



"I was overweight, had high blood pressure, chest pains... I even smoked. My doctor told me I'd die soon if I didn't make some serious lifestyle changes. I tried, but they just wouldn't stick. Once my coach helped me see what I needed to do, I did it! Now, I can't stop smiling."

--Peter S., Denver, CO

What does it really take to make lasting lifestyle changes?

Lose weight. Start exercising. Relax. Quit smoking. Join a gym...

To break an old habit and create a new one, people need more than good advice. Neurologists say that learning a new behavior requires **"rewiring" the brain's neural pathways** that maintain the old behavior. They also tell us that there's a significant difference between conceptual learning and **mastering a new skill**. As research has repeatedly shown (see reverse side), significant health-related behavioral changes can be achieved when **behavior-centered training** is combined with an ongoing program of evidence-based **coaching interventions** delivered consistently over time in a supportive manner.

How Your Brain Can Save Your Heart (and Your Life)™

A brain-based approach to making permanent lifestyle changes that benefit the heart.

This innovative **5-week teleclass***, facilitated by an outstanding group of specialists from the fields of neuroscience, psychology and coaching, introduces a brain-based approach to lifestyle change that increases your prospects for a longer, healthier life. Instead of another list of do's and don'ts, we'll go right to the heart of the matter--**the neural pathways in the brain** that dictate how you think, feel and act in the present moment. You'll learn about **4 brain-based strategies** which have proven critical for breaking down old habits and building up new neural networks. Along the way, a specific set of **"rewiring" techniques** will be introduced, drawing on the brain's 'higher order' functions--such as imagining, 'self talk', appreciative thinking, intention, 'mindfulness'--to do the work. These techniques include:



- ♥ Recognize that you may have an **'immunity to change'** that has played an important role in your life, but now undermines your efforts to make permanent lifestyle changes that will benefit your heart
- ♥ Enlist your **character strengths** to overcome obstacles, prevent relapse, and help you succeed
- ♥ Foster **heart-felt positivity** to encourage hope, optimism and resilience
- ♥ Naturally stimulate specific **peptides and hormones** in the brain that not only make you feel good, but directly benefit the health of your heart, quality of relationships, and chances of living longer



* This **interactive teleclass** features five weekly sessions conducted **live by phone**, each session lasting 90 minutes. Besides comfort and convenience, utilizing the phone offers **privacy** while providing a **safe, warm and open community experience** to support your growth and learning. Several sessions include **group-coaching** so that you can see what it's like working with a wellness coach. To help ensure individualized attention, group size is limited to ten people.

You'll have a unique opportunity to work with this outstanding group of specialists:



Cynthia Ackrill, M.D. has extensive training in new brain-based approaches to behavior change and performance enhancement. Her specialty is psychoneurobiology, a field of applied neuroscience measuring brainwave patterns and their correlation to psychometric measures of symptoms, behaviors, and performance. Currently, she is an Applied Neuro-physiology Practitioner at the *Center for the Advancement of Human Potential*. Dr. Ackrill is a member of the *International Society of Neurofeedback and Research*, a Fellow of the *American Institute of Stress*, and a Charter Member of the *Institute of HeartMath*.



Paul Nelson, Director of **HeartCoaches**, holds a B.A. in Psychology from the *University of Massachusetts* and an M.Ed. in Counseling Psychology from the *Harvard Graduate School of Education*. He has served as a Clinical Research Associate in the Department of Psychiatry at *Dartmouth Medical School* and as a staff therapist at a community mental health center near Boston. He has been trained as a wellness coach at *N.E. Coaching* and *WellCoaches Corp*. Paul has many years of experience in archetypal psychology and using 'generative metaphor' in the process of healing, personal development, and self-transformation.



Gloria Silverio holds a B.A. in Psychology and a M.A. in Clinical Psychology, and has worked as a therapist in private practice and taught psychology courses at the university level. She is a *CoachU* certified graduate and has achieved Professional Certified Coach (PCC) designation with the *International Coach Federation*. She is a faculty member and mentor coach at *WellCoaches Corp*. Gloria is a graduate of the *Authentic Happiness Coaching Program*, developed by Dr. Martin Seligman at the University of Pennsylvania. She also has extensive experience working with the VIA Survey which helps people uncover and engage their character strengths.



Kate Lund, Psy.D., is a licensed clinical psychologist and certified wellness coach who focuses her practice in the areas of health and positive psychology. She has worked extensively with individuals and families facing a range of mental health issues, helping them to navigate the challenges of each condition, while maximizing potential and creating a new sense of wellness. Dr. Lund has an integral understanding of the role of defense mechanisms, like projection, denial and repression, in managing acute anxiety, and extensive experience using diagnostic tools and cognitive-behavioral techniques to help people find healthier ways of coping.

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A brain-based approach to making permanent lifestyle changes that benefit the heart.

A 5-week interactive teleclass, sponsored by HeartCoaches*

Tuition: \$298. Major credit cards accepted.

Registration: To register or find out when the next teleclass is starting, call **888-430-4469**

To receive an announcement on the next teleclass, send an email to info@heartcoaches.com

*** HeartCoaches** are specially trained in behavior-change methodologies that help people master new lifestyle skills designed to prevent, halt and even reverse heart disease. Private sessions with a **HeartCoach** are available and encouraged. To arrange for private sessions, visit www.heartcoaches.com and see 'Get Started'.

A Selection of Research Studies on Coaching and Health Outcomes Published Since 2002.

1. A Brief, Regular, Proactive Telephone Coaching Intervention for Diabetes: Rationale, Description, and Preliminary Results. **Journal of Diabetes and Its Complications**; 2004 March; 113-118.
2. Annotated Bibliography of Life Coaching and Health Research (more than 70 studies cited). **International Journal of Evidence Based Coaching and Mentoring**; 2009 Feb.; 7: 39.
3. A Multidimensional Integrative Medicine Intervention to Improve Cardiovascular Risk. **Journal of General Internal Medicine**; 2006 July; 21(7): 728-734.
4. Coaching Patients On Achieving Cardiovascular Health: A Multicenter Randomized Trial in Patients With Coronary Heart Disease. **Archives of Internal Medicine**; 2003; 163: 2775-2783.
5. Coaching Patients with Coronary Heart Disease to Achieve the Target Cholesterol: A Method to Bridge the Gap Between Evidence-Based Medicine and the 'Real World'—Randomized Controlled Trial. **Journal of Clinical Epidemiology**; 2002 March; 3, 245-252.
6. Effect of Motivational Interviewing-Based Health Coaching on Employees' Physical and Mental Health Status. **Journal of Occupational Health Psychology**; 2006 Oct; 358-365.
7. High-Soluble-Fiber Foods in Conjunction With a Telephone-Based, Personalized Behavior Change Support Service Result in Favorable Changes in Lipids and Lifestyles After 7 Weeks. **Journal of American Dietetic Association**; 2002 April; 4, 503-510.
8. Improving Outcomes of Disease Management by Tailoring Care to the Patient's Level of Activation. **American Journal of Managed Care**; 2009, June; 15: 353-360.
9. Longitudinal Benefits of Wellness Coaching Interventions for Cancer Survivors. **International Journal of Interdisciplinary Social Sciences**; 2009, Vol. 4, Issue 10, pp.41-58.
10. Telephone-Based Diet and Exercise Coaching and a Weight-loss Supplement Result in Weight and Fat Loss in 120 Men and Women. **American Journal of Health Promotion**; 2008 Nov.; 23, 2.



HEARTCOACHES®

Happiness is a healthy heart.

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