

BASIC

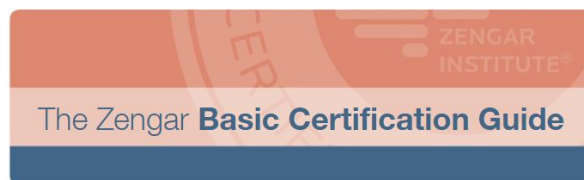
Certification Guide

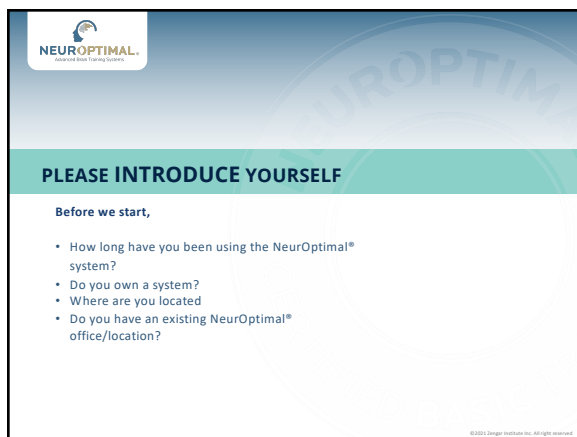
by Zengar





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MEET THE LEADERS...

Dr. Valdeane Brown




Co-Founder
Clinical Psychologist

Dr. Susan Brown




Co-Founder
Clinical Psychologist

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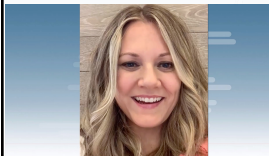


The Zengar **Basic Certification Guide**




MEET THE LEADERS...

Samantha Diavatis



CEO & COO

Alex Théoret



CEO & CFO

5



Basic Certification Goals

- Understand the method the brain uses to 'Communicate' with itself
- Learn the premise behind neurofeedback
- Know the history of NF and specifically NeuroOptimal®
- Understand the Zengar® history therefore, the communication process of NeuroOptimal®
- Learn the differences between a 'Linear NF system & Dynamical Neurofeedback® Training program'
- Understand the DIFS – as a 4-D model
- Learn Technical information such as "Running a Session, Media Downloads and NOMP"




6




Basic Certification Goals

- To learn the NeuroOptimal® process
- To understand the Role of the NeuroOptimal® wellness provider & role of the Client
- To Recognize and track "Shifts"
- Change- a natural characteristic of life
- NeuroOptimal® detects 'changes' or 'differences'
- To learn how to answer Client questions & concerns branding, philosophy and language of NeuroOptimal®
- To know where resources are in PASS: (how to log on to a Zen Connect, basic maintenance of your system and very basic troubleshooting)
- To Discuss Business/ Marketing for your NeuroOptimal® office





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Module 1

The Philosophy and Theory of NeurOptimal®

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The Philosophy & Theory

The Brain's Role in Noticing Differences

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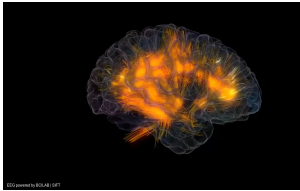
Brain Basics

The Brain Communicates by Noticing Differences

What we Know About the Brain

- Your Brain is the center of your **Central Nervous System (CNS)**. It is a sophisticated command and control center.
- It is estimated that the human brain has approximately **100 billion** (100,000,000,000) **neurons** and each neuron may have as many as **7,000 synaptic connections** to other neurons

3



Just as a small sound can trigger an avalanche so can one small flicker of electrical impulses

The Brain... Sand on the Beach

Is like a tiny strobe light, flickering on and off

Producing a **chaotic dance**


No rhythm and no pattern

However, each flicker influences others to flicker

Sometimes they **dance together** smoothly other times separately almost clashing altering the landscape

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Brain Dynamics

The brain is the most complex **DYNAMICAL** structure known in the universe

It is able to process massive amounts of information, develop responses and apply these responses for increased efficiency and mastery.

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The Brain Is... Dynamical

"Dynamic refers to change whereas Dynamical refers to changes in how change happens as it is happening"

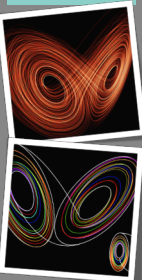
Val Brown

The Brain is ever-changing...

Through research we have learned of **neuroplasticity** as the brain's way to **constantly change and evolve** after any damage


Every time we learn something new it is making a structural change in the **brain**

The **central nervous system (CNS)** communicates with itself through the detection of change



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Brain Dynamics

The brain is inherently geared towards general (but not absolute) self-regulation based on information

No need to teach a child the 'Best' way to walk –with experimentation the brain discovers and develops internal balance & a natural gait unique to that individual...

BRAIN PROCESSES AND ASSESSES FEEDBACK (AS INFORMATION) FROM ITS OWN MUSCLES & MUSCULAR-SKELETAL SYSTEM ABOUT ITS POSITION AND STABILITY IN SPACE

7

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Process Variability

The Brain is...

Infinitely cycling & self regulating

The Brain is...

No ABSOLUTE values that are inherently "best" or the "amount" of activity required for specific functions.

The Brain is...

It always varies from brain to brain, and it always varies with time for that same brain

8

The CNS Detects Changes: DIFS

• The Length of Time

Duration

• The Strength

Intensity

• How Often it is Occurring

Frequency

• Results in Personal Transformation supporting general well being

Shift

9


WHAT we notice about a HEALTHY SYSTEM...

Flexibility

■ The system is **flexible**. It can respond quickly to environmental changes and turbulence.

■ It is also **resilient**, being able to adapt to changes in the ever-changing environment without worry.

Resilience



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Discussion Questions

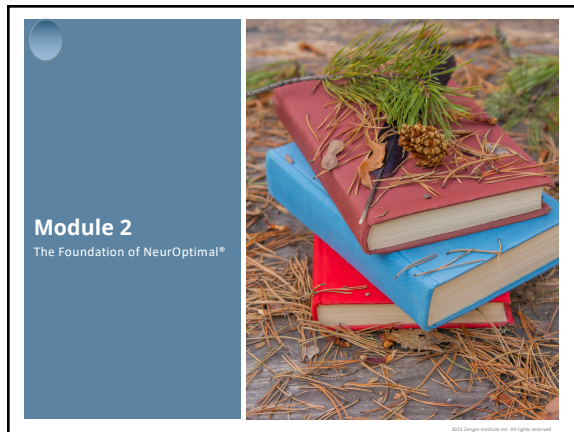
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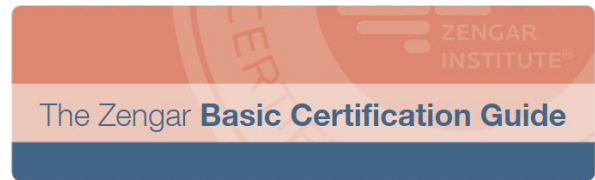
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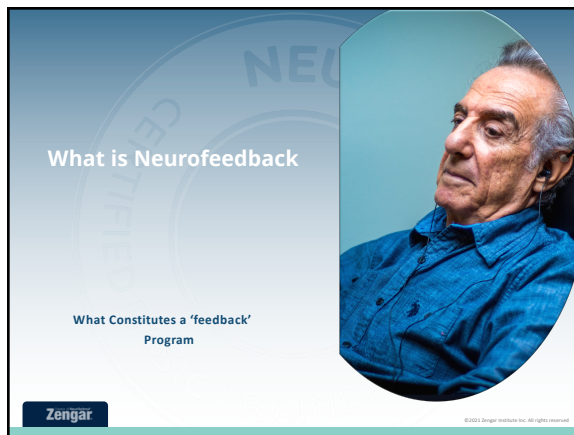
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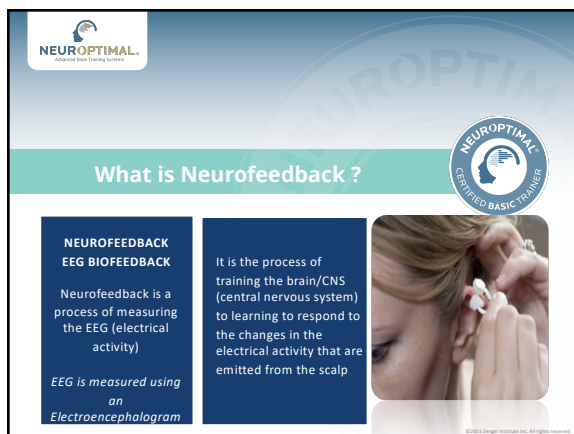


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Neurofeedback

Deciphering Linear from Dynamical processes

Neurofeedback is considered a gentle painless and non-invasive method of restoring effective balancing within the central nervous system

4

Neurofeedback - 2 Basic Paradigms

2 WAYS TO MEASURE

Linear Neurofeedback process uses a software program that measures cortical activity in 2-ways

- Amplitude
- Frequency

4-WAYS TO MEASURE

Dynamical Neurofeedback® Uses the NeuroOptimal® software program to detect the changes in cortical activity-

- Duration-
- Intensity-
- Frequency
- Shifts

5

Why Neurofeedback Helps



Disorders are exacerbated by stress; as the body responds to stress it naturally creates 'patterns' of electrical activity' in response.

The process of General Neurofeedback will train a different response by using that feedback loop. (previous screen)


As environmental triggers get activated eventually a physical symptom will manifest.

The Neurofeedback process is 'breaking up consistent, persistent patterns' by interrupting that electrical activity with the 'feedback'

6





What Does it Do and How Does NF Work?




What is Involved?

The neurofeedback process involves the use of a software program, EEG amplifier and sensors on the head.



What is Measured?


This process measures the electrical activity that is measured from the scalp (a summation of electro-magnetic information)



The Linear Belief...

Linear systems believe this process *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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Navigating the Beam

A visual metaphor comparing Linear and Dynamical Neurofeedback*






8





Linear Approach Beliefs...




Static Thresholds

This Linear approach uses thresholds that are static bars that 'trigger' the sound, thereby initiating the feedback process.



Augment or Inhibit?

The linear model believes that practitioners need to affect the strength (amplitude) of the signal by augmenting or inhibiting specific frequencies.



Quantitative Electroencephalogram

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.

9

NeuroOptimal® Dynamical Neurofeedback® System

Available in PDF on website

Non-Linear Dynamical Feedback System

4 Dimensional DIPS = T

- Duration
- Intensity
- Frequency
- Shift

Variation • Intensity • Frequency • Shift

Personal

Linear Feedback System

2 Dimensional

- Frequency
- Amplitude

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Non-Linear Dynamical Feedback System

Dynamic Systems

- Dynamically Changes
- Mathematically Driven (DTFA)
- Detects changes and variations in cortical activity

Linear Feedback System

Linear Augments and Inhibits

- Static Thresholds
- Protocol Driven
- Diagnosis Necessary
- Possible side-effects
- Requires Conscious effort

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11

Non-Linear Dynamical Feedback System

Non-Linear Dynamical Process

Focus on Resilience and Flexibility

- No Diagnosis required
- Expertise built into the system
- Dynamically responds to each individual
- 100% non-invasive

Linear Feedback System

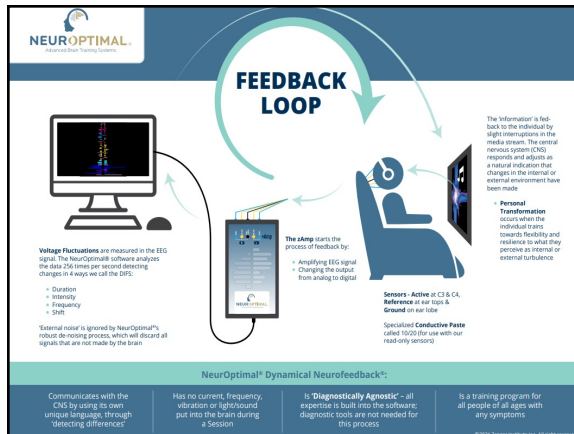
Linear Process

Many times requires a QEEG to measure then the technician creates a protocol based on that data. Belief: that cortical activity in that moment is representative of future activity throughout protocol. With a Linear system a technician is always responding after a cortical event has occurred.

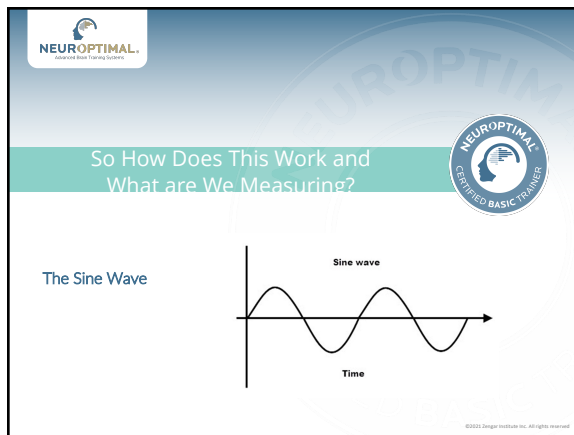
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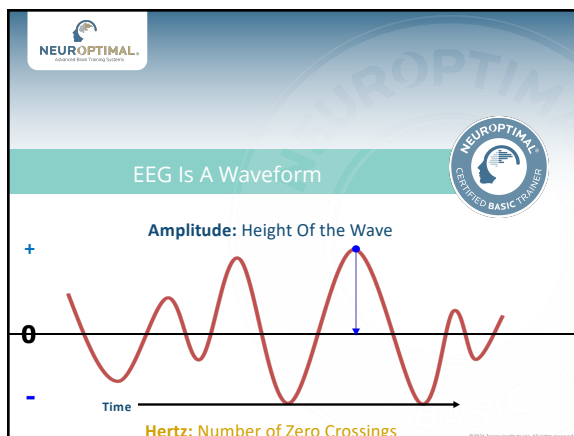
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The NeuroOptimal® sensor placement stays the same

10/20 System

Odd numbers indicate Left side of head

Even Numbers indicate the Right Side of the Head

EEG Electrode Placement

*Reading a summation of cortical activity

Keeping the Sensor in the same location allows us to see the same information, it does NOT change the Training.

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Not everything out there is Neurofeedback

- Entrainment & Migration Systems
- Sound systems
- ILS
- TLP
- Neuro-tone
- Binaural beats
- PEMF- infraMat
- Bio-Resonance Scanning
- Kvantum Frequency Generator
- LENS
- Light & Sound Systems

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NEUROOPTIMAL.™
Advanced Brain Training Systems

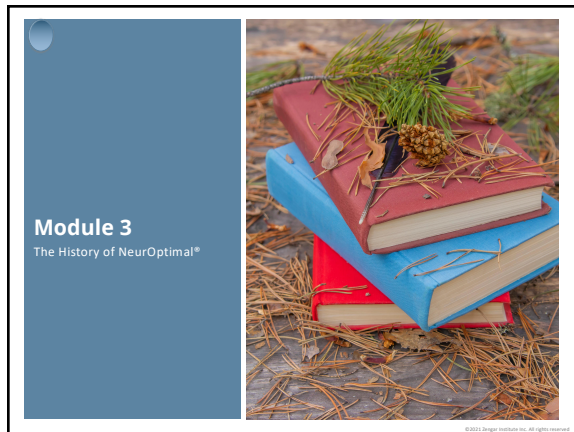
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Discussion Questions

Please Take Time to Review

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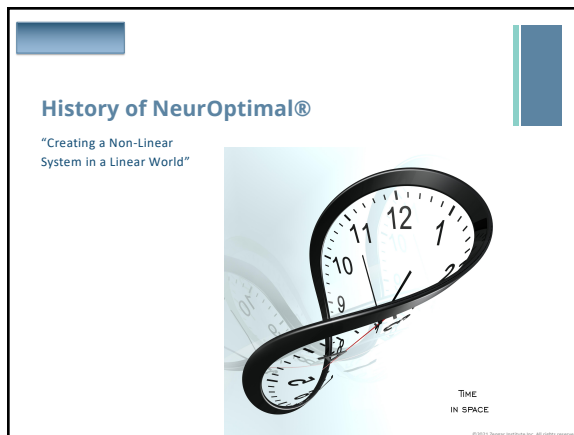
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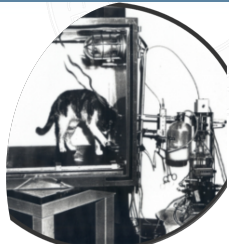
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A FEW HISTORICAL HIGHLIGHTS IN THE FIELD

Discovery of SMR (Sensory Motor Rhythm) 14 Hz

Barry Sterman



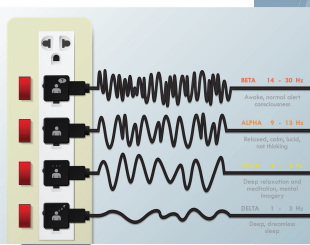

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Alpha/Theta Protocol

- The Alpha/Theta Protocol –Eugene Peniston
- Protocol- for Veterans and later used with Addictions





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LINEAR NEUROFEEDBACK AS A TREATMENT MODEL FOR ADHD

- Theta-Beta Ratio and
- Alpha State Training for better focus
- Joel Lubar



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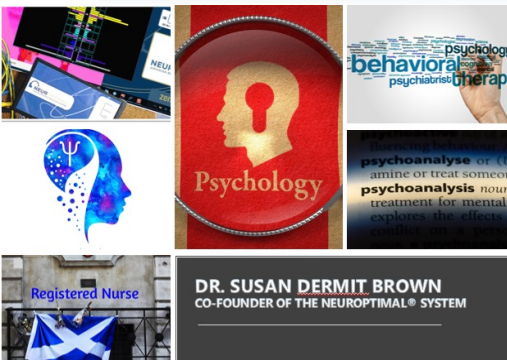
NEUROOPTIMAL®
Advanced Rapid Transformation System



Dr. Valdeane Brown
Co-Founder of NeuroOptimal® System

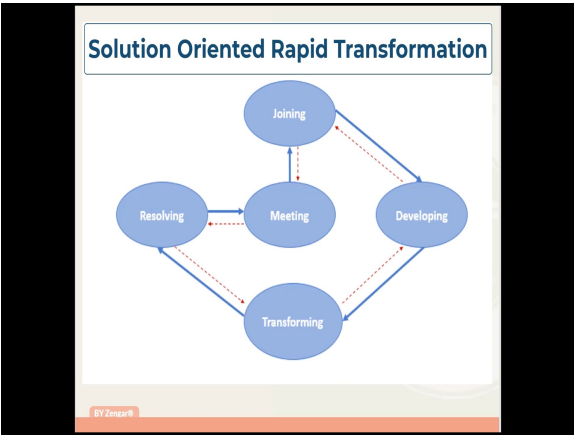
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NEUROOPTIMAL®
Advanced Rapid Transformation System



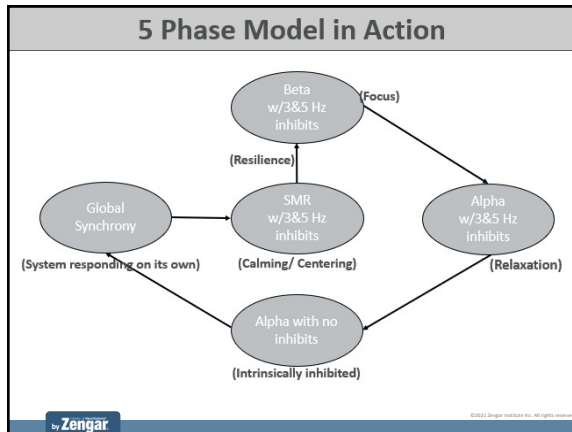
DR. SUSAN DERMIT BROWN
CO-FOUNDER OF THE NEUROOPTIMAL® SYSTEM

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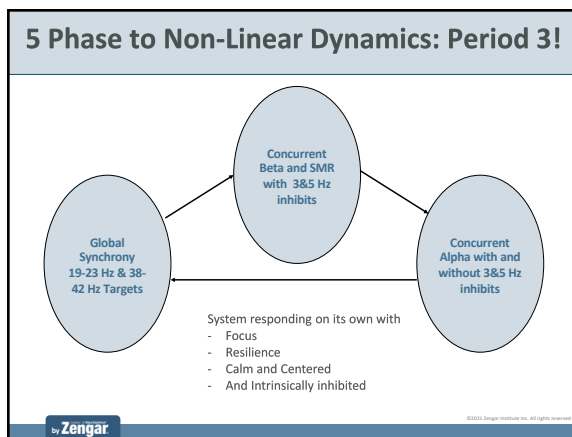


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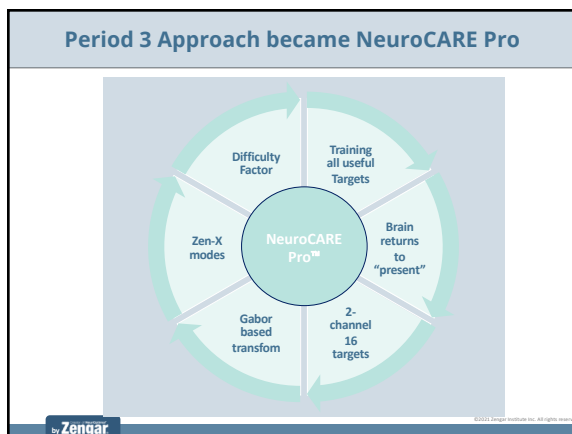
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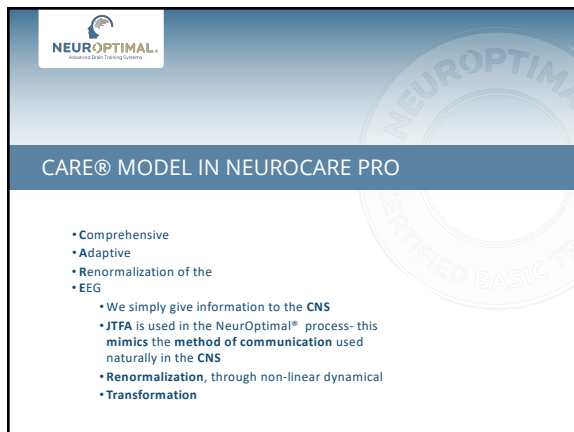
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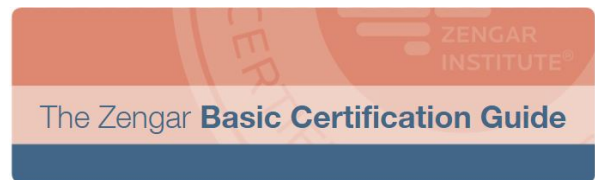
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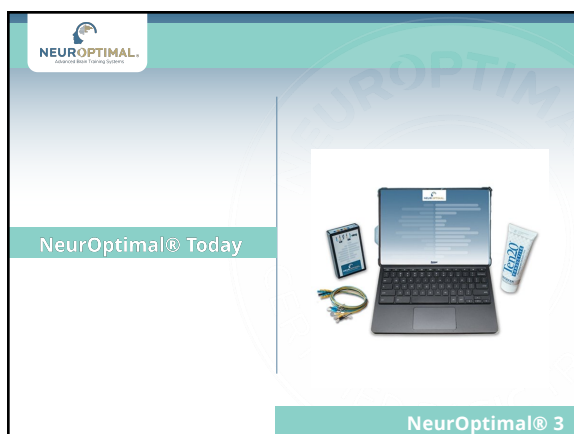


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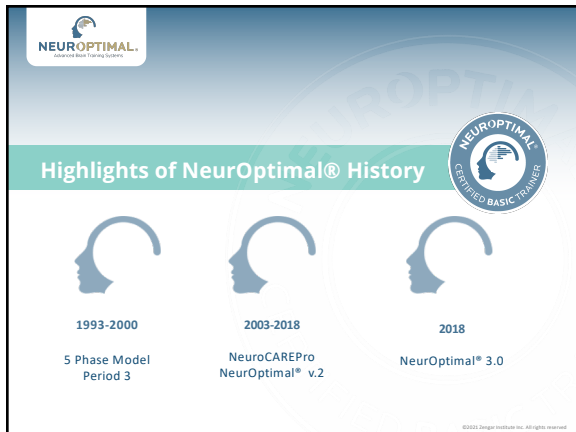




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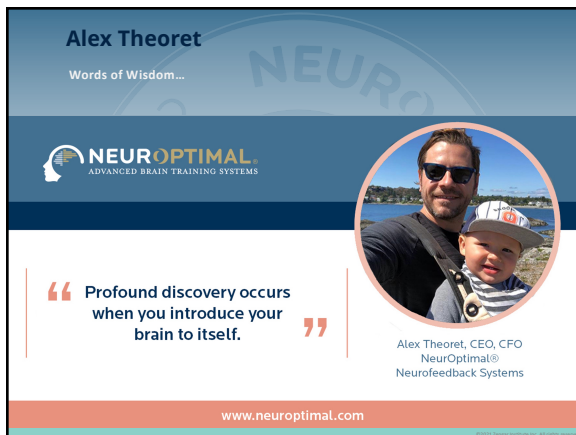


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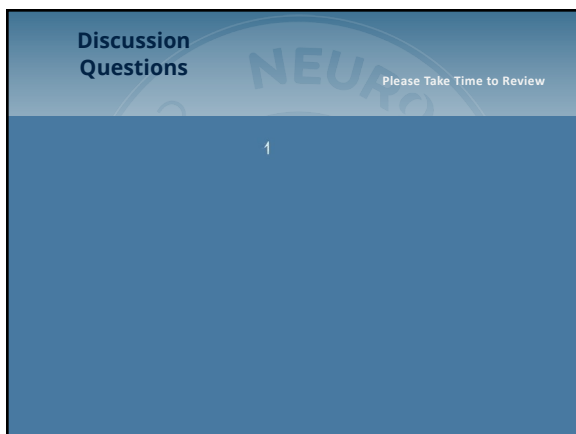


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17



18

Module 4

What is NeuroOptimal® and Basically how does it work?

1

~DR. VALDEANE BROWN

"Every Session is the first and the last"

2

WHAT IS NEUROPTIMAL®

- It is **safe**
- No need for a **diagnosis**
- It is **training** not treatment
- It is a set of proprietary Mathematical Transforms-
•JTFA and NDS (Nonlinear Dynamical Systems)
- Unique **Time-Frequency Envelopes (TFEs)**

3

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NEUROPTIMAL
Advanced Brain Training Systems



NeurOptimal® & Process Variability

NEUROPTIMAL
CERTIFIED BASIC TRAINER

- Because our brain is **infinitely cycling & self-regulating** NeurOptimal® is also responding in this same way.
- We understand there are **no ABSOLUTE values** that are inherently 'best' or the "amount" of activity required for specific functions. Therefore, we do not assume there is a 'perfect' amplitude of any specific frequency level
- It always varies from **brain to brain**, and it always varies **with time** for that same brain and therefore, the **NeurOptimal® system** also cycles and responds to each individual brain each time they are 'hooked-up'

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4

NEUROPTIMAL
Advanced Brain Training Systems

THE ORCHESTRA

NEUROPTIMAL
CERTIFIED BASIC TRAINER

The **CNS** is like an orchestra and when all of the instruments are playing together it makes an incredible harmonious sound. – However, when one instrument is:

- **Playing notes too long or short** compared to the rest of the orchestra, (Duration)
- Or is **too loud**, (Intensity) (amplitude, volume)
- Or is **off key** (a note is too sharp or flat) (Frequency)
- Or in a different **Key Signature**- Key of B versus Key of D, a 'Shift' this is that feeling of being 'off-beat' or dissonant as if a 'out of sync a little', which *looks & sounds like a 'Flutter'*



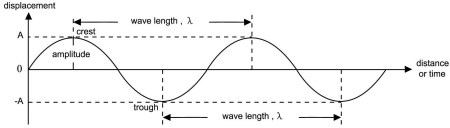
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NEUROPTIMAL
Advanced Brain Training Systems

IN-LINE ADAPTIVE DE-NOISING


Line Noise is Irrelevant-the system filters out the consistent line noise paying attention to only the important Human EEG data



parts of a wave


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NeuroOptimal® Detects Change


- **Change** is a characteristic shared by all living beings.
- **Change** is the only characteristic NeuroOptimal® detects and is referred to as 'information'.



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NEUROPTIMAL® DETECTS SHIFTS IN EEG

- Shifts in EEG are best understood in terms of "Fluttering"
- While the **brain** dances on the cusp of shifts the EEG "Flutters" just the same as the wings of hummingbirds

"Flutter the cusp of a shift"
Dr. Val Brown

BY Zengar®



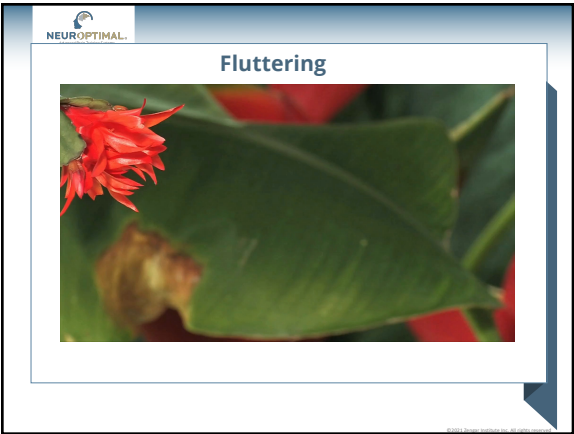
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Dr. Val Brown

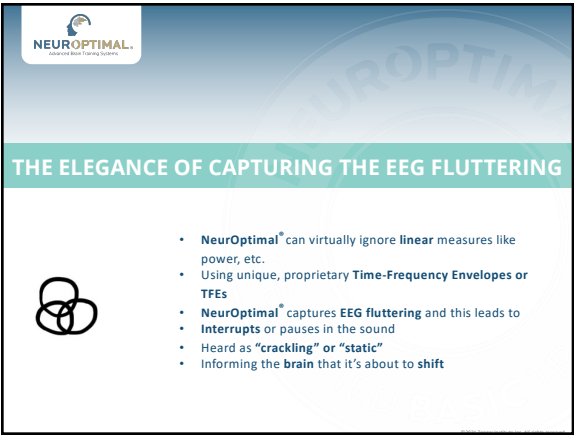
Hummingbird Shifts



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NONLINEAR DYNAMICAL SYSTEMS



- This non-linear, dynamical approach mirrors 'information' (changes in cortical activity) micro-second by micro-second
- And then the CNS (central nervous system) will respond by learning a new pattern of cortical activity
- Many experience the wishes for comfort as transforming improving their over-all wellness.

13




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- 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

Turbulence is our environmental challenges...

We learn to maneuver within the turbulence with our Training for flexibility and resilience



We are not Diminishing Turbulence



14



"DON'T GO THERE!!"



Welcome to **The Treatment Zone**

15




NEUROPTIMAL® IS NONMEDICAL

- There is no diagnosis necessary
- No treatments
- No protocols
- No therapy
- No stimulation
- No entrainment or migration



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NEUROPTIMAL® BENEFITS

- The benefits are **subtle** changes that occur naturally at different times for different people. In children it may look like they just **matured**.
- It is not uncommon for people to suddenly feel they are better but not recognize when the change occurred.
- Therefore, we suggest **tracking feelings and changes** using our **Journal Tracking**, or in a journal to measure the process over a period of time to realize how the body has "matured" over the process.





17



Let's Take A Ride...





18

Control Procedures for Dynamic Systems:

- Extrinsic Constraints
- Chaotic Perturbation
- Entrain & Migrate
- Synchronization through Chaos


Chaotic Activity






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19

 **EXTRINSIC CONSTRAINTS**

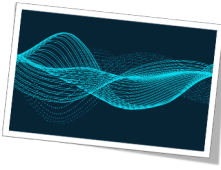
- Light & sound therapy
- Loud clocks
- Birds chirping
- EMDR or acupuncture



- Medications
- Vitamins
- Supplements





- Linear NF
- Binaural beats
- Entrainment CDs
- PEMF
- Sound Systems
- TMS
- LENS



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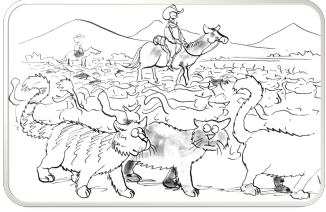
 **CHAOTIC PERTURBATION**



What Happens if I Do This?

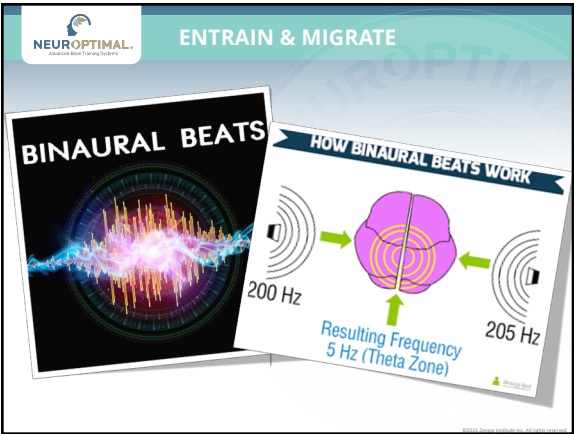
Randomly changing controls until you discover something that you believe might work

Is like Herding Cats...



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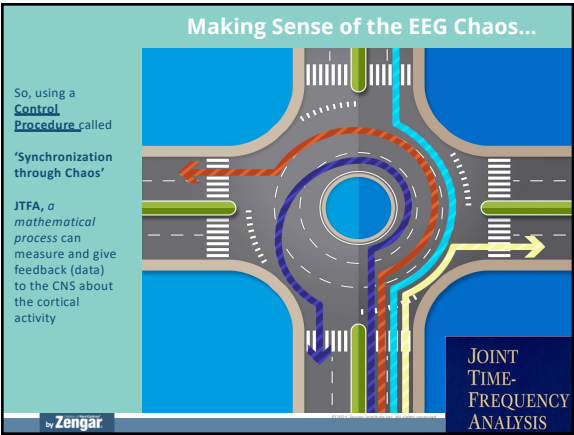
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24




Diagnostically Agnostic



- Therefore, with the **NeuroOptimal®** process it doesn't matter if the individual has a **diagnosis** or a **condition**.
- The mathematical software program gives **information** that is Individualized and 'fed-back' for personalized **optimal training**.
- We will **not** do anything different with our process, the system will mirror the information and the individual will readjust for their own 'Optimal' as their body determines is best for them.



25



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WHAT DOES NEUROOPTIMAL® DO?

ANALYZES SHIFTS OR FLUTTER IN THE ELECTRICAL ACTIVITY THAT IS BEING RECORDED

SAMPLES DATA 256 TIMES PER SECOND.

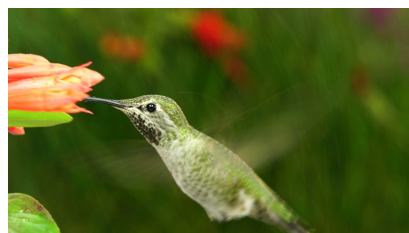
TRIGGERS AN INTERRUPTION OF SOUND

THE BRAIN SEEKS SELF-REGULATION BY USING A RE-ORIENTATION PROCESS

WE CALL THIS PERSONAL TRANSFORMATION

26

WHAT DOES THE BRAIN DO WITH THE INFORMATION?



When the 'flutter' is detected by the **NeuroOptimal®** system the **brain** notices and adapts/or self regulates by returning to the present moment. The **brain** perceives the interruption (at a non-conscious level).


The interruption is the 'feedback' that triggers the brain to reorient and self-regulate

27

THE BRAIN SELF-REGULATES

• **NeuroOptimal®** provides the **notification** to the brain to **self regulate**, as well as it can, depending on its needs, with its abilities and limitations.

As this 'feedback' facilitates the **brain** regaining its intrinsic **resilience and flexibility**.




28

Discussion Questions

Please Take Time to Review

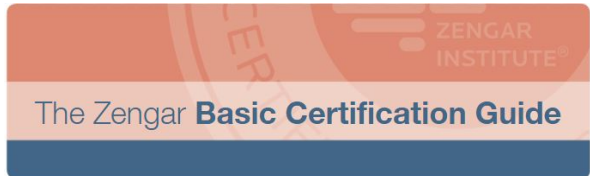
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29



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The image is a composite graphic. The left side features a solid blue background with a white circular graphic element in the top left corner. Centered on this background is the text 'Module 5' in a large, bold, white sans-serif font, followed by 'THE TECHNICALITIES OF RUNNING THE NEUROPTIMAL® SYSTEM' in a smaller, all-caps, white sans-serif font. The right side of the image is a photograph of three books stacked on a bed of dry pine needles. The top book is red, the middle one is blue, and the bottom one is red. A pine cone and some pine branches are resting on top of the red book. The photograph is framed by a thin white border.

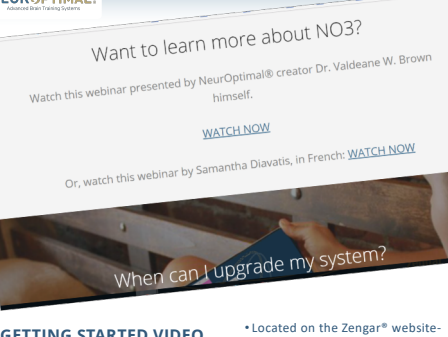
The background of the slide features a large, faint, circular graphic on the left side, resembling a Zengar Institute seal or logo. The seal has a circular border with the words "ZENGAR INSTITUTE" and "ESTABLISHED 1964" around the perimeter. In the center of the seal, there is a stylized figure of a person with arms raised, possibly representing a leader or a person in a dynamic pose. The overall color scheme is a mix of light blue, white, and dark blue. The title "The Zengar Basic Certification Guide" is prominently displayed in the upper left quadrant. The Zengar Institute logo is in the upper right. The footer contains the text "© 2017 Zengar Institute, Inc." and a URL.

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NEUROOPTIMAL.
Advanced Brain Training Systems

Want to learn more about NO3?

Watch this webinar presented by NeuroOptimal® creator Dr. Valdeane W. Brown himself.

[WATCH NOW](#)

Or, watch this webinar by Samantha Diavatis, in French: [WATCH NOW](#)

When can I upgrade my system?

- Located on the Zengar® website-
- Within the
- PASS community

- 2

NEUROOPTIMAL®
Advanced Brain Training Systems

THE COMPONENTS OF THE NEUROOPTIMAL® SYSTEM

The collage illustrates the components of the NeuroOptimal® System, including:

- Supplement:** A box and two bottles of Ten20 supplement.
- Hardware:** A pair of fiber optic cables with connectors.
- Software/Interface:** A circular diagram showing a hierarchical structure with colored bars, and a small inset image of the NeuroOptimal product box.

1

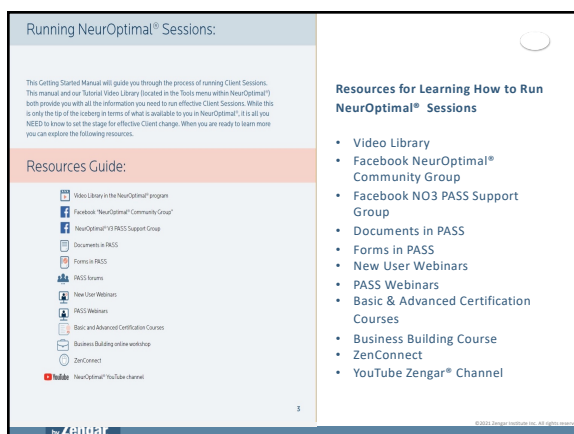


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5



6

Connecting to the Internet

- NeurOptimal® does all of it updates through internet
- Your system should be connected to WiFi to get these important updates
- If you are traveling or out of range for any length of time, we suggest that you use your cellular as a Hotspot

7

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Setting Up the Client Monitor

NOTE: If you are seeing Clients with error messages to hook up a conveniently purchased "Client Monitor". This is what the Client Monitor does during Inapp Sessions. Monitors are included with the Professional Bundle.

- Find the "Client Monitor"
- Find the HDMI and plug display to HDMI adapter
- Connect the HDMI adapter to the monitor
- Connect the HDMI adapter to the monitor
- Connect the other end of the HDMI cable to the Client Monitor
- Switch on the monitor by pressing the Power Button, make sure the blue light goes on.

8

The Cheat Sheet

A quick reminder of the NeurOptimal® operations.

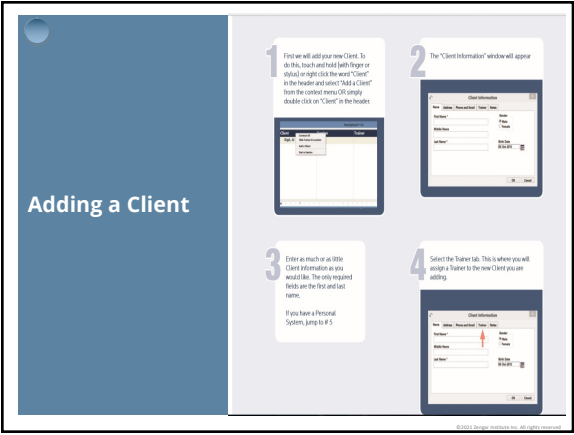
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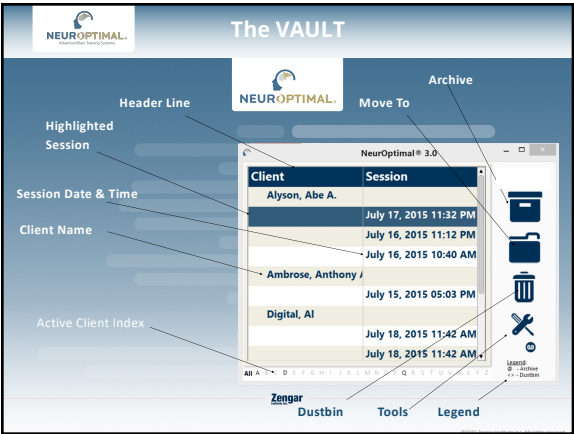
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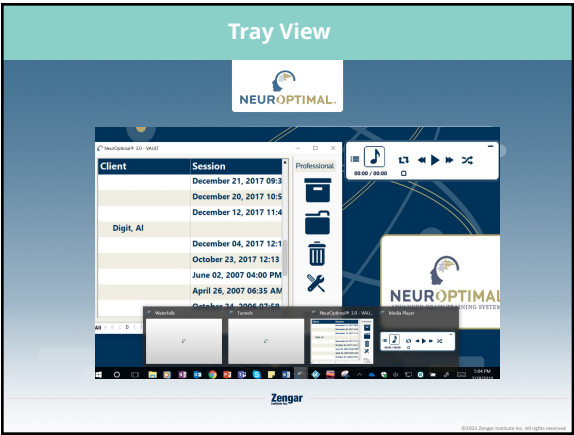
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13



14



15

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I Don't See Trainer Or Location

- **Press & Hold** on the word **Client** or **Session** and select **Show Trainer & Location**
- The **VAULT** expands to reveal **Trainer** and **Location**
- **Grab and Drag** the edges of the **VAULT** to resize it as you like
- **Grab and Drag** the **Windows Title Area** at the top of the **VAULT** to reposition it
- Your new **Preferences** will be remembered the next time you start **NO3**



16

Client List within the VAULT

NEUROOPTIMAL.
Advanced Brain Training Systems

The screenshot displays the "Vault" application window. At the top left is the NeuroOptimal logo. The main area shows a table titled "Client List". The table has four columns: Client, Session, Trainer, and Location. It lists several clients, each with multiple sessions. To the right of the table are icons for file management (folder, folder with plus, trash) and settings (wrench and screwdriver). A small legend at the bottom right explains the session status codes: green for "All sessions", yellow for "Default", and red for "No Sessions".

Client	Session	Trainer	Location
De****, S*****			
	December 21, 2017 08:53	Default, Trainer	Default
De****, M***			
	January 28, 2018 01:39 PM	Default, Trainer	Default
	January 27, 2018 10:33 AM	Default, Trainer	Default
	December 12, 2017 10:06	Default, Trainer	Default
De****, L**			
	March 02, 2018 07:14 AM	Default, Trainer	Default
	February 27, 2018 07:50 A	Default, Trainer	Default
	February 26, 2018 03:52 P	Default, Trainer	Default
	February 13, 2018 06:41 A	Default, Trainer	Default
	February 11, 2018 05:34 P	Default, Trainer	Default
	January 30, 2018 02:22 PM	Default, Trainer	Default

17



What Can I Do With A Session?

- **Right Click** on a **Session** – **NOT** the **Header** – and you will see all of the options that are available to you
- **Personal** will not have a number of these options: e.g., **Playback This Session**, **Tunnels** and **Waterfalls**
- Let's choose a **Session** and select **Playback This Session**
- You'll see the **Matrix Mirror** pop up along with the **TRAIN Player**
- The **Media Player** interface has also been visible, and we'll explore it later


18



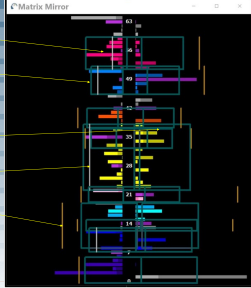
Some Windows Are Rounded

- The **TRAIN Player** and **NeuroOptimal® Media Player** both have rounded corners
- They can not be resized, but you can **Grab and Drag** them wherever you want, and they will open up where you left them last
- The “X” in the upper right corner of the **TRAIN Player** will stop **Playback** of the **Session** and close the **TRAIN Player**
- You can **Grab and Drag** the **Progress Bar** to move to a different time in the **Session**

19



The Matrix Mirror



Spectral Lines


Target Boxes

Target Overlaps

Target Lines

Zengar


20



The Matrix Mirror is **not predictive** of what to expect in the next session... nor can it be used to **judge** the value of a session...

The Matrix Mirror: Introduction

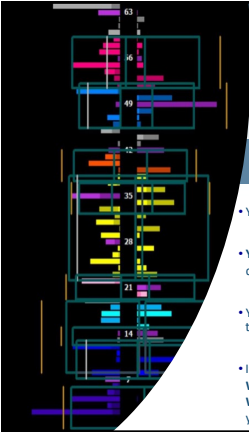
- **NO3** brings back the **Matrix Mirror** with some new Features
- The Left Hemisphere and Right Hemisphere is designated with the center line depicting the Frequency levels.
- The **Matrix Mirror** integrates **High Hertz** into the new, default **20 Targets**
- The lines are the **TFE's** (Time-Frequency Envelopes)



21

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Matrix Mirror Continued...

- You can change the vertical scale of the **Matrix Mirror**
- You can **separate Spectra and Targets** and set a different **Time-Frequency Scale** for each
- You can migrate the **Time-Frequency Scale** of one to the other
- If **Spectra and Targets** are in different sized **Windows**, they will overlay in the same sized **Window** but will remember the separated sizes when you return.

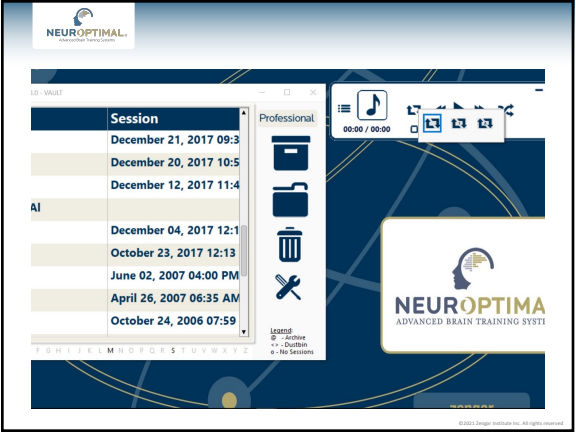
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Media Player: Introduction

- The **NeuroOptimal® Media Player** uses the **Open Source Kodi Media Player** to replace the **Legacy Windows Media Player**
- This allows for an extensive list of available **Audiovisual Sources** including:
 - iTunes songs & playlists
 - CD/DVD
 - Movies
 - Select Streaming Audio & Video

23



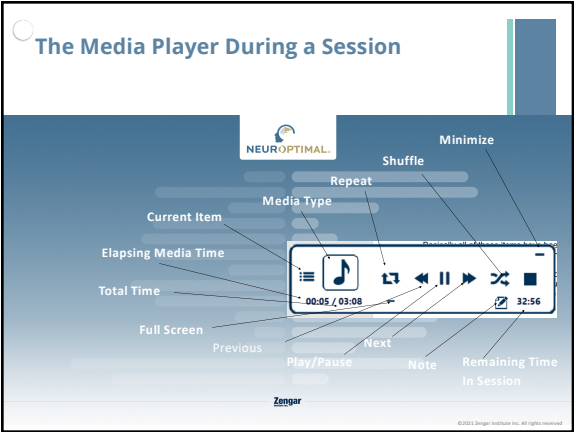
NeuroOptimal

Session Log:

Session
December 21, 2017 09:3
December 20, 2017 10:5
December 12, 2017 11:4
December 04, 2017 12:1
October 23, 2017 12:13
June 02, 2007 04:00 PM
April 26, 2007 06:35 AM
October 24, 2006 07:59

Legend:
- Session
- Duration
- No Sessions

24



25



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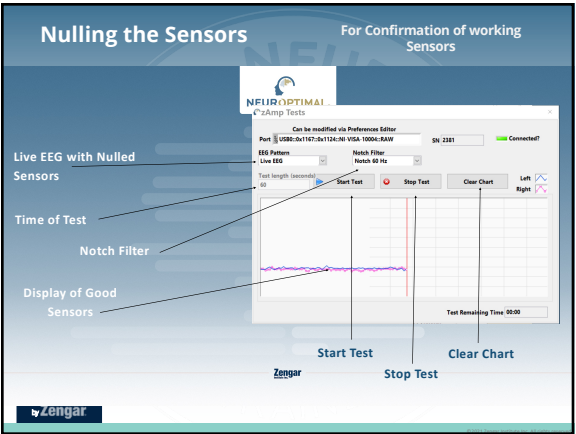
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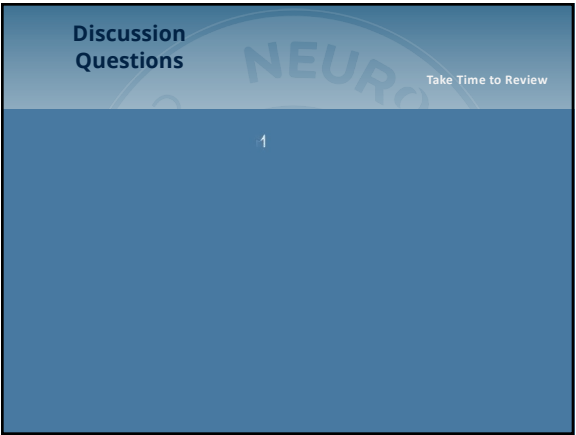
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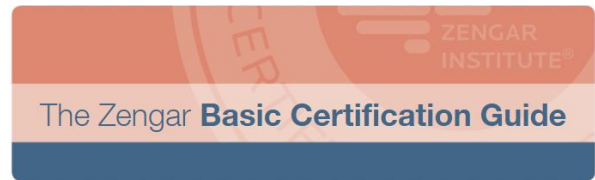
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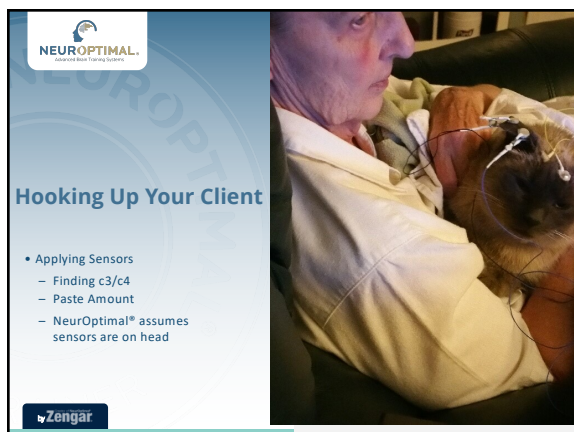


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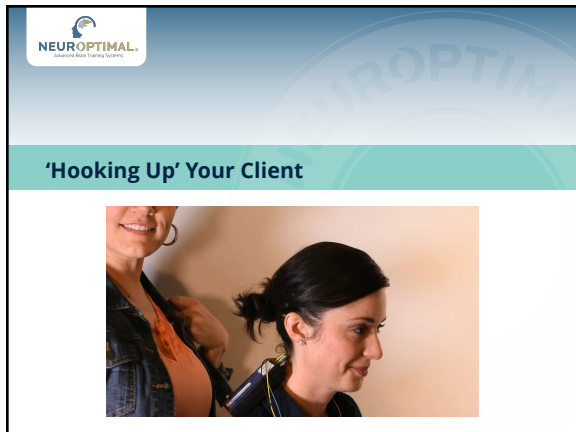




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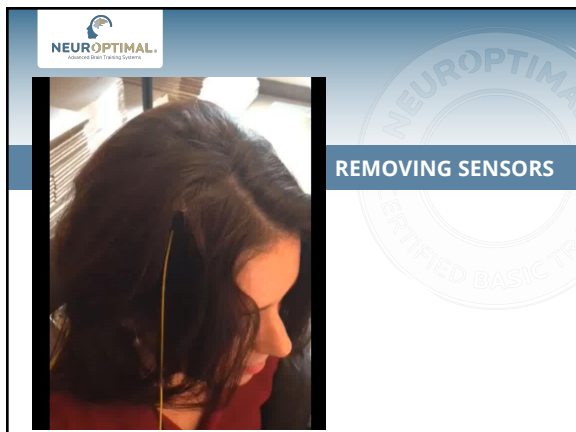
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Discussion Questions

Please Take Time to Review

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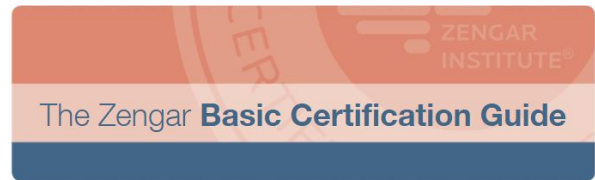
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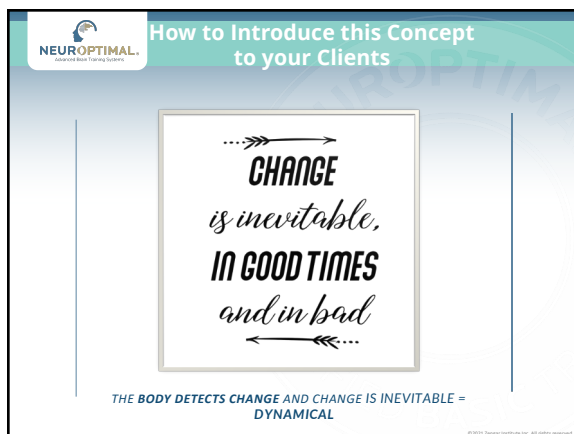


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IT IS NOT YOUR RESPONSIBILITY TO 'FIX' THE CLIENT, IT YOUR RESPONSIBILITY TO PROVIDE THE PROCESS..."
DR. SUE BROWN, CO-FOUNDER

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



4



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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

5




Recognizing the Shifts






6



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


7

Discussion Questions

Please Take Time to Review

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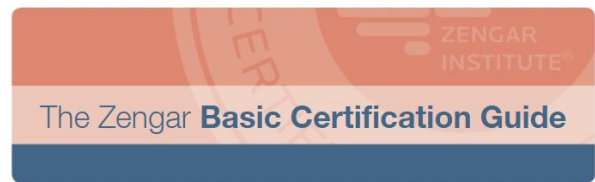
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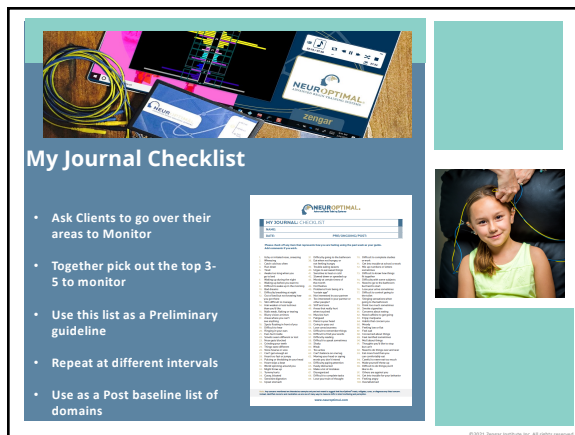


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3



"My Journal Tracking" Shifts...

Video, Written or Audio Journaling

4



TRACKING TOOLS... ENCOURAGE THE INDIVIDUAL TO LOOK WITHIN...

- Self-Organizing
- Self-Healing
- Intrinsic

- Dynamical
- Ever-Changing
- Constantly Evolving


- No Absolute Values
- Infinitely Cycling
- Self-Regulating








5



WE CAN'T DEPEND UPON SOMEONE ELSE'S VIEWS OF
PROGRESS FOR WE KNOW "ANALYSIS CREATES
PARALYSIS"


WHY ELIMINATE NUMBERS, GRAPHS & CHARTS?

- Numbers** are external tool originating from outside the client, representing someone else's value of how things should be.
- Charts or Graphs** assume there is only 1 specific, **absolute value** that is the "right" way to be
- Linear analysis tools** are always **justifying** an action or **predicting** a value



DATA ANALYSIS

6



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Discussion Questions

Please Take Time to Review

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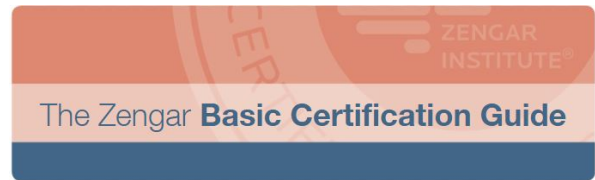
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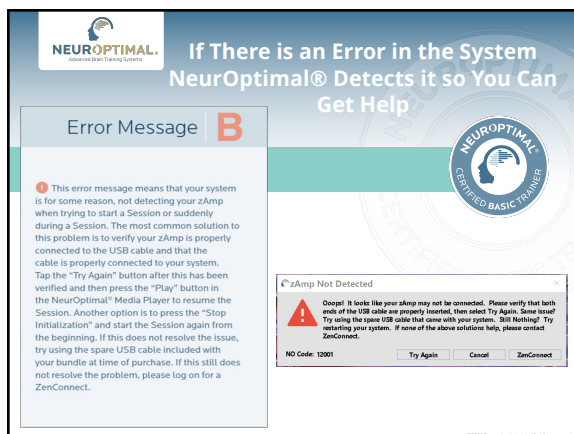
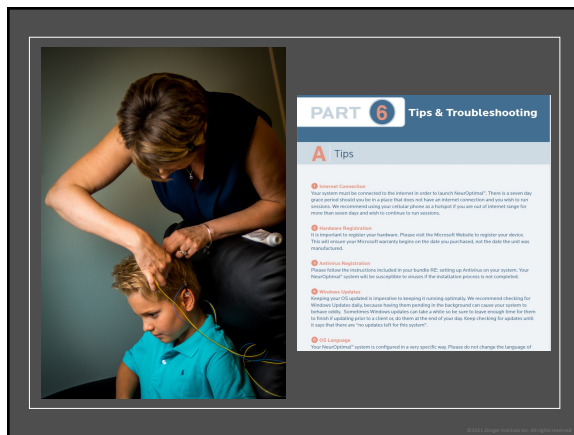





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HOW TO INITIATE A "ZENCONNECT"

- How to log-on
 - Log into the **PASS** Membership area of the website (more on this later....)
- Select **"Zen Connect"**
- Submit info and IT personnel will take control of your system remotely and take care of things!!!
- First come first served, walk in basis, hours
- Non-PASS member rate



ZENCONNECT

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ZenConnect




8



Technical Support Page


The Zengar® Main Office, Order desk, and ZenConnect will be closing early on **Fridays at 1PM EST** for Summer Hours starting June 4th - September 4th. Thank you.



Community Support

Post or Search on the Facebook NCO PASS Support Group.

[VISIT THE SUPPORT GROUP](#)



Live Support

Log on with ZenConnect.

Free for PASS Members


Non-PASS Members \$150/hour (0000) billed to the minute

[PASS Members Click Here](#)

[Non-Members Click Here](#)

Are you currently renting a system from a Trainer and are looking for Technical Support?

[Click Here](#)



Book An Appointment


Don't want to wait in the queue?

ZenConnect appointments are available:

Mon - Fri, 7am - 7pm EST


[PASS Members Only](#)

[BOOK AN APPOINTMENT](#)



If you have a question please email: support@neurooptimal.com


9




Technical Support FAQ and More

- + How much does a ZenConnect cost?
- + I'm allergic to Ten20 Conductive paste, can I use something else?
- + The Path to Self-Empowerment: A Troubleshooting Guide
- + Did you receive the latest Windows Feature Update from Microsoft?
- + Why is it important to perform Windows and NO3 updates?
- + How do I Register my Surface Device and Start My Warranty?
- + How do I connect my NeuroOptimal® system to my WiFi Network?
- + Does my system need to be connected to the internet to use NeuroOptimal®?
- + How do I connect with ZenConnect?
- + How do I activate a new ESET antivirus?
- + How do I renew my ESET antivirus?
- + How do I perform Windows updates?
- + How do I perform a "Disk Cleanup"?
- + How do I Optimize my drive on my Surface device?
- + How do I defragment my drive on my ASUS system?

10



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The Manual Walks you through the System



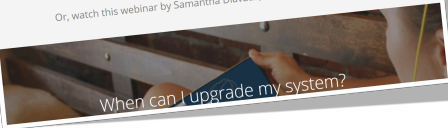
11

Want to learn more about NO3?

Watch this webinar presented by NeuroOptimal® creator Dr. Valdeane W. Brown himself.

[WATCH NOW](#)

Or, watch this webinar by Samantha Diavatis, in French: [WATCH NOW](#)



When can I upgrade my system?

12

Discussion Questions


Please Take Time to Review

1

13


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Module 10


CREATING A NEUROOPTIMAL® BUSINESS



1



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BUSINESS -KEY POINTS:

Train your own brain!!!!

Leaving your Client in the driver seat: Let them to decide when they're "done" or when and if they want to come back

Training one vs. multiple members of a family

2



NEW TRAINEE MEETING...

- When discussing with trainees what they may experience remember:
 - 1. Everyone is different
 - 2. No way to know what they'll see and experience
 - 3. Typically, "the more trained a brain is..." you might see ... (Language)
 - 4. Subtleties, examples of situations and shifts
 - 5. Check-in and help them notice 'internal shifts' even ask them to look within at how the Sessions felt, and would they like to schedule another appointment
 - 6. If they have been doing the In-office Sessions for a while does it make sense to rent/purchase?

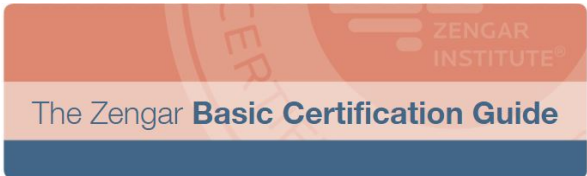
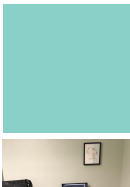



3

THE FLOW OF THE SESSIONS- EXTRINSIC CONSTRAINTS

Demo of a New Client Communication

- Listen to their story
- Explain the **NeuroOptimal® Process**
- **Clients** that notice differences in their lives = are **Happy Clients**
- Help them do that by:
 - **Progress Tracking Tools** (a diary of change)
 - How to use
 - Ask questions
 - Measurable- What # would you give it?

The background of the slide features a large, faint, stylized graphic of a Zengar Institute logo, which includes a circular emblem with a stylized 'Z' and the words 'ZENGAR INSTITUTE' and 'CERTIFICATION'. The text 'The Zengar Basic Certification Guide' is prominently displayed in the center. The Zengar Institute logo is also visible in the top right corner.

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NEUROOPTIMAL.
Online and Basic Training Systems

Elements of the Initial Sessions

- Getting **Client** on Board
 Understand how **NeuroOptimal®** works
- **Pricing**
 - Per session
 - Per Package of sessions
- **Client Understanding of Office Policies**
 - Late or No-Show fees
 - Any discounts or refunds you offer
- **Client Consent to Training**

[illegible]




NEUROOPTIMAL
Acoustic Brain Training Systems

NEW CLIENT CONSULTATION FLIP BOOK

**AVAILABLE IN
PDF FORMAT**

- <https://neurooptimal.com/pas-s-members/documents/>
- FREE DOWNLOAD



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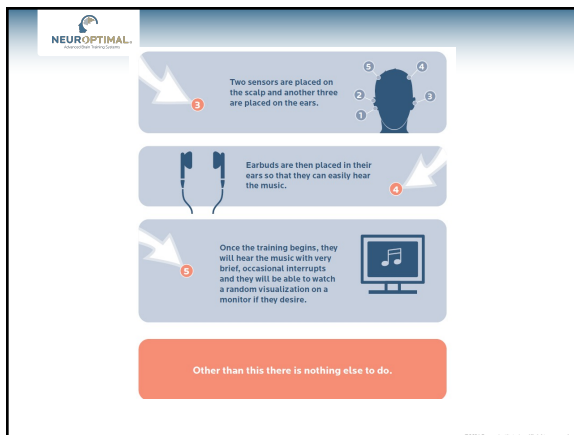
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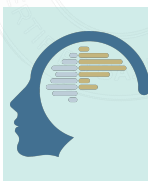
PRACTICALITIES OF A NEUROFEEDBACK PRACTICE

MODEL OF PRACTICE

- PRIVATE PRACTICE
- PIGGY BACK
- ON THE ROAD

MULTIPLE SYSTEMS VS. ONE SYSTEM

- SHORTER HOURS
- MORE CLIENTS
- MORE SLOT AVAILABILITIES DURING PEAK HOURS



13




Training Locations


14

PHYSICAL LOCATION SETUP


- Client Monitor set up in front of the Client Chair so visual is apparent.
- NeuroOptimal® system off to the side or behind Client



15




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ADDRESSING CLIENT QUESTIONS

- How often to do Sessions?
- How many Sessions for X,Y or Z?
- Is there an age limit?
- How many Sessions is enough?
- Regular Session only?
- Getting worse before getting better (side effects?)
- What to expect after first Session?
- Sensor Falls Off in a Session?




16



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CLIENT QUESTIONS



When talking with the Clients always explore:

- Symptoms are coming back?
- Are their symptoms the same?
- If familiar symptoms Are the same in what way?
- How are they different?

1. Perception
2. How dealt with it
3. To step back and look at it
4. Look at DIFs

17



CLIENT QUESTIONS (CONT'D)

- Populations not to run?
- Do results last?
- Medications stop Neurofeedback?
- Booster Sessions?
- When Sessions?
- Session series vs. lifetime commitment?
- Research?

18






- One consistent message
- In the same language
- Emphasizing the same things
- Leaving everything else out
- Nothing more, nothing less

• Or else you are not Representing Zengar® Institute, Inc

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It is imperative that we all use the same language.


- Any word we use within the software is **capitalized**
- All of the words listed are kept in **English**
- Registered trademarks are **capitalized** and have a registered trademark sign






CORRECT LANGUAGE

RV Zengar®
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Please refer to the trademark rules when using the NeuroOptimal® logo, speaking about NeuroOptimal® Dynamical Neurofeedback® publicly, building a website etc.

TRADEMARK RULES

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ELEVATOR SPEECH

AV

Elevator Pitch

We all need a 3-5 sentence dialogue for when someone asks

"What do you do?"

RV Zengcar®

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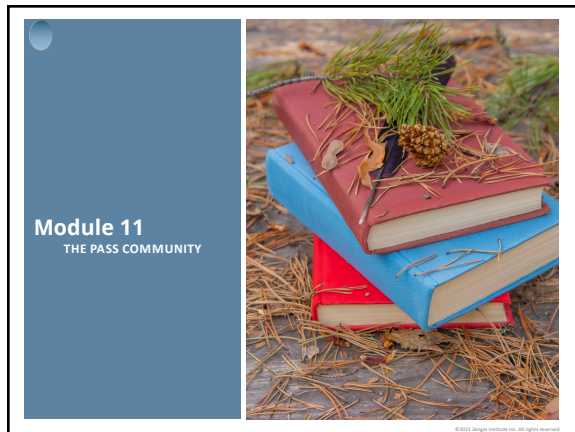
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Discussion Questions

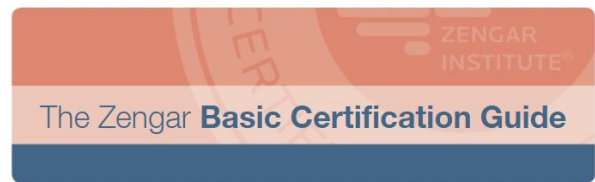
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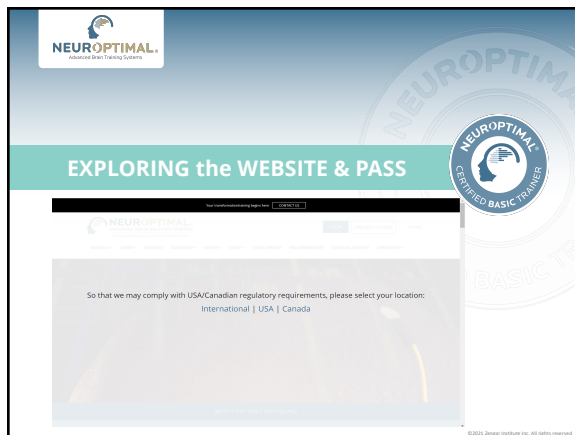
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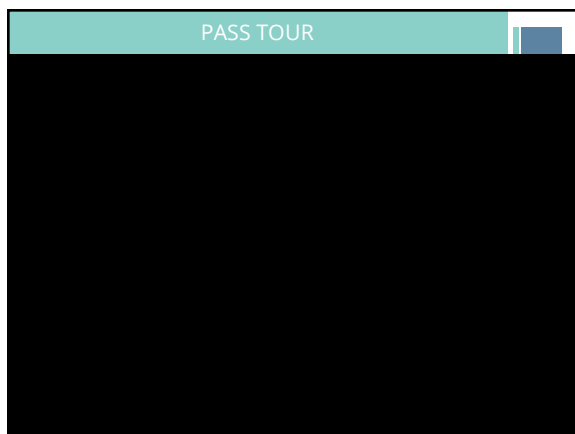


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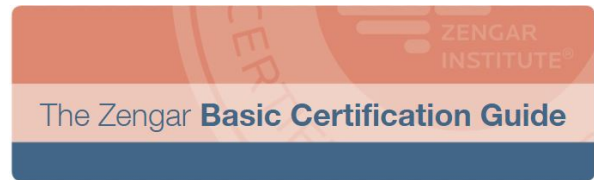
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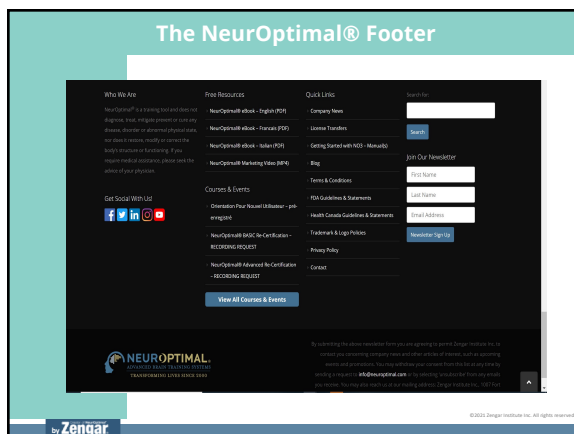


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Discussion Questions

Please Take a Moment to Review

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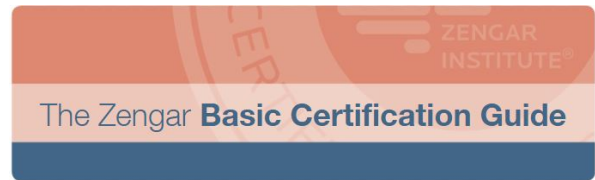
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