

BrainAbility

BETTER BRAIN. BETTER TEAM. BETTER BUSINESS.



Neuroplasticity

ABOUT YOUR BRAIN. ABOUT YOUR BUSINESS.

The BrainAbility Individual- and Team Assessment, profiling, coaching and training methodology is based on the science of *neuroplasticity* - the brain's lifelong ability to grow and change.

This means the way you think, learn, adapt to change, pay attention, remember, stay focused and respond to NEW challenges - even your IQ - is never set in stone, but can be changed and improved at any time, at any age.

Improved cognitive brain function WILL IMPROVE individual- and team performance.

It is time - we have to recognise the value of investing in SMART because **an INVESTMENT in SMART is a SMART INVESTMENT.**

Brain Coaching for cognitive development, some interesting facts specific to our approach and methodology of training:

- Brain Coaching need to be **intense** to change the neuronal pathways in the brain. Our patented methodology creates intensity during each workout. We refer to this as "mental sweat".
- Brain coaching exercises need to be done in a **particular sequence**. When done in the correct order, it triggers the brain's ability to physically change in order to handle increasingly demanding tasks.
- To become permanent, skills acquired need to be embedded using a technique called **loading**. Loading involves multitasking, which makes the brain "fire up" multiple neural connections.
- To be effective, there must be **instant feedback**. Your brain requires an intense workout that includes practicing, sequencing, loading and instant feedback.



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INTERNATIONALLY RESEARCHED AND VALIDATED COGNITIVE TESTING.
COGNITIVE ASSESSMENT AND DEVELOPMENT ORGANISATION