibration, or light/sound)

Not diminishing turbulence...

- That's looking at frequency and amplitude-based methods
- Assessment is irrelevant
- Diagnostically agnostic
- Comprehensive and Adaptive Training: not "One size fits all" and NOT a "Plug and Play" that assumes it is all the same training.
I THINK I WANT TO PURCHASE BUT I NEED MORE INFORMATION
The Trainer will not ‘pretend’ to ‘adapt to’ or ‘treat’ a particular issue.

Therefore, as Trainers, we can not accept the responsibility to ‘cure’ or ‘heal’ any disorder/issue (nor take credit for any ‘self-healing’ that occurs.)
**TRAINER’S ROLE IN RELATIONSHIP**

- Develop Trust
- Develop a Rapport with your client
- Be sincere and practice ‘active listening’
- Exude Confidence
- The ‘dog whisperer’ concept

**Using the NeurOptimal® System Means...**

- Diagnostically Agnostic
- No protocols
- No ‘state-based’ augments or inhibits
- No Therapy
- No Electricity goes into the Brain

**THE TRAINER’S ROLE IN THE COMMUNITY**

**THE TECHNICAL ROLE**
- Sensor Placement
- Understanding the Software
- Using ‘Regular’ settings
- Maintain Windows Update & quarterly Mousecalls with Zengar
- Weekly zAmp updates

**THE ROLE OF THE RELATIONSHIP**
- Allow the Client to take lead with scheduling
- Listen to the Shifts (but take notes)
- Respond with understanding and confidence
- Be supportive of transitions
- Look for ‘Extrinsic Constraints’ (anything that can influence a client outside of the NO Session)
- Not judging; be always accepting of their ‘stories’
- Create an environment of respect, trust, safety & support
THE TRAINER’S ROLE IN THE COMMUNITY

SPREADING THE NEUROPTIMAL® WORD
• Health Care Professionals (HCP) do not be afraid to speak of NO with your Client’s team of HCP; they may end up being a source of referrals.
• Create a network of Educators, HCP, Social Media Marketing, Friends, Families that can help be a referral source.

CONTRIBUTING TO THE CREDIBILITY OF NEUROPTIMAL®
• Always stay true to NO Philosophy
• Use their Branding
• Do not ‘interject’ YOUR experiences, your ‘truths’ into this process, as ‘true’ as your story is to you, it is YOUR story NOT Zengar’s.
• Use the Basic, & Advanced courses and the online PASS Webinars etc… as sources of knowledge.

STATE OF THE ART DYNAMICAL NEUROFEEDBACK™

NeurOptimal® Light & Portable

NO3
Join the Zengar Family & Community

PASS Enterprise

NeurOptimal® is for Everyone!
All Zengar® we strongly believe that everyone has the right to personal transformation, so we want to make NeurOptimal® accessible to as many people as possible.
Our service can help make that happen.

NO3 -
JOIN THE EVOLUTION OF TRANSFORMATION

Thanks for Being Here Today!