

OPEN YOUR MIND TO THE POSSIBILITIES...



Mark Steinberg, Ph.D. & Associates

MENTAL FITNESS TRAINING • HEALING OVER THE PHONE
SERVICES PROVIDED FOR PEOPLE OF ALL AGES

MENTAL FITNESS TRAINING

Does your brain feel out of balance?

Life doesn't have to be such a struggle.

Train your brain to work for you.

You can "change your mind".

Plasticity of the brain makes change possible.

You can comfortably release old habits.

Tune your body and brain to work together.

It's wonderful to feel both calm and clear.

FEEL BETTER, WORK BETTER, PLAY BETTER

Mark Steinberg, Ph.D. & Associates

Providing Services for People of All Ages

REALIZING YOUR GOALS

Each of us has a nearly unlimited potential for understanding and achievement, yet we may be realizing only a fraction of that potential. This happens for a number of reasons. Genetic factors predispose us to certain vulnerabilities. Birth trauma, head injury, drug or chemical exposure and the stress of life experience can compromise brain function. This limits development and may then result in the establishment of self-limiting attitudes.

Over the years, these patterns are well learned, becoming hard-to-break habits that we are not even fully aware of. However, the Mental Fitness Training Program helps you to learn and maintain new, more efficient attention and response patterns. Life becomes simpler and easier, less effortful and less stressful, when your brain is in balance and working smoothly.



Mental Fitness Training helps bring your goals within reach.



Happiness is making progress toward your goals.

WHAT IS MENTAL FITNESS TRAINING?

Mental Fitness Training is a scientifically based, non-invasive program that identifies the unique strengths, goals, and needs of each individual and provides training to optimize brain function for peak mental performance. The Mental Fitness Program empowers you to achieve positive change by facilitating enhanced self-awareness, smooth effortless mental performance, and a more conscious life style in the following ways:

1. **Understanding** your personal style of managing mental and emotional states and how these may help or hinder achievement of your goals.
2. **Releasing** ineffective patterns of attention, response, mood, and behavior.
3. **Retraining** new brain patterns for enhanced mental performance.
4. **Integrating and reinforcing** new patterns of response for a happier and more successful life.

A PROGRAM FOR POSITIVE CHANGE

A Mental Fitness Training Program will be developed especially for you, based on a comprehensive personal profile and your unique goals, strengths, and needs.

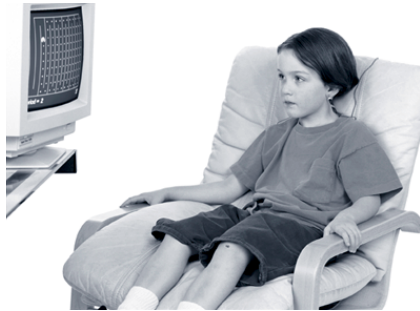
- *You will be given a series of simple tests that assess your cognitive speed and accuracy, and profile your personal style of interacting with the world around you.*
- *Neurodiagnostic testing, including clinical and quantitative EEG analysis and functional and psychological testing, may be recommended when necessary.*
- *The results of your assessment are reviewed in depth to help you better understand the factors that shape your behavior and performance, and to help design your custom mental fitness training program.*
- *Re-evaluations are done periodically to measure your progress and to determine when to conclude your training program.*



Using the results of your personal profile assessment, trained professionals create a training program attuned to your individual needs.

RETRAINING RESPONSE

In many cases, redirecting long-established patterns of behavior requires more than good intentions and hard work. Basic patterns of attention, arousal, and response are created and maintained at deep neurophysiological levels which may be subject to change by retraining the brain directly. Brainwave Training (also known as EEG Biofeedback or Neurofeedback) is a form of operant conditioning based on basic research at UCLA and other universities over the last 30 years.



Brainwave training is simple enough for children, yet challenging enough to benefit high performance adults.

HOW DOES THE PROGRAM WORK?

Sensors are placed on the “trainee’s” scalp and on each ear. Brainwaves are monitored by a computer, and goals are set that require the trainee to voluntarily produce more beneficial brainwave patterns. A second linked computer “coaches” the trainee by presenting visual, auditory and tactile representations of the trainee’s brainwave signals in a video game format.

This process is called “feedback” because it informs the trainee about his or her momentary success in making the desired brain changes. As the trainee exercises this ability to voluntarily change brain activity, new and beneficial response patterns are created. Practiced over an average of 20 to 40 half-hour sessions, these new modes of behavior become natural responses, available when needed.



Engaging game-like displays help train your brain to learn in more beneficial ways.

TWO TYPES OF BRAINWAVE TRAINING

The Mental Fitness Program uses two types of brainwave training to help change patterns of behavior and optimize performance.

Physiological Balancing

Every mental task requires a precise sequence of activation and rest. Sometimes this activity can become unstable, unreliable, or stuck in a narrow range of response. **Physiological Balancing (Beta/SMR Training)** promotes situation-appropriate levels of attention and activation. It helps moderate and control extreme mood states and compulsive, impulsive or hyperactive behavior, and it improves regulation of tension and stress, sleep, and activity levels. It also increases mental acuity, memory, and performance.

Deep State Training

Deep State Training (Alpha/Theta Training) emphasizes achieving a relaxed, open state of mind, and helps direct the trainee to produce brainwave patterns that promote deep relaxation, reflection, and the spontaneous imagery of the subconscious. Negative self-talk is dispelled. Memories of past traumas can be acknowledged and released, and unproductive behavior patterns rescripted within a comfortable mental state.

Deep State Training allows you to move beyond mental and emotional blockages toward optimal mental performance.

MENTAL FITNESS COMPONENTS

Mental fitness comprises a blending of learned skills, effortless self-regulation, and both automatic and conscious adaptation to the flow of changing conditions. It involves goal-oriented, purposeful, and organized behavior unimpeded by disruptions in the emotional, nervous, or energy systems of the mind and body.

The two necessary and interactive components of this process are: learning adaptive responses and eliminating maladaptive ones.

We typically think of behavior and habit changes as functions of acquiring or relinquishing responses. The learning or shaping of new behaviors is elicited by the *training* (also known as operant conditioning) of responses. EEG biofeedback accomplishes such training elegantly by shaping neurophysiological behavior with thousands upon thousands of gentle corrections. These small nudges effectively reinforce adaptive behaviors and self-regulatory modifications, building a balanced system that withstands impingements and stressors, and constrains behavior from wandering into maladaptive transgressions.

Eliminating negative responses can be difficult, particularly since conscious attention tends to reinforce them. Negative emotions (and their associated discomfort, blocks, and undesired consequences) are tied to thought fields, which form connections in the energy and nervous systems. Fortunately, these disruptive connections can be rapidly eliminated using **Voice Technology**.

VOICE TECHNOLOGY AND THOUGHT FIELD THERAPY

Voice Technology (VT) is a brilliant technology that allows for precise and accurate diagnosis of thought field disruptions over the telephone. This is done by objectively analyzing a person's voice. The process is rapid and precise, and is the most effective application of Thought Field Therapy. These techniques eliminate any negative emotions within minutes. They are so powerful and flexible that they can be used independently or with other techniques whenever a difficult situation or persistent challenge arises. A Voice Technology consultation can resolve the difficulty by phone in minutes.



A simple phone call utilizing Voice Technology brings immediate relief.

The body's energy system is intimately related to thought and feeling patterns referred to as **thought fields**. When negative emotional states prevail, the ordinarily smooth empowering function of the energy system is disrupted. A disturbance in a thought field determines the chemical, hormonal, nervous system, cognitive, and brain activity complex associated with negative emotions and psychological problems. Individuals experience energy limitations that inhibit their full participation and enjoyment of life. Thought Field Therapy is an efficient, non-invasive, physical/emotional process that

enables people to correct energy disturbances and break through fear and anxiety states in a matter of minutes. Long-term psychotherapy is no longer necessary to release the grip of debilitating patterns. Complex anxiety issues can require additional thought field therapy treatment; however, when the exact thought field disruption is identified and addressed, relief occurs immediately.

MENTAL FITNESS RESULTS

Mental fitness comes from achieving the balance and "response-ability" of maintaining self-regulated adaptation and releasing disruptive, interfering responses. Training the brain and treating the energy and nervous systems lead to optimal performance and satisfying experience. Mental fitness results in:

- *Increased relaxation and reduction in stress and anxiety.*
- *Enhanced creativity in fluency of ideas generated to solve complex problems.*
- *Capacity to sustain high workloads for long periods of time.*
- *Ability to concentrate and reduce error rates (increased accuracy).*
- *Reduced recovery time from fatigue.*
- *Increased hemispheric integration, better communication within the brain, and higher order awareness.*
- *Flexibility of thinking and facility to shift response sets.*
- *Ability to weather setbacks and rebound from losses.*
- *Modulation of arousal and self-regulation.*
- *Emotional control, sensitivity, and adaptation.*
- *Perceptual awareness integrated with reality.*

NEURODIAGNOSTIC EVALUATION AND REMEDIATION

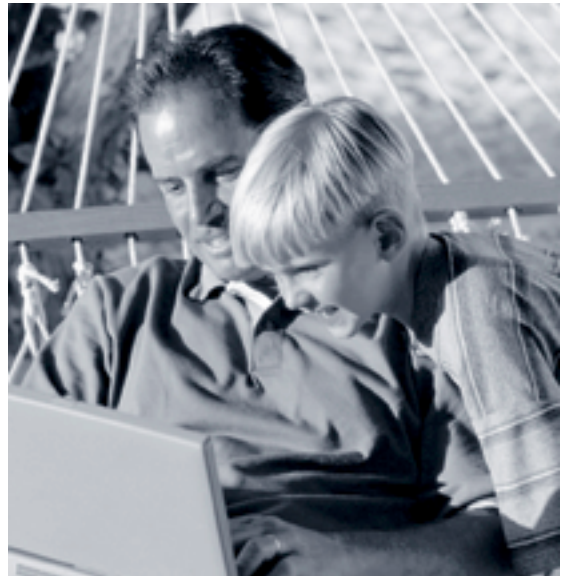
Mental Fitness Training includes a neurodiagnostic evaluation whenever necessary to assess strengths, limitations, and the integrity of specific brain-behavior functions. Comprehensive remediation is also available to address the processing deficits which underlie learning problems and performance disorders. Various methods established and validated by scientific research are used to address deficits in academic and task performance. We use the REHABIT (Reitan Evaluation of Hemispheric Abilities and Brain Improvement Training) system to train people in logic, systematic thinking, cause-and-effect reasoning, and the refinement of perceptual, spatial, linguistic, and comprehension skills. We also use advanced neurocognitive technology to improve attention, memory, listening, and auditory processing skills.



MENTAL FITNESS, ENERGY BALANCING, AND CONSCIOUS LIVING

Mental Fitness Training promotes better self-awareness and better brain function, but long-term change requires that what you learn in the training becomes part of the rest of your life. The final step in training is Conscious Living, a process of guidance and counseling

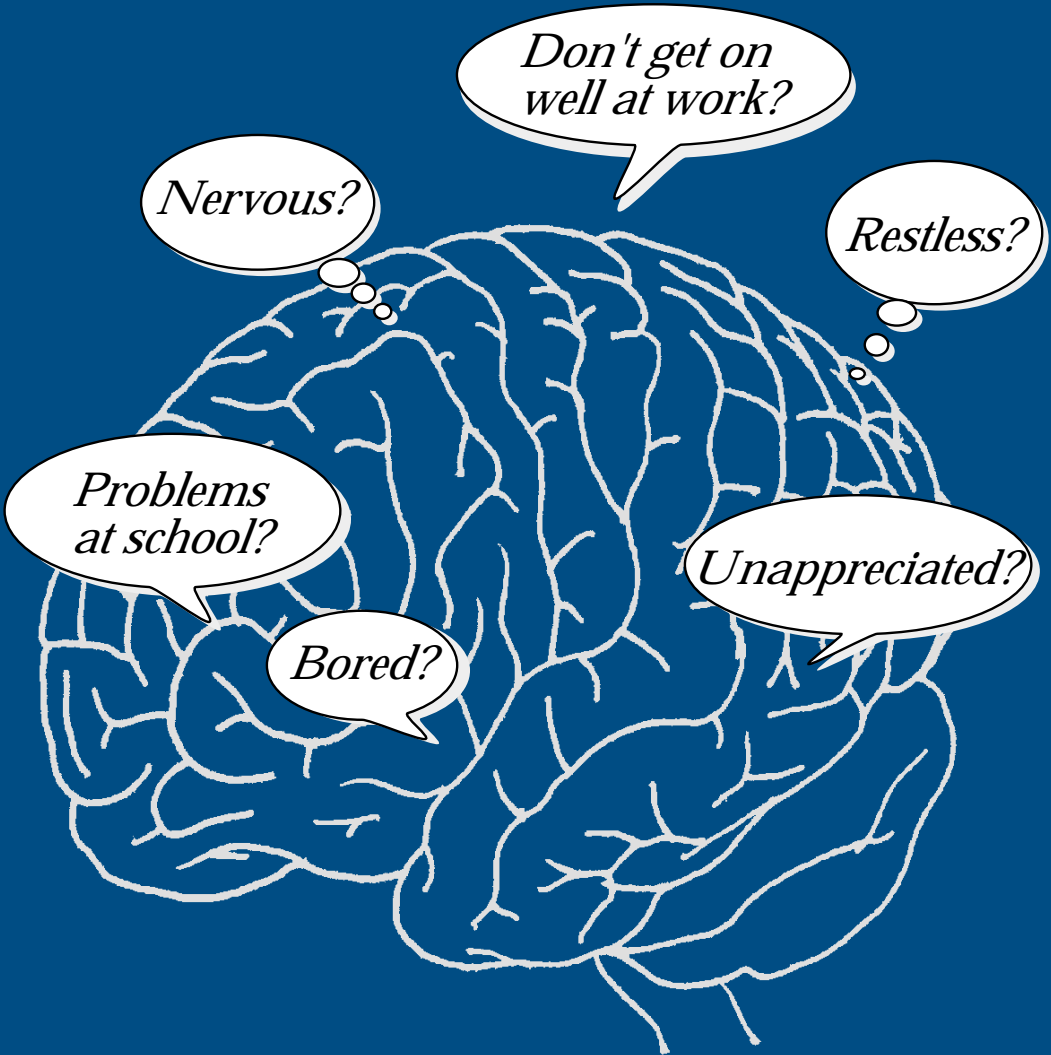
that helps you integrate and reinforce new patterns of function and behavior. Helpful suggestions about diet, nutrition, rest, and exercise are provided to ensure that the benefits of Mental Fitness Training continue to increase long after the program has been completed.



You will continue to make progress long after the completion of training.

THE LEARNING STUDIO

Our Learning Studio offers an environment that facilitates comfort and enhanced performances. Our resources (including computers, peripherals, audio and video equipment, and thousands of educational and game software programs) can be used to further peak performance goals as well as remediate learning difficulties. Assessments for both adults and children determine levels of readiness and need for appropriate environmental placement and modifications. Signs of difficulty can be addressed with specific interventions and treatments.



Don't get on well at work?

Nervous?

Restless?

Problems at school?

Unappreciated?

Bored?

THE HISTORY OF MENTAL FITNESS TRAINING

Mental fitness training began in 1985 with EEG Spectrum, now the largest biofeedback organization in the world. EEG Mental Fitness was based on more than 20 years of research by Professor Barry Sterman, Ph.D., at UCLA and the VA Hospital in Sepulveda, California. Dr. Sterman has published over 160 scientific papers clearly showing that, with the assistance of brainwave training or neurofeedback, the brain is capable of learning and maintaining new, more beneficial response patterns, even in the face of severe functional deficits.

Excited by the potential of neurofeedback and the benefits it provided for their own son, scientists Siegfried and Sue Othmer made a commitment to bring this technique out of the laboratory and make it available to the public. After four years of new computerized instrumentation development, EEG Spectrum opened its clinical office in 1989. Comprehensive professional training courses soon followed, based on the work of many clinicians, researchers, and the success of clinical treatment. EEG Spectrum has trained thousands of professionals in the application of neurofeedback to mental fitness training.

Neurofeedback can contribute to the resolution of some the most intractable problems of our society: the problems of addiction, impulsive and violent behavior, mood disorders, the mental decline of the elderly, and the learning and behavioral difficulties of children. It has also proven itself powerfully in clearing and focusing the brain for peak performance.

Parallel with the development of EEG neurofeedback, scientist and psychologist Dr. Roger Callahan developed a powerful healing therapy called Thought Field Therapy and Voice Technology, allowing healing to transpire through techniques administered over the phone. Dr. Callahan has treated many thousands of patients over 40 years with an astonishing success rate. He has trained thousands of professionals in Thought Field Therapy and a select few in the masterful art and science of Voice Technology.

Dr. Mark Steinberg has combined the innovative techniques of EEG neurofeedback and Voice Technology into a seamless process for people of all ages and ability levels to rapidly learn adaptive responses and eliminate maladaptive ones. With professional experience spanning 25 years in the fields of clinical psychology, educational psychology, and neuropsychology, Dr. Steinberg leads the pioneering expansion of these exciting new approaches for optimal performance and health into the 21st century.

MARK STEINBERG, PH.D. & ASSOCIATES

14601 S. BASCOM AVENUE, SUITE 250
LOS GATOS, CALIFORNIA 95032

(408) 356-1002

FAX (408) 356-4430

www.marksteinberg.com