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ZENGAR
INSTITUTE®

The Zengar Basic Certification Guide

Train yourself!

Credibility communicates better so "Walk the Talk"

TRAINING YOUR BRAIN

by Zengar

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NEUROPTIMAL
Advanced Brain Training Systems

How to Introduce this Concept to your Clients

...→

CHANGE

is inevitable,

IN GOOD TIMES

and in bad

←...

THE BODY DETECTS CHANGE AND CHANGE IS INEVITABLE = DYNAMICAL

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IT IS NOT YOUR RESPONSIBILITY TO 'FIX' THE CLIENT, IT YOUR RESPONSIBILITY TO PROVIDE THE PROCESS..."
DR. SUE BROWN, CO-FOUNDER

The Role of the Trainer



Being a detective...
looking for minute 'shifts' (changes)

Releasing expectations...



Educating the Clients...

Answering their questions




Monitoring their shifts

Be OK if Client doesn't 'feel' a change



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AS A TRAINER OUR JOB IS TO HELP MEASURE THE DIFS



- **Duration**- how long does this symptom last
- **Intensity**- how strong of a feeling (i.e. pain, behavior or headache)
- **Frequency**- how often is this occurring now
- **Shifts**- the actual changes that occur

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Recognizing the Shifts






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ANALYSIS: MEASURING SHIFTS RATHER THAN COUNTING NUMBERS!

- What is a Shift- *a change/ a flutter in the EEG*
- Types of Shifts- *physiological, cognitive, psychological, physical*

- How to recognize a Shift occurred- *a change in the perception of their concerns*
- Tools for Tracking Shifts
- My Journal Tracking



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A TRAINER BEING A DETECTIVE IS A PARADIGM CHANGE...WE ARE NOT THERAPISTS


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Discussion Questions

Please Take Time to Review

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