



**CHANGE
YOUR**

BRAIN

change your business

Your Brain Is Your Competitive Advantage!

And it's your most important asset as a business professional, too.

A high percentage of American business leaders grind out the workday while tired, distracted, overweight, overwhelmed, anxious, and depressed. Fueling the stress and pressure is an epidemic of unhealthy lifestyle choices leading to brain damage and putting lives at risk.

Another negative impact of impaired brain function is diminished decision-making capacity. That is significant because a senior leader's ability to think and process can and usually does dictate success or failure. It's true for Apple. It's true for Starbucks. And it's true for your business.

We created *Change Your Brain Change Your Business* at Amen Clinics to provide leaders and organizations a clear and transformative pathway to achieve brain optimization for peak performance leadership.

Since brains run the world, CEOs and senior leaders must do everything they can to optimize their most important asset.

We've done it for many others and we can do it for you, too.



Brain Aging is Optional!

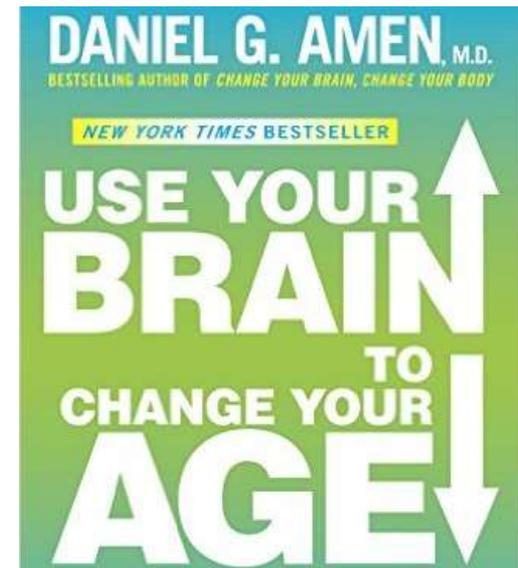
Did you know that it's possible to slow down your brain's aging?

What if, in a perfect world, you showed up every day to work in a brain-optimized state and felt energized, focused, and creative? How would it affect your performance as a leader? What would it mean to the organization's bottom line?

It's a shame that this goal is elusive for most senior leaders.

The first step toward building your brain's reserve and optimizing its performance is realizing that it will not happen automatically.

Without intervention, the normal aging process will continue to march forward.



Boost Your Brain's Reserve!

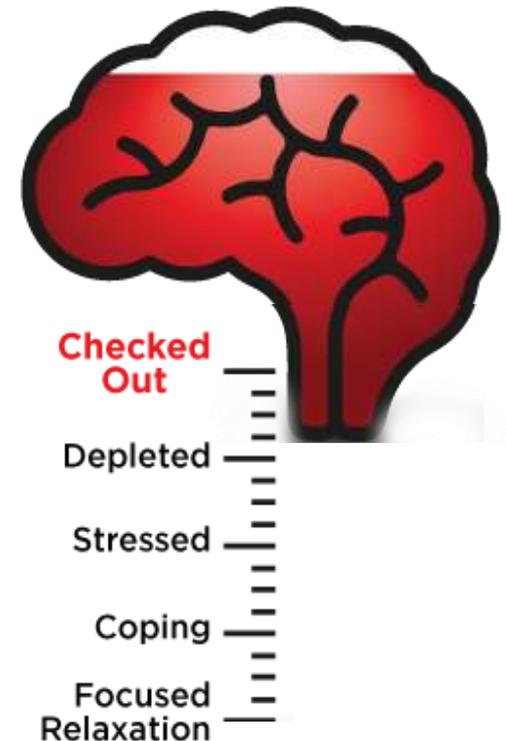
You are not stuck with the brain you have. You can make it better.

But making that happen takes proactive leadership. The same kind of leadership you deliver every day when faced with making an important decision and commitment about your organization's future.

Creating a positive vision for your brain, career and life will tell a story where you get up every day in a brain-optimized state feeling energized, focused, and full of creativity.

How would that impact your career?

How would that impact your life?



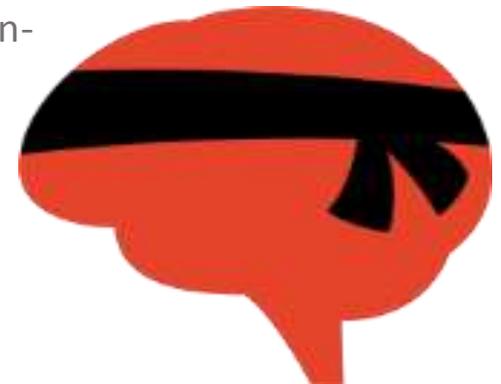
Become A Brain Warrior

We help senior business leaders reach their peak performance potential.

Change Your Brain Change Your Business is built to help CEOs and senior business leaders optimize their brains, improve their decision-making, and reach their highest peak performance potential.

There are many significant and valuable benefits produced by *Change Your Brain Change Your Business*. Take a look at just a few of them:

- Improve Focus & Energy.*
- Eat Right to Think Right.*
- Alzheimer's Risk Reduction.*
- Reduce turnover of senior leaders.*
- Improve Sleep; Enhance Mood; Manage Stress.*
- Increase/Enhance Individual & Team Performance.*
- Decrease Inflammation (major cause of memory loss).*



The Amen Clinic Method

Change Your Brain Change Your Business uses the multi-faceted Amen Clinics Method.

AMEN CLINICS METHOD

ASSESS THE 4 CIRCLES OF BRAIN HEALTH



Detailed Histories

BRAIN SPECT IMAGING *Changes Everything*



Rest



Concentration

SPECT measures cerebral blood flow:

Is it:
Healthy,
Low, or High
in Activity



Important Numbers

Cognitive and Emotional Testing



CUSTOMIZED & TARGETED BRAIN-OPTIMIZATION PLANS



Least toxic, natural approaches



PERSONALIZED BRAIN-OPTIMIZATION COACHING

Our integrated model with multiple protocols leads to some of the best outcomes reported.

BOOST BRAIN RESERVE & RESILIENCE



BRAIN ENVY
AVOID BAD
DO GOOD

Brain Optimization: Your Competitive Advantage for Life™

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The Scientific Support

Science has repeatedly recognized the value of brain SPECT Neuro-Imaging.

SPECT imaging—Single Photon Emission Computed Tomography—allows us to look deep inside the brain and observe the areas that work well; work too hard; or do not work hard enough. The data generated by SPECT imaging produces deep insight into a brain's processing efficiency and speed.

There have been thousands of scientific papers on brain SPECT imaging.

Researchers at prestigious institutions—including New York University, UCLA, University of Pennsylvania, Thomas Jefferson University, Duke, Johns Hopkins, Columbia, and the University of British Columbia--have collaborated with the Amen Clinics Research Team on a wide array of published scientific studies.

The results of these studies demonstrate the value of brain SPECT imaging for:

- ❑ Evaluating Brain Function
- ❑ Clarifying Diagnoses
- ❑ Guiding Treatment Decisions
- ❑ Measuring The Effectiveness Of Treatment Strategies

The Amen Clinics' research library contains: 60 Peer-reviewed scientific research studies conducted by the Amen Clinics Research Team; and 2,900 Abstracts from scientific papers from around the globe demonstrating the science behind what we do.



Outcomes

Brain Imaging Changes everything!

You are not stuck with the brain you have, you can make it better, and we have proven it over and over!

During the last 25 years we have performed over 115,000 brain SPECT scans on patients from 111 countries. That deep experience has shown us how targeted diagnoses and personalized treatments can dramatically transform people's lives.

It works!

According to peer-reviewed research, Amen Clinics has achieved some of the highest success rates ever published. This was clinically confirmed in a major study involving more than 500 people who were evaluated at Amen Clinics. After 6 months of treatment:

- ❑ 75% were better across all measures.
- ❑ 85% reported having a better quality of life.

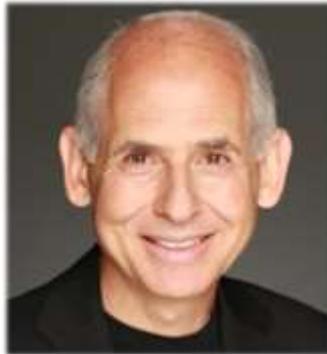


Experience & Trust

From the founder of Amen Clinics.

Meet Dr. Daniel Amen

The *Change Your Brain Change Your Business* message comes from a world-renowned brain doctor with over 35 years of experience--double board-certified physician and 10-time NY Times bestselling author Dr. Daniel Amen.



As founder of Amen Clinics with six U.S. locations, Dr. Amen has built the world's largest database of SPECT brain scans totaling over 115,000 images on people from 111 countries. That deep experience with SPECT neuroimaging--science-based and cutting-edge technology--has proven how targeted diagnoses and personalized follow-up programs can dramatically optimize brain performance for business leaders.

As Dr. Amen says, "Brain imaging changes everything! How do you know unless you look?"

Amen Clinics: Operating for over 25 years as a trusted resource for:

- CEOs & business leaders
- Best-selling authors
- Hundreds of physicians
- Nobel Laureates
- 150 NFL players
- Hall of Fame athletes
- Pulitzer Prize writers
- Oscar winning actors
- Legendary musicians
- Religious leaders

Credibility

Discover Magazine Recognition--#19 Top Story of 2015.

Discover Magazine recently recognized Dr. Amen's work with SPECT brain imaging by naming it to the Top 100 stories of 2015.



Brain Scans May Lead to Better Diagnoses

BY CHRISTIAN MILLMAN

Over a million soldiers have served in the wars in Iraq and Afghanistan. Of the men and women who have returned from combat, more than 100,000 have been diagnosed with posttraumatic stress disorder (PTSD).

Over 300,000 more have been told they have a traumatic brain injury (TBI). In many cases, symptoms are the same: insomnia, anxiety, irritability, poor concentration, and limited impulse control.

The treatments for these two conditions are very different. The problem is, there hasn't been a consistently accurate diagnostic test to distinguish between PTSD and TBI. That changed earlier this year when two studies, one of which involved 20,746 patients found a type of medical imaging called Single Photon Emission Computed Tomography (SPECT) showed clear differences in the brains of people with TBI or PTSD.

Largely through analyzing how well blood flows (or doesn't) through various parts of the brain, SPECT scans show with 80 to 100 percent accuracy whether someone has TBI, PTSD or both.

Understanding which is which is huge. Physical damage from TBIs, for example, can depress brain activity. If a doctor mistakes it for PTSD and prescribes sedatives that are often helpful for that condition, those drugs can further dampen cerebral function and worsen symptoms.

"If you go for help and the help is ineffective, it's not a neutral experience," says Daniel Amen, founder of Amen Clinics and lead author of the larger study, which was published in July 2015.

"It wastes time and money, it's demoralizing, and it can hurt people."

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CHANGE YOUR BEHAVIOR



Customer Experience

Idealized customer experience drawn from actual clients. *(Attribution withheld for privacy.)*

As CEO, I committed to hold a planning retreat for my executive team. We were underperforming and I was taking on heavy fire from the Board. I was relieved and excited to have the retreat scheduled, but found myself increasingly nervous because the session was not going to be held in a hotel meeting room. We were meeting at the Amen Clinic founded by world-renowned psychiatrist Dr. Daniel Amen!

My goal was to identify how well each of our brains was functioning; how that impacted our life, career and personal lives; and how we could all optimize our brains to achieve maximum individual and collective peak performance.

After individual interviews about our background and medical history, we were all scanned using SPECT Brain Neuro-Imaging--cutting-edge technology that Dr. Amen has used 115,000 times treating people from 111 countries.

What happened? Personalized and customized treatment plans were developed for each of us-- and they worked!

All of us felt the experience at Amen Clinics provided deep insights on each member; their relationships; and their management style. (By the way, brain-health issues were identified in four of our seven members.)



After our time with Dr. Amen, I began to think about how the brains of those people on our leadership team were one of the organization's top assets— and how it had to be treated as such.

Several years later all seven of us had improved our brain health in ways that translated to adding value to the bottom line.

Today, we unanimously and enthusiastically agree that the visit to Amen Clinics had the greatest impact on our lives in over a decade of being together.

Now we are all Brain Warriors for life.

A grateful husband, father, grand-father, CEO, and Brain Warrior for life.

It WORKS!

The leaders we've treated tell our ROI story best.



BEFORE



AFTER

Business Professor Andy McGill, University of Michigan

At 52, when Andy went through the Amen Clinics Program he discovered his brain looked much older than he was. It motivated him to give up his terrible habits around alcohol and food. By applying our principles, he lost 100 pounds, and 11 years later, his brain has literally aged backwards. By the way, he doesn't like spending time with people his age, because they think too slowly.

Rob, Finance Industry Leader

"Through Dr. Amen's program I fell in love with my brain! I lost 39 pounds and my memory, creativity, and mood have all been boosted. At work, in a meeting recently I was able to remember the name of a client I had not seen in 12 years. Thank you Dr. Amen!"



BEFORE



AFTER



BEFORE



AFTER

Marianne Phillips, Regional Director, Franklin Covey

At 59, Marianne suffered from brain fog, pain, and fatigue. After two months on our program the brain fog had lifted. After a year she lost 60 pounds and felt younger, sharper, and more energized than in decades. She said, "I have a fast acting brain with the wisdom of age," and transformed her workplace where her whole team was less stressed and more productive.

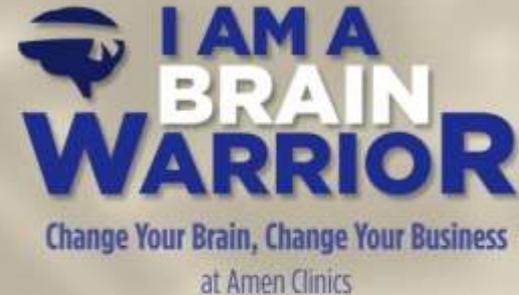
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DAVE ASPREY FOUNDER & CEO OF BULLETPROOF

Dave Asprey is the Founder and CEO of Bulletproof and author of New York Times bestseller *The Bulletproof Diet*. He is a Silicon Valley investor and technology entrepreneur who spent two decades and over \$300,000 to hack his own biology. Dave lost 100 pounds without counting calories or excessive exercise, used techniques to upgrade his brain by more than 20 IQ points, and lowered his biological age while learning to sleep more efficiently in less time. Learning to do these seemingly impossible things transformed him into a better entrepreneur, a better husband, and a better father.



“ Before, I was struggling to succeed.”

“ Now, after my cutting-edge brain optimization at Amen Clinics, it is easy.”

It WORKS!

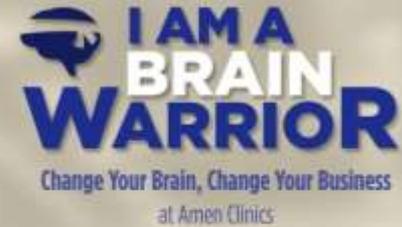
The leaders we've treated tell our ROI story best.



JEFF FREEMYER

CEO, GAZELLES 360

Gazelles 360 is an Atlanta-based company that helps visionary leaders leverage IBM Watson and other cognitive technologies with a focus on Big Data analytics and software optimization in Healthcare and high-growth entrepreneurial "Scale-Up" businesses. In addition to Gazelles 360, Jeff is CEO of Winning Health which optimizes results and positive patient outcomes in Healthcare and preventative Health and Wellness, and CEO of Winning Dynamics, pioneers in the convergence of communications, computing, video, and multi-media publishing with a focus on leadership development within entrepreneurial high-growth businesses. He is past CEO of Convergent Media, the world's largest Business Television provider with expertise in satellite communications, eLearning, distance learning, and turn-key television production and delivery with 250-plus Fortune 500 clients.



“ Before, I was sluggish, depressed, and operating in a brain fog well below my potential.”

“ Now, after my cutting-edge brain optimization at Amen Clinics, I am performing at the very peak of my potential.”

Have You Reached Your Peak Performance Potential?

Make Your Move To Brain Optimization--Call Today!

 **CALL 844-432-3281**
for more information

Or go to



<http://www.amenclinics.com/changeyourbusiness/>

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