

## Brain Bites – Brain Fitness Software Vs Brain Gym – October 2008

### Category – Brain Fitness Software

Here is something interesting, it is estimated that \$225 million will be spent this year on "Brain Fitness Software"!

People want to get smarter, think clearer and be more focused.

While the benefits of well-directed mental exercise (in the form of software, meditation, or cognitive therapy) are becoming increasingly well-documented, it is apparent, consumers need to make informed decisions based on understanding how our brains work, what cognitive skills are, and why they matter.

In conjunction with, how different lifestyle factors play a role in our lifelong cognitive performance, and how to analyze the value and the limitations of a growing array of options.

In the search for helpful tools, people often ask us the question,

### **What is the difference between Brain Fitness Software vs Brain Gym Integrated Movements?**

We posed the question to Dr. Paul Dennison, the founder of the field of Educational Kinesiology and Brain Gym International. Paul is a professional educator and pioneer in applied brain research and world authority on cognitive skills and reading achievement.

Here's what he said, "Students report that many listening programs and other "brain wave" software programs have positive effects on the Midbrain, and may be used in the Centering Dimension of the Brain Gym menu. The midbrain is responsible for emotions, motivation, centering and organizing. It is the part of the brain responsible for:

<ul style="list-style-type: none"><li>• love, connection, and bonding</li><li>• long term memory, emotions, attention span,</li></ul>	<ul style="list-style-type: none"><li>• biorhythms, body temperature, blood pressure, sugar level,</li><li>• sexuality/hormones, fight or flight response</li></ul>
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The brain however, is 3 dimensional, which means all 3 dimensions need to be developed for whole brain success. The two remaining dimensions of the brain are the Laterality dimension and Focus dimension.

The Laterality dimension accesses the Cerebral Cortex which provides connection to the midline and both left and right hemispheres. The Cortex engages reason, insight and communication.

It is the part of the brain responsible for:

<ul style="list-style-type: none"><li>• sense of time and space</li><li>• pattern sensing and coding</li><li>• planning and visualizing</li><li>• sequencing and naming</li><li>• science, art, math and music</li></ul>	<ul style="list-style-type: none"><li>• integrated creativity</li><li>• speech, language and communication</li><li>• intellect and intelligence</li><li>• distinctions and associations</li></ul>
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The Focus dimension accesses the Brain Stem, allowing us to become grounded in our physical body and environment, so we can actively participate in the learning ahead. The Brain Stem is for automatic action, and when activated, literally brings us in to focus and comprehension.

It is the part of the brain responsible for;

<ul style="list-style-type: none"><li>• reflexive actions, survival-oriented</li><li>• automatic functions: breathing/heartbeat</li><li>• reacts to treat</li><li>• likes ritual, rhythms</li></ul>	<ul style="list-style-type: none"><li>• wakes up brain to incoming signals</li><li>• no sense of time</li><li>• sensory input may dominate (over new learning, as in ADD)</li></ul>
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For those specific physical skills of the Laterality and Focus dimensions, there is no way to "short cut" the learning readiness provided by the Brain format and by experiencing the Brain Gym movements in the physical body.

We learn academic and movement skills, and create neural networks by doing and getting it in our bodies.

This level of learning wholeness and balance cannot be achieved passively through "software" alone."

Brain Gym is interactive and there is no equipment necessary. It augments fitness levels, body awareness, core strengthening, deepening of the breath and overall relaxation, improved energy levels, mental clarity, emotional balance.

We have mentioned this before, with the advances in understanding Neuroplasticity - the ability of the brain to rewire itself through experience....**YOU CAN BECOME the sculptor of your own brain with Brain Gym!**

Jill Hewlett and Sharon Todd are both Educational Kinesiologists and Licensed Brain Gym Trainers. Their company, Brain Works Global Inc., trains clients on how to maximize their learning potential while working in conjunction with their individual goals.

They provide keynotes, in house training, and sponsored events to a wide range of organizations and the community. For more information go to [www.brainworksglobal.com](http://www.brainworksglobal.com) or call 905.830.6902.