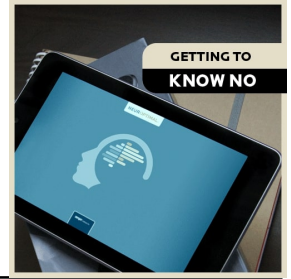


Getting to Know NeurOptimal®

ZENGAR EDUCATION DEPARTMENT



NEUROPTIMAL
ADVANCED BRAIN TRAINING SYSTEMS
TRANSFORMING LIVES SINCE 2009

NeurOptimal® Dynamical Neurofeedback® System
GETTING TO "KNOW" NO

ZENGAR
INSTITUTE®

Zengar Education Dept

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**NEUROPTIMAL® (NO)
DYNAMICAL
NEUROFEEDBACK®**

A system designed with a mission to
"reduce suffering"

Dr's Val & Sue Brown

BY ZENGAR

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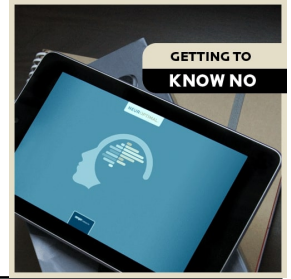
**THE PURPOSE
OF TODAY**

- 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

CLIENTS

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WHAT IS NEUROFEEDBACK AND HOW DOES IT WORK?

NEUROPTIMAL[®] 3.0



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What is EEG Neurofeedback?

Neurofeedback is sometimes referred to as EEG 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



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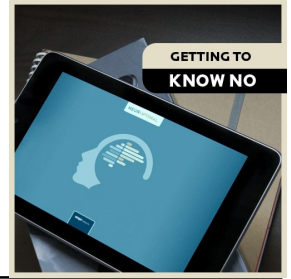
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NEUROFEEDBACK



Neurofeedback is considered a gentle painless and non-invasive method of restoring effective balancing within the **Central Nervous System**

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WHAT ARE THE DIFFERENCES BETWEEN SYSTEMS?

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

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NEUROFEEDBACK – 2 BASIC PARADIGMS

<p>LINEAR NON-DYNAMICAL NF- PROGRESS USES A SOFTWARE PROGRAM THAT MEASURES CORTICAL ACTIVITY IN 2-WAYS</p> <ul style="list-style-type: none">AMPLITUDEFREQUENCY	<p>DYNAMICAL NF- USES A SOFTWARE PROGRAM THAT UTILIZES 4 WAYS TO DETECT THE CHANGES IN CORTICAL ACTIVITY-</p> <ul style="list-style-type: none">DURATION-INTENSITY-FREQUENCYSHIFTS	
--	---	--

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PERFORMANCE TO YOUR BRAIN

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.

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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 NeuroOptimal® differ from this model?

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Non-Linear Dynamical Feedback System

4 Dimensional DIFS = T

- Duration
- Intensity
- Frequency
- Shift

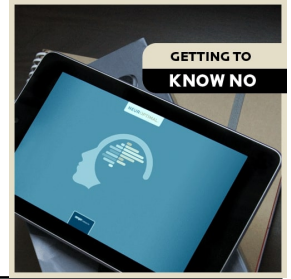
Personal Transformation

Linear Feedback System

2 Dimensional

- Frequency
- Amplitude

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WHAT IS NEUROPTIMAL®

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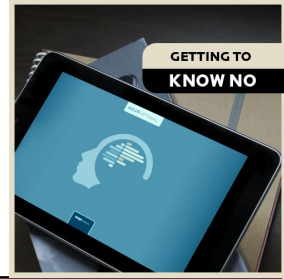
CRANK, MANUAL, AUTOMATIC

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SELF DRIVING CARS | FUTURISTIC CARS ARE HERE

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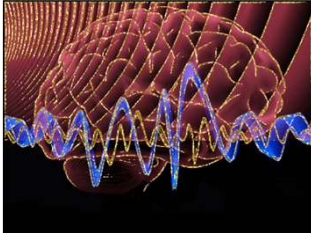


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HOW DO I KNOW NEUROPTIMAL® WORKS?

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'?



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NEUROPTIMAL® UNDERSTANDS BRAIN DYNAMICS:

How Do You Know

- **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.

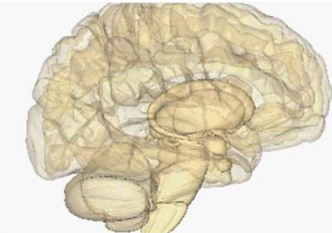
(<http://www.ncbi.nlm.nih.gov/pubmed/16115797>)

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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





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Process Variability



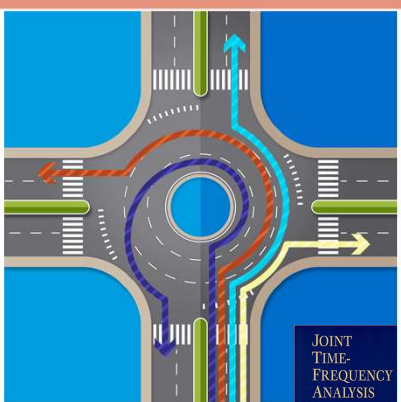
- Our Brain is **Infinitely cycling & self regulating**
- We understand there are **No ABSOLUTE values** that are inherently 'best' or the "amount" of activity required for specific functions.
- It always varies from **Brain to Brain** and it always varies **with time** for that same **Brain**

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Making Sense of the EEG Chaos...

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



JOINT TIME-FREQUENCY ANALYSIS

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WHAT IS NEUROPTIMAL®

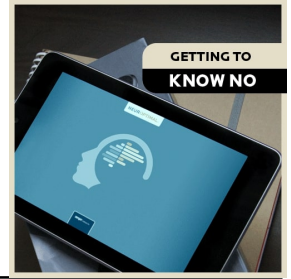
A non-normative approach

- 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



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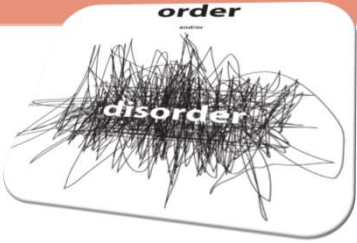


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WHAT HAPPENS WHEN OUR BRAIN IS NOT ABLE TO SMOOTHLY DETECT CHANGE?

WE DEVELOP:


- CONDITIONS
- DISORDERS
- CHRONIC SYMPTOMS



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



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Navigating the Beam



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DON'T I NEED TO BE A MEDICAL DOCTOR TO MESS WITH SOMEONE'S BRAIN?

Medical Model

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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*)

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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.

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THE E-BOOK OF HOW & WHY

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 prepared under various headings so you can access information relevant to your interest.

CONSIDERING A NEUROPTIMAL® BUSINESS?

Learn more > **FREE DOWNLOAD**
No email required

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BEING A TRAINER

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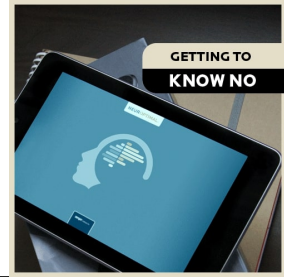
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AS A TRAINER

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.

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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

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Using the NeurOptimal® System Means...

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



No Diagnosis Zone

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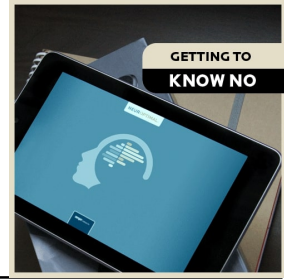
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THE TRAINER'S ROLE IN THE COMMUNITY

THE TECHNICAL ROLE <ul style="list-style-type: none">• Sensor Placement• Understanding the Software• Using 'Regular' settings• Maintain Windows Update & quarterly Mousecalls with Zengar• Weekly zAmp updates	THE ROLE OF THE RELATIONSHIP <ul style="list-style-type: none">• 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
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WE PROUDLY OFFER
NEUROOPTIMAL® SESSIONS

THE TRAINER'S ROLE IN THE COMMUNITY

SPREADING THE NEUROOPTIMAL® 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 NEUROOPTIMAL®

- 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

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Introducing
NeuroOptimal® 3
04.17.2018

The evolution of transformation

STATE OF THE ART DYNAMICAL NEUROFEEDBACK™

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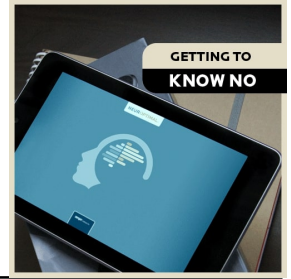
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NeuroOptimal® Light & Portable

NO3

Microsoft

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MONTHLY
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Join the Zengar Family & Community

PASS

Enterprise

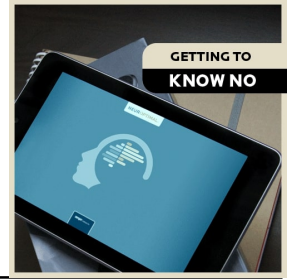



FINANCE

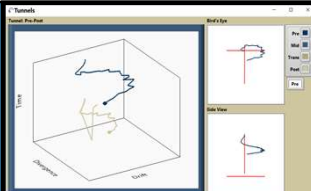
NeuroOptimal® is for Everyone!

At Zengar, we strongly believe that everyone has the right to personal transformation, so we want to make NeuroOptimal® accessible to as many people as possible. Our competitive financing plans can help make that happen.

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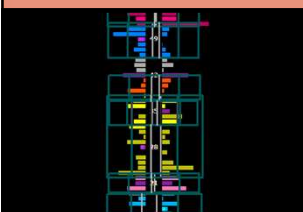
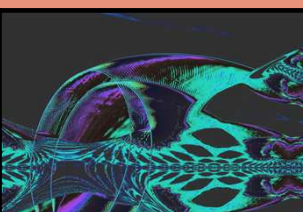







NO3 -

JOIN THE EVOLUTION OF TRANSFORMATION

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Thanks for Being Here Today!



Introducing **NeuroOptimal®** 3 **The evolution of transformation**

04.17.2018

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