

Analysis of the Dennison Laterality Repatterning on Selling and Network Marketing Performance

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Overview and History

The purpose of this study is to examine the impact of the Dennison Laterality Repatterning in the *Switched-On Selling* (SOS) and the *Switched-On Network Marketing* (SONM) *Seminars* on the selling and network marketing success of participants in these one-day seminars.

The SOS Seminar was developed by me in 1989. At the time I was licensed as a Brain Gym[®] Instructor by the Educational Kinesiology Foundation. Brain Gym was developed by Paul Dennison, PhD and his wife Gail Dennison. Dr. Dennison's PhD was in Education and he had developed a reading school in Southern California. Dr. Dennison began exploring ways to help children and adults read more effectively. This research led him to develop and use very simple body movements and exercises that he called Brain Gym to make dramatic changes in his client's abilities.

My background before becoming involved in Brain Gym was that I originally graduated from Northwestern University School of Law in 1972 and was a licensed attorney in Illinois. In 1974, I started speaking at Colleges and Universities on a program that I had pioneered called *How to Relax and Enjoy Being a Student and Passing Your Exams*. In 1980, I began teaching and speaking in the business arena on sales and leadership effectiveness. In 1984, I received a doctorate in Holistic Health Sciences.

When I learned about Brain Gym in 1986, I immediately saw the power of this work and started to apply it in my seminars. Dr. Dennison's PhD was in education and that was where most of the instructors and applications of this work were developing. With a business training background, I saw that there was an opportunity to develop courses for sales people and managers. I asked the Dennisons for permission to develop my first course called Switched-On Selling (SOS). They said yes and in 1989 I started to teach the SOS Seminar to sales people.

In 1992, I took the SOS Seminar and modified it to more closely match what people who are involved with network marketing need to do which is sponsor others into their network marketing company and to sell their products retail to customers. I called the seminar Switched-On Network Marketing.

Prior to the Dennisons developing Brain Gym, two researchers named Doman and Delacatto found that when children physically Cross Crawled along the floor their grades would improve. However, when the system began to spread into school systems, teachers

started getting mixed and inconsistent results. Doing the Cross Crawl movements helped some of the children improve and had no impact on other children. This caused the concept of using movement to change brain function to lose favor as a way to help children improve.

As I mentioned not everybody was switched-on for Cross Crawling being a positive movement experience. This meant a child could do the Cross Crawl for hours but it wouldn't necessarily have a positive effect on learning.

Dr. Dennison made a breakthrough discovery in Dolman and Delacatto's work. He created the Dennison Laterality Repatterning (DLR) as a way to switch Cross Crawling into a positive experience for everyone. When Cross Crawling does not have a positive effect, it means the brain is operating Homolaterally. This means one side of the brain is firing at a time as opposed to the brain operating in a Cross fashion which means that both brain hemispheres are working together at the same time.

An example of Homolaterality is when one is learning to drive a car for the very first time the person will feel overwhelmed with all the things they have to pay attention to and coordinate versus being an experienced driver and not having to consciously think about the details of driving. You simply get behind the wheel and drive. Not having to think about driving is an integration concept. The Dennison Laterality Repatterning is an integration experience and it switches the brain on which also turns Cross Crawling into a positive action.

There was a research study published in the peer reviewed journal *Perceptual and Motor Skills* 1991, Volume 73, validating the DLR's impact:

The purpose of this study was to determine whether Brain Gym integration movements or repatterning in conjunction with the integration movements affect the response times of college students to a visual stimulus. Ten men and ten women were randomly assigned to each of the three conditions: control, Brain Gym movement, or repatterned Brain Gym movements. Each subject was pretested on simple and choice response-time tasks. Following the pretest, subjects in the control group sat quietly for 10 minutes. The movement group utilized seven Brain Gym® activities. Subjects in the repatterned group experienced the Dennison's Laterality Repatterning prior to doing the same Brain Gym activities. All subjects were then retested to assess changes in performance using 30 trials of each task. Statistical analyses indicated significant differences in improvement between the groups on the 4-choice task, with the repatterned group showing greater change than the Brain Gym movement-only group, who in turn showed greater improvement than the control group. The groups improved by 6%, 3 ½ %, and 1%, respectively. No group differences were significant on the simple task, although a similar trend was indicated. Men responded faster than women on both tasks; however, the amount of improvement was similar for both.

Another study published in 1988 in *Perceptual Motor Skills*, 67 was done with 60 elementary school students who were classified as learning disabled. There were an equal number of boys and girls divided into three groups of students involved in the study. One group did five minutes of Brain Gym movements on school days during the study. The second group did the DLR one time at the beginning of the study and then for the rest of the study they did the same five minutes of Brain Gym movements as the first group on school days. The third group was the control group which did neither the DLR nor the Brain Gym movements.

At the end of the study the control group showed no improvement in static balance. The group of students that did the Brain Gyms five minutes each school day had a level of improvement in static balance that was statistically significant. The third group which did the DLR once and then did the same Brain Gym Movements as the second group over the same period of time had a level of improvement in static balance that was more than double that of the group which did just the Brain Gyms.

Explanation For What The DLR Is Doing

The Dennisons developed a way of explaining what the DLR is doing by using a concept that they called high gear and low gear. Let's return to our driving example. When you're driving along in your car on the interstate and there is no traffic, you're going along at what the Dennisons called a high gear state. This is a level of brain functioning that feels easy to do. It doesn't take a lot of brain effort or energy while you're making really good time on the road.

The concept of low gear happens when you come to a barrier on the road e.g. new construction, lane closures, men working or an accident. To successfully navigate this new unexpected situation, you have to slow down and pay more attention to the situation. This gearing down is moving your brain into a low gear response, which is called a homolateral state. This is the way the brain and body has developed to handle new situations. High gear is accessing both sides of the brain and the body in an integrated fashion. This means that once you are past the barrier, you are back into cruising along in high gear again.

While I have been describing the ideal way high gear and low gear should function, there are difficulties that can occur for people in several ways: The first is a person who is stuck in high gear. While this person is cruising along in high gear, they don't know how to access their low gear response. What that means is that when they come to a barrier in the road or in their life they don't gear down to learn about it, they just plow right on through the barrier and can crash.

The second type of person is someone who is in low gear all the time. They've never learned how to be in high gear. This is the person that is driving 45 miles per hour in a 65 mph zone, is hunched over the wheel and is driving with excessive caution. For this person it feels as if every second on that highway is a brand new situation that is fraught

with danger. This causes them to drive very slowly and cautiously which means that this person can cause accidents both for themselves and those around them.

The third type of person doesn't know when they are supposed to be in high gear and when they are supposed to be in low gear. So sometimes in a 65 mile per hour zone they'll drive 45 and then zip up to 90. They simply don't know when to be in high gear or low gear. I had an uncle who drove that way. On a one lane road, he would drive around 30 miles an hour in a 65 mph zone. Once someone passed him because he was going so slowly, he would jam the gas pedal to the floor and would slam the brakes on right before hitting the other driver's car. He would then pass that car and once again he'd slow down to 30 miles an hour. I was only a passenger in his car one time because he created a situation that bordered on chaos.

What the DLR is doing is switching on your brain and body so that you prefer high gear. High gear is the state we would normally be in when we are doing tasks that we know how to do. We also want to be able to access low gear when we come to a new situation in life so we can gear down and effectively handle the new situation. Once the new situation has been handled then we want to be able to switch back to a high gear. The DLR is designed to take the kids with movement coordination difficulties and let them achieve a dramatic level of improvement in their abilities.

Another study was done with muggers in prison. In the study, muggers were shown videos of people walking down the street and they were asked whom would they would choose to mug. When the researchers then looked at the mugger's responses, they discovered that one of the variables for selecting a mugging victim was people who walked homolaterality. What homolateral walking looks like is when both the right arm and right leg swing forward and back at the same time. Integrated walking is when the left arm and the right leg swing forward and back at the same time. The muggers were able to figure out that the person walking homolaterality responded slower than those walking in a cross crawl fashion. This made for a much safer mugging situation for the mugger.

When I first developed the Switched-On Selling Seminar, I saw that the changes occurring in the participants in experiencing the rewiring process was both impactful and dramatic based on the antidotal reports I was receiving. As I mentioned, I later developed a version of the seminar for people who were involved with network marketing or multi-level marketing called Switched-On Network Marketing (SONM).

The DLR in the SOS and SONM Seminars

In both the SOS and SONM Seminars, I included the DLR as one of the processes that people experienced during the day. I reasoned that I wanted all the people who were taking the classes to be appropriate in preferring high gear and still being able to access low gear when they needed to.

This led me to look at creating some research studies to validate the seminars impact on participants. What I did was create a pre-seminar questionnaire that allowed the participants in the seminars judge where they were at as salespeople or network marketers in being effective in selling or network marketing. Next, I administered the same questionnaire again at the end the seminar day so the participants could now determine what had changed for them from the beginning of the day.

Finally, I collected everyone's pre and post forms and sent them back to the participants a month later and asked them to fill it out a third time. I wanted to see if the changes that they recorded in the post-seminar questionnaire had held or diminished. My intention was to eliminate the possibility that placebo effect or seminar high effect had created the positive changes people reported at the end of the seminar day.

The results were actually quite startling, dramatic and positive. Not only did the participants improve dramatically from the beginning of the seminar to the end of the seminar, they actually had improved even more when they completed their form one-month later. This results were astounding as one would have predicted that there would be a fall off of the impact after a seminar and not a further improvement a month later.

What I'd like to share with you is the overall results we achieved from the 18 statements that the SOS attendees completed on their forms and the 17 statements that the SONM attendees completed on their forms so you can see the level of change. Next, I will share with you the specific results from the attendees completing the statements related to when they experienced the DLR part of the process.

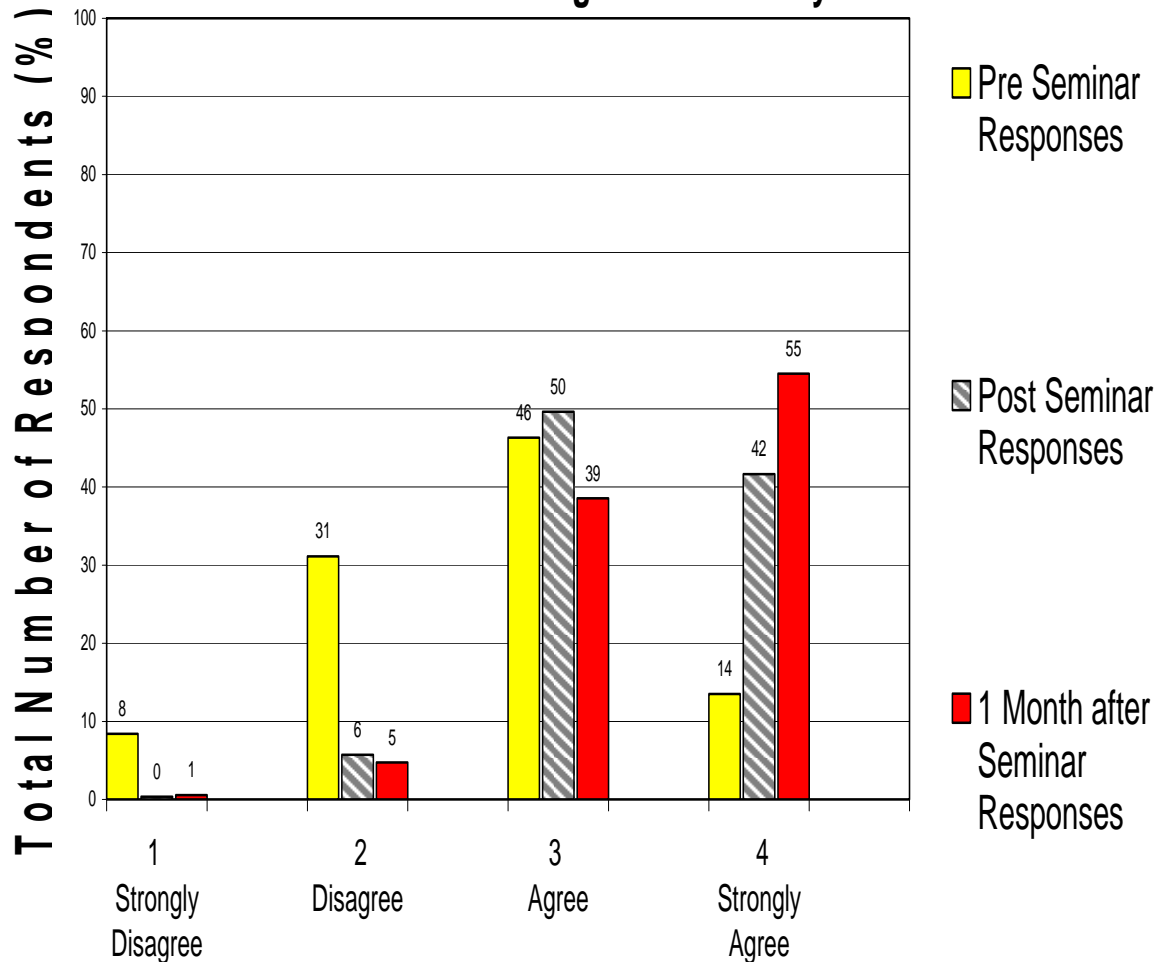
The main SOS study had 695 participants who sold all kinds of products and services. The SONM study had 98 participants, who were all involved with different network marketing companies. To read the full studies, go to <http://teplitz.com/BrainGymResearch.htm>.

Let's start with analyzing the overall results of all 18 statements for the SOS Seminar participants.

Overall Changes in the SOS Seminar

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

Overall Total Average Revised Study



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

As you can see, at the beginning of the SOS seminar, 8% selected Strongly Disagree and 31% selected Disagree while 48% selected Agree and 14% selected Strongly Disagree.

At the end of the seminar no one selected Strongly Disagree and 6% selected Disagree while 50% selected Agree and 42% selected Strongly Agree.

The one-month later responses confirmed that the positive changes that occurred at the end of the seminar improved even further. Only 5% were still on the negative side while 35% selected Agree and 59% selected Strongly Agree.

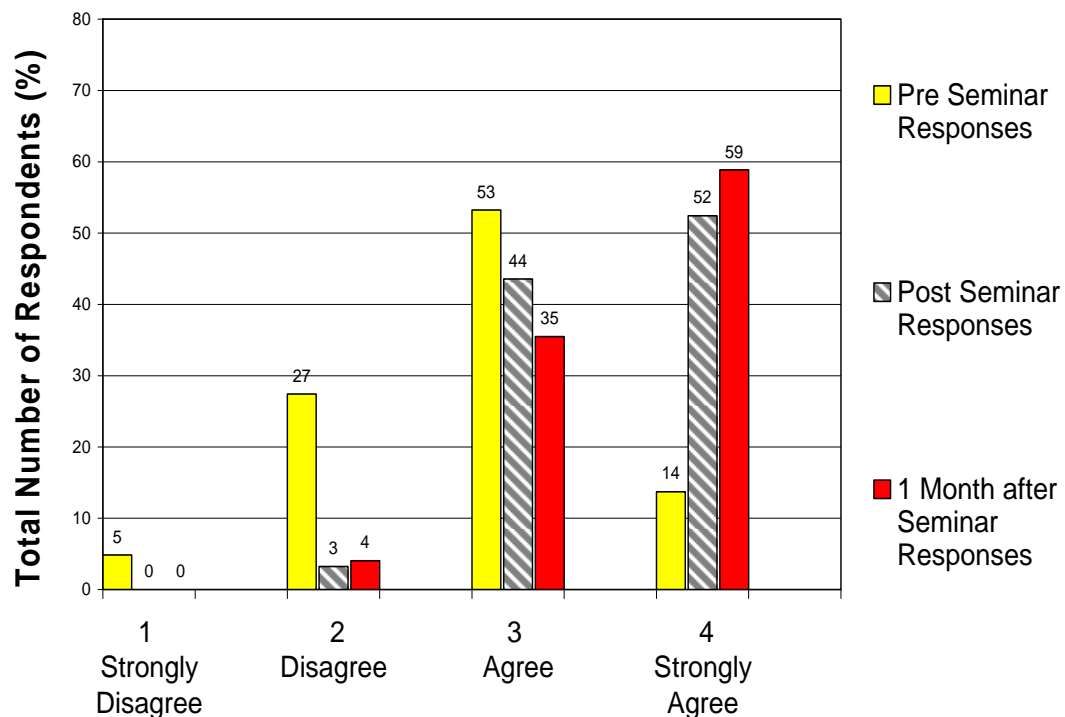
The Impact of The DLR on Selling Effectiveness

The DLR was the main element of one part in the SOS Seminar which is called the Action Balance for Being a Salesperson which focused on these statements within the balance process:

*I am effective as a salesperson.
I enjoy what I do and feel good about it.*

There were three statements on the questionnaire related to these statements in the balance. The DLR was the process used to make the changes in each of these statements. Below are the graphs and an analyses of the results. We'll start with statement of the I Am Effective As A Salesperson.

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
I Am Effective As A Salesperson



*Pre and Post respondents limited to those who returned 1 month Later survey

At the beginning of the seminar, 5% selected Strongly Disagree and 27% selected Disagree, while 53% selected Agree and 14% selected Strongly Agree.

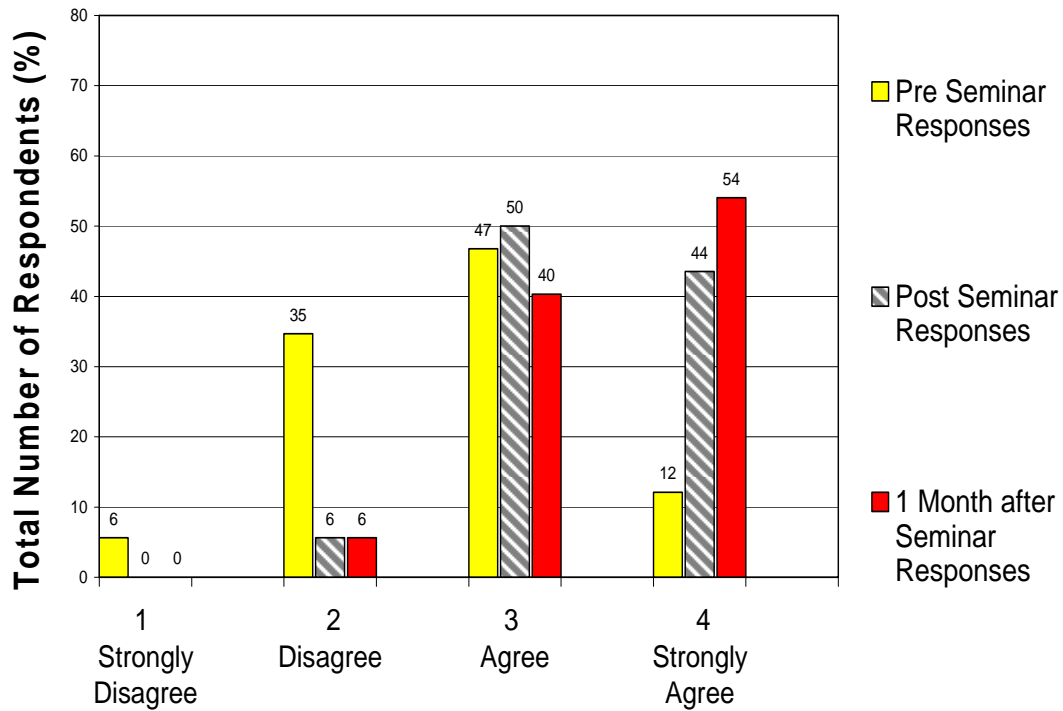
At the end of the seminar no one selected Strongly Disagree and 3% selected Disagree. On the positive side, 44% selected Agree and 52% selected Strongly Agree.

Finally, on the one month later forms, no one selected Strongly Disagree and 4% selected Disagree, while 35% selected Agree and 59% selected Strongly Agree.

Let's now examine the statement I View Myself As A Successful Salesperson

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

I View Myself As A Successful Salesperson



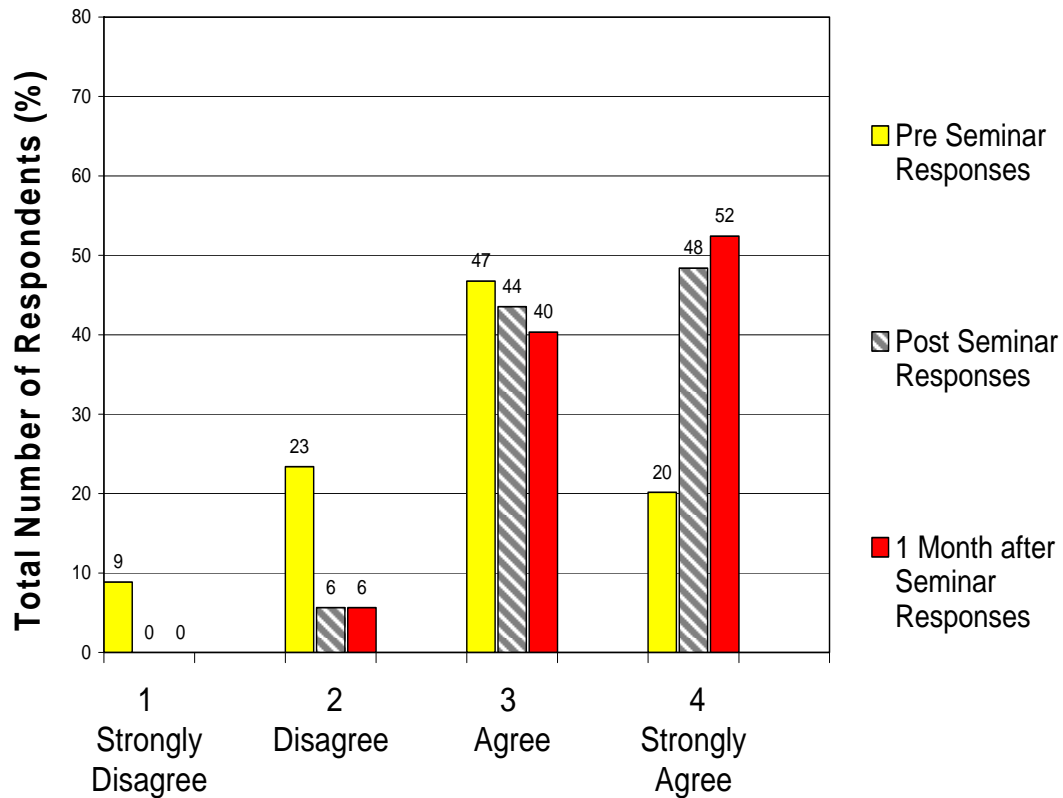
*Pre and Post respondents limited to those who returned 1 month Later survey

At the beginning of the seminar, 6% selected Strongly Disagree and 35% selected Disagree, while 47% selected Agree and 12% selected Strongly Agree.

At the end of the seminar no one selected Strongly Disagree and 6% selected Disagree. On the positive side, 50% selected Agree and 44% selected Strongly Agree.

Finally, on the one month later forms, no one selected Strongly Disagree and 6% selected Disagree while 40% selected Agree and 54% selected Strongly Agree.

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
I Enjoy Selling



*Pre and Post SOS Respondents limited to those who returned 1 Month Later Survey

At the beginning of the seminar, 9% selected Strongly Disagree and 23% selected Disagree while 47% selected Agree and 20% selected Strongly Agree.

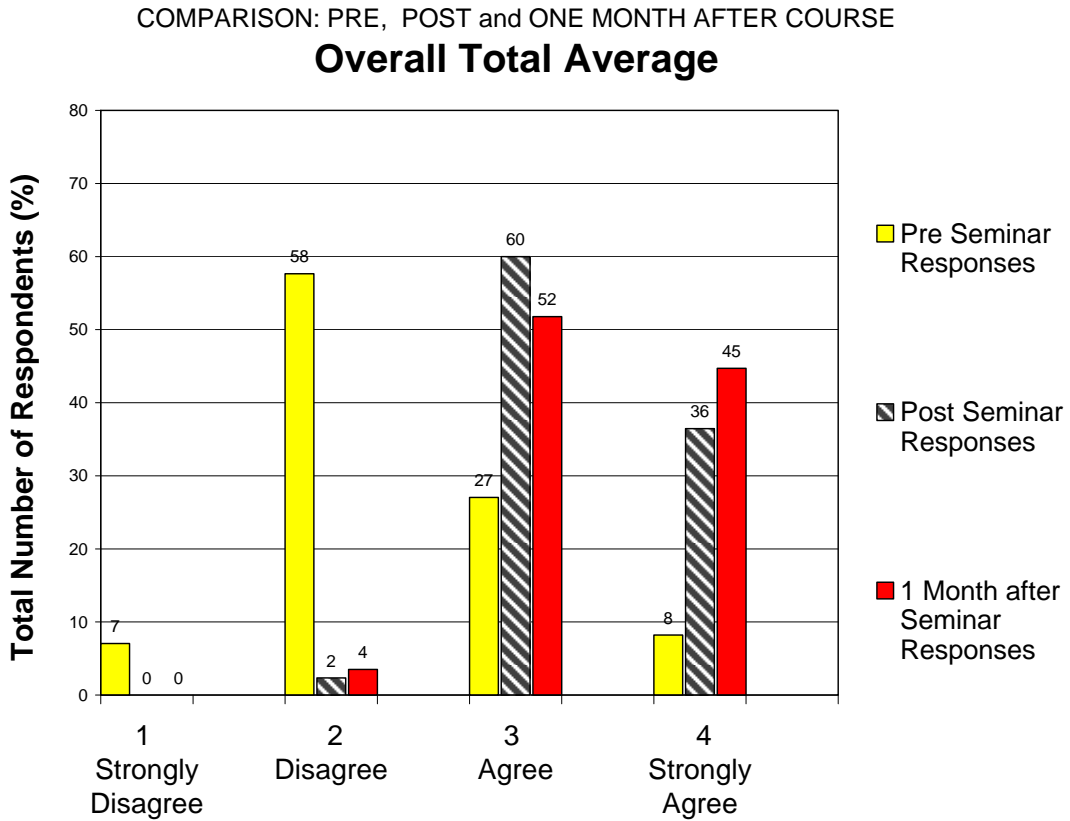
At the end of the seminar no one selected Strongly Disagree and 6% selected Disagree. On the positive side, 44% selected Agree and 48% selected Strongly Agree.

Finally, on the one month later forms, no one selected Strongly Disagree and 6% selected Disagree while 40% selected Agree and 52% selected Strongly Agree.

As you can see the results of doing the DLR one time were quite dramatic and the participants continued to grow both after the seminar and one month later.

Overall Impact of the SONM Seminar

Let's now examine the overall impact of the 17 statements attendees responded to on the form at the Switched-On Network Marketing Seminar.



*Pre and Post SONM respondents limited to those who returned 1 Month Later survey

At the beginning of the SONM seminar day, 7% selected Strongly Disagree and 58% selected Disagree while 27% selected Agree and 8% selected Strongly Agree.

At the end of the seminar no one selected Strongly Disagree and 2% selected Disagree. On the positive side, 60% selected Agree and 36% selected Strongly Agree.

Finally, on the one month later forms, no one selected Strongly Disagree and 4% selected Disagree while 52% selected Agree and 45% selected Strongly Agree.

These results reveal that the network marketers who took the SONM Seminar started out much more negative about selling their products and services and recruiting associates than the people who went through the SOS Seminar. I believe the explanation for this variance is that people who go into network marketing don't join because they want to sell something; rather they join because they have a dream. Sometime after joining, they

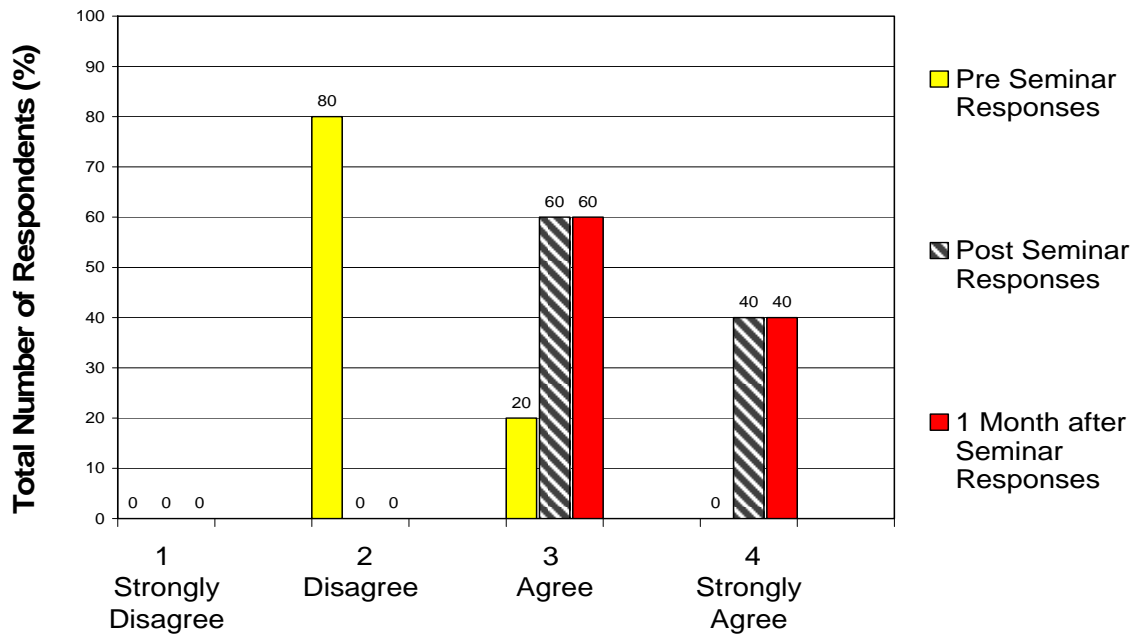
discover that they have to sell, which switches their brains and bodies off. This also explains why the drop out rate for network marketers is so high.

The Impact of The DLR on Network Marketing Effectiveness

Let's examine the results of the Action Balance for Being a Network Marketers which used the DLR for the correction. The statements in this balance that were analyzed included:

"I am committed to building a positive and successful Network Marketing business."

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
**I Am Committed To Building A Positive And Successful
 Network Marketing Business**



*Pre and Post SONM respondents limited to those who returned 1 month Later survey

In the pre-seminar responses, no one selected Strongly Disagree and 80% selected Disagree while 20% selected Agree and no one selected Strongly Agree.

In the post-seminar responses, no one selected Disagree or Strongly Disagree while 60% selected Agree and 40% selected Strongly Agree.

In the one month later responses, no one was on the negative side while 60% selected Agree and 40% selected Strongly Agree.

Conclusion

Comparing these results to the studies done with children cited previously confirms that the DLR is a powerful tool for creating positive change in a student's life, and a salesperson or network marketer's success.

About the Author

Dr. Jerry V. Teplitz is an attorney, has a Ph.D. in Wholistic Health Sciences and is celebrating his 39th year as a professional speaker. He has spoken to over one million people and has earned the title Certified Speaking Professional from the National Speakers Association. Dr. Teplitz is the author of two Best Sellers on Amazon - *Switched-On Selling* and *Switched-On Networking*.

The Canadian Society of Association Executives selected him as an Association Excellence Speaker and the Professional Convention Management Association selected him as Best-In-Class speaker.

Dr. Teplitz has been a member of the Educational Kinesiology Foundation since 1986 and served on its Board of Directors for nine years. He is the creator of the Switched-On Selling, Switched-On Network Marketing and Switched-On Management seminars and Instructor Certification programs.

For more information about having Dr. Teplitz speak to your group or organization email Sandy@Teplitz.com or call 800 77-RELAX (800 777-3529).

To find out about becoming a Certified Switched-On Instructor, go to <http://teplitz.com/Switched-On-Instructors/Instructor.pdf>