

Achieve the ultimate
PERFORMANCE EDGE
over the competition

with

Neurofeedback

The
revolutionary
state of the art
training
for your brain

for...

Greater Professional
Performance, Increased
Productivity & Motivation,
Heightened Concentration,
Management of Stress &
Sleeping Problems.





Looking for the edge?

Do you want to achieve optimal effectiveness?

Get your team into 'the zone'

In today's ultra-competitive world, businesses are continuously looking for an edge to set them apart. Imagine if you could get your team into 'the zone' at work, like professional athletes, enabling them to handle the increasing stresses of the modern pressurised world and operate at optimal effectiveness!

We'll come to you, to help you achieve your goals.*

More and more companies are recognising Neurofeedback as a vital tool in empowering their decision makers to gain a competitive advantage. Neurofeedback is increasingly being used in leadership development programs to help business executives and managers handle the added stress of being a leader. Research has shown that today's business environment frequently leads to:

- Overload and High Stress.
- Diminished performance due to burnout.
- Negative mood and motivation.
- Low energy levels.

*Terms and conditions apply

- Sleeping problems.
- Low confidence and self-esteem created by rapidly changing skill requirements and job assignments.
- Increased demand for personal responsibility.
- Uncertainty about the balance between work and life.
- Health problems such as Heart Attacks.

Thus, if today's professionals want to be successful in their leading of others, they need to be able to handle the additional stress of being a leader.

By utilizing this amazing technology, Neurofeedback can help your business and its employees:

- Cope with a high workload and reduce instances of burnout.
- Increase the capacity to "brainstorm" and find solutions.
- Improve decision making and reduce errors.
- Quickly achieve an inner state of calm and peace in high-stress situations.
- Develop an internal sense of control.
- Be more optimistic.
- Increase focus, memory, attention and concentration levels.
- Improve task completion and organizational skills.
- Relax and sleep better.
- Increase health and well-being.
- Regulate moods and emotions.
- Train the brain to function at its optimal level.
- Enhance work performance and productivity.
- Improve public speaking.
- Decrease the need for medication that helps one to stay alert, awake, calm or happy.



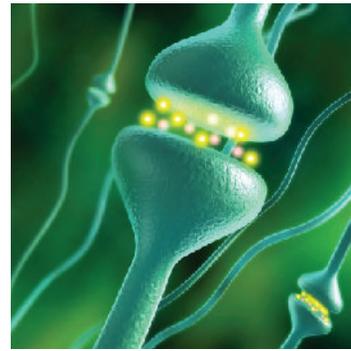
What is Neurofeedback?

Research has shown that there are optimal frequencies that various parts of the brain should operate in. The brain can be trained to do this with Neurofeedback training, which makes it a method by which the brain is exercised. It strengthens the brain, calms it and improves stability and efficiency.

Neurofeedback treatment works by using the correct brain wave frequencies to:

- Increase intra-cranial blood flow and oxygenation.
- Strengthen dendrite connections.
- Improve functioning of neuro-transmitters, such as serotonin.

This accounts for improvement in the client's ability to carry out cognitive tasks successfully. Through Neurofeedback, you learn to train your brain to correct sub-optimal brain wave activity, resulting in improved functioning. Like a muscle, your brain gets stronger the more you train it. When the brain is more efficient, you feel better and perform better. Generally the results are permanent and always without side effects.



The Peak Performance Neurofeedback process:

Objective of Peak Performance Training

To train the brain to achieve peak performance and optimal functioning whenever necessary.

Results of Peak Performance Training:

Goal Setting – setting critical goals and performance objectives as required by an executive position.

Positive/Effective Thinking – establishing a continuous mindset of success through controlled positive self-talk.

Stress Management – achieving voluntary control of emotional and physiological responses to stress that otherwise inhibit best performance.

Attention Control – focusing and concentrating in a way that the most critical stimuli for any given performance situation are the point of attention.

Visualization and Imagery – being able to literally see, in your mind's eye, the desired performance outcome and achieving it in daily life.

Neurofeedback Peak Performance Training

is a process that makes use of several theoretical and technological concepts, combined to produce an effective, unique treatment that has almost limitless potential.

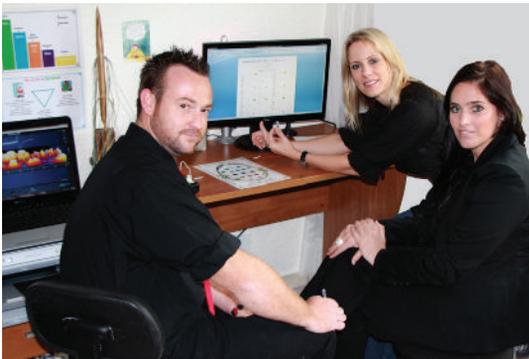
During the first visit:

- A 14 point mini QEEG (Quantitative Electro-encephalogram) assessment is done which takes 75 minutes. Sensors are placed on the client's scalp and ears to record the electrical activity of the brain waves.
- An interpretation of the assessment is conducted.
- A treatment protocol is recommended.



During the Training sessions:

- The client is seated in front of a second computer which displays the Neurofeedback program.
- Sensors are put on the client's scalp to train the brain and the clinician then inputs the appropriate training program to correct the inefficient brain waves. The client interacts with a computer program which measures brainwaves, rewarding optimal neural behaviour, while suppressing ineffective activity. The Neurofeedback program only works correctly if the client is in the optimal brain-wave.
- The brain recognises the reward for optimal behaviour and begins to automatically produce the desirable frequencies. Training is both pleasant and relaxing.
- The treatment trains the brain to reproduce the desired brain waves after the sessions, which results in consistent optimal functioning.



How effective is Neurofeedback for Peak Performance?

The efficient utilisation of mental resources is crucial, to achieve Peak Performance, as a leader in business!

Extensive research has shown that excessive worrying or anxiety disrupts our ability to focus our attention. Much of the variance in performance has been ascribed to the effects of heightened levels of anticipatory anxiety. In elite competition, quality performance is characterized by efficient attention and focus, involving very little conscious effort. This "optimum" state is often referred to as being "in the zone". Conversely, less skilled or poorer performance is related to inefficient utilisation of attentive activity, typified by more effortful and conscious processing.

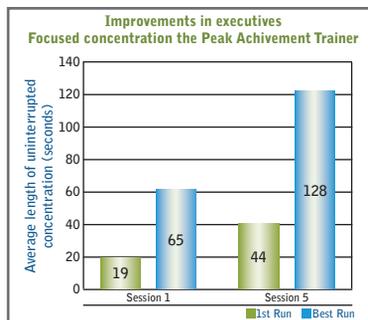
Neurofeedback improves mental resources by enhancing concentration, attention and alertness. By improving these mental functions, individuals can minimise the attention-altering effects of anxiety and increase the critical psychological construct of self-confidence.

How long does training take?

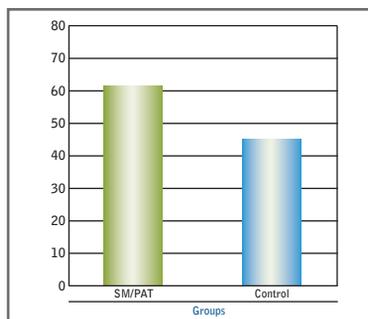
Sessions occur frequently, usually two sessions per week. To achieve faster results clients can be trained more often. Sessions last approximately 45 minutes. Since Neurofeedback is a process that involves training, results occur over time.

A course of Neurofeedback Peak Performance Training lasts approximately 20 sessions, however this is only a guideline as requirements for each individual differ. Once the brain learns to regulate itself properly, it retains this pattern and works more efficiently.

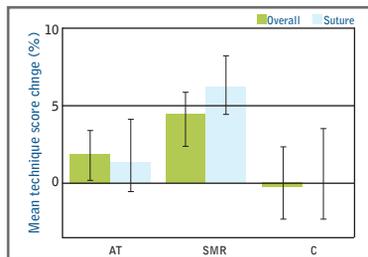
Facts about Neurofeedback for Peak Performance Training:



Several studies of Neurofeedback in Peak Performance training have proven the effectiveness of the treatment across several sectors, including: schools, sport, government, military, corporate, NASA and healthcare.



In a recent university study, students received Neurofeedback Peak Performance Training, resulting in significantly higher duration of concentration-states, as opposed to the control group.



Surgeons (Ophthalmic Micro-surgeons) have reported up to 26% reduced surgery time, after having undergone peak performance training.

Neurofeedback Peak Performance training is the ideal tool to give your business the edge!



Neurofeedback Peak Performance testimonials!

“I found that using Neurofeedback allowed me to make changes in the way I worked that I didn’t believe were possible.”

**Fred Rockwell, Former CEO, Hillenbrand Industries
(Fortune 500 Company)**

“Through using Neurofeedback, I’m now able to focus and concentrate better. If I’m on the telephone, for instance, I can cut out the things that normally go on in my mind and I’m able to focus on exactly what that individual is talking about.”

Neil Kuvin, CEO, Convention Channel, Inc.

“I was initially sceptical about the process, but having undergone training for a couple of months, I am totally convinced that it works. I have seen a significant improvement in my ability to focus at work, and my colleagues have noticed the same thing. I am now more productive and less anxious as a result of the training, and I am steadily improving with each neurofeedback session.”

**Jake Major, Director, iCreate
(www.icreate3d.com)**

“After two sessions I could concentrate for 6 hours consecutively which I wasn’t able to do for the last 20 years. I am so much more productive now, less anxious and get more done. Neurofeedback is amazing.”

Trevor, Entrepreneur

“I am able to sleep better at night after having neurofeedback sessions. During the day I am calmer, can communicate better with clients and colleagues and get more work done. I feel great and gained my confidence back.”

Hartmut, Manager

“After three neurofeedback sessions I was able to speak in a board meeting and could bring my point across in a focused and precise way. Normally I would get very nervous and lose my train of thought. Now I know I will stay in control and can talk confidently and will remember what I wanted to say.”

Toutsie, Sales Manager

For more information and packages
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