

# Brainfit

ACADEMY

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## Brainfit® Training Programmes

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**Your e-Guide to training and Brainfit® Coaching**



## Brainfit® Training Programmes

### Are you:

- Interested in the way the brain ‘works’ and how to improve memory?
- Seeking to train as a Brainfit® coach for a flexible, additional income stream?
- A teacher, coach or other qualified instructor, interested in extending your range of accredited skills?
- Part of a corporate training team?
- Seeking ways to promote brain health in your community?

You have come to the right place for training.

Because you are reading this introduction, you will already have an interest in the brain, memory skills and maybe the effects of occasional memory let-downs!

The impact of 24/7 technology-use, causing brain overload and the rapidly-increasing number of people living well into their 90’s, has led to a huge growth in brain health concerns. We are delighted that you are reading this e-Guide to find out more about how to increase your knowledge.

### **Our training has these four components.**

1. The Brain and How it Works (5 Modules)
2. Memory and the Six Key Skills (6 Modules)
3. The Business of Brainfit® Coaching (6 Modules)
4. Assessment of your Brainfit® Coach presentation during the in-person training day (via videoconference by arrangement.) This fourth component is for aspiring Brainfit® Coaches only.

There are no pre-entry qualifications required to study Sections 1 and 2. If you are already coaching, teaching or instructing, you may not need to complete Section 3. To gain accreditation as a Brainfit® Coach, however, Section 4 is essential.

## Brainfit® Coaching - key skills required

- **An active interest in the brain and how memory ‘works’.**



To be an effective Brainfit Coach, you need to have sufficient understanding of the brain to deliver the *Brainfit® for Life* courses with authority and confidence. Brainfit® coaching training covers all the background you need to know but it is important that your own curiosity builds on this as you proceed. You do not need to be a neuroscientist; brain fitness coaching training is for people interested in brain and memory matters.

- **Brainfit® training - learn your content.**

An accredited Brainfit® Coach operates in a position of trust once he or she accepts fees for delivering a *Brainfit® for Life*, *Brainfit® at Work* or other licensed courses. Paying clients trust that you will operate with integrity, know your course well, can answer questions and have the kind of background training that guarantees you will treat all interactions ethically and with respect. Every Brainfit® coach will demonstrate these qualities. Qualified teachers, coaches, instructors or other leaders may not be required to complete all of Section 3. Let's discuss! [gillian@brainfit.nz](mailto:gillian@brainfit.nz)

- **Interest in, and empathy with, diverse ages and ethnic groups.**

Working with people of diverse needs and backgrounds requires skill, inclusiveness and integrity. They have chosen to come to your class, they understand how important brain and memory skills are and they will invest time in mastering new skills. However, the pace of learning will vary among individuals and you will need to be patient as you give participants the time and encouragement they need.



- **Lively communication and presentation skills.**

An effective Brainfit® coach will project a positive, outgoing attitude that engages class members and will establish rapport and trust from the very beginning. Your encouraging style will keep energy levels up throughout the session and your friendly, inclusive approach will help every participant feel important and well-cared for during each session. Your demeanour will communicate mutual respect, confidence and authority – and will promote your skills as an outstanding Brainfit® coach.



- **Commitment and perseverance.**

Mastering the contents of the *Brainfit*® courses takes time and dedication. You will be willing to go the extra distance to ensure you are prepared and confident. You will work through each of the modules carefully and thoughtfully because in this way you are setting up your security with the teaching materials. Responding to questions beyond the course requires you to be adaptable and thorough in your knowledge.

- **Ability to manage basic IT equipment.**

Brainfit® courses are visual in nature and delivered via PowerPoint presentations. This style makes it easy for course attendees to understand what you want them to do. Brainfit® coaches need to have a laptop and possibly a projector. At the very least, you will need to be able to manage the audio-visual equipment in the venue in which you are presenting your classes. We'll teach you how!

Change doesn't happen overnight and you may need to help class members deal with disappointment and anxiety as they build their skills. At times, you will need to manage your own emotions to maintain an empathetic, focused environment.



- **Business skills.**

Course enrolments and enquiries come either centrally through the <https://brainfit.nz> website or directly to you so your business organisation needs to be efficient. You will keep accurate records of attendees, contact details and other financial management requirements as suits your personal situation.



- **Effective time management.**

As a Brainfit® coach, your time is the way you earn your income. You need to be able to manage each session so that you get everything done in the allocated time. Preparation and forward planning are critical. Sessions need to start and finish on time because, invariably, attendees have other commitments and it is frustrating for them (and time-wasting for you) to have delays or overruns.

- **Relationships with your local community.**

Mostly, you will be conducting your courses in a venue close to home. You will be establishing a network of local knowledge about your community and tailoring courses to meet identified needs. Raising your profile as an expert Brainfit® coach will be an important part of your initial preparation for launching your new career so begin thinking now about possible venues, local outlets for publicity and finding channels for promoting your services which can begin straight away.

- **Self-Motivation.**

Working in your business start-up as a Brainfit® coach, although rewarding, can be a challenge. Regular meetings with other coaches and the directors via Zoom are helpful. When you don't have a class running, you will be finding new clients and ways to market your services. The Brainfit® Academy promotes its accredited coaches through its channels but you will be the authority in your community. Being a self-starter, and eager to help as many people as possible to improve their brain and memory skills are keys to success.

Now that you have read through these attributes, do you feel you are well-suited for a new adventure as a Brainfit® coach?

**With increasing demand for Brainfit® coaches, now is a great time to consider training with Dr Allison Lamont and Gillian Eadie at their exclusive Brainfit® Academy.**



The 'Memory Sisters' began helping the community with brain and memory skills in 2008.

Brainfit® programmes are based on the published research of **Dr Allison Lamont, PhD, MA** (Hons), APS, ASSBI, identifying six key areas of memory skills pivotal in maintaining a confident, active and independent lifestyle throughout life. **Gillian Eadie, M.Ed, BA, DipTchg, LTCL**, Churchill Fellow, HFITPNZ, whose career includes 20 years as a school principal (Samuel Marsden Collegiate schools, Corran School and St Oran's College) brings her skills as an expert in teaching and learning to the creation of the brain tools available today.

Strengthening the six key skills is the focus of the Brainfit® coach training, books, neurogames and memory training programmes. All are scientifically based and clinically effective.

### **Contact us.**

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