

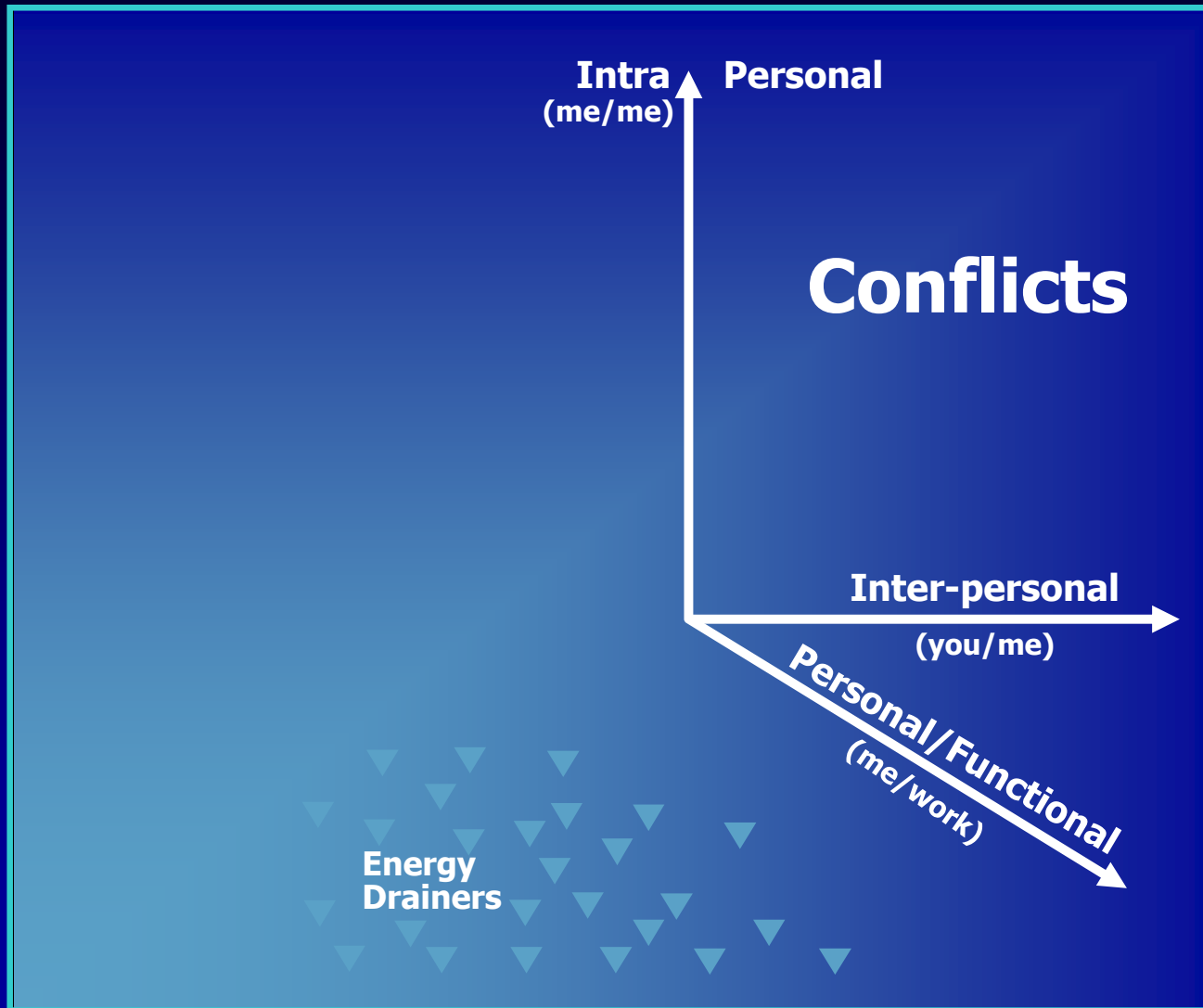


**Jerry Teplitz, Ph.D., J.D.**  
***Increasing Your Brain's Performance for Greater  
Personal and Professional Success***

MDRT  
ANNUAL MEETING  
**2018**  
JUNE 24-27  
LOS ANGELES

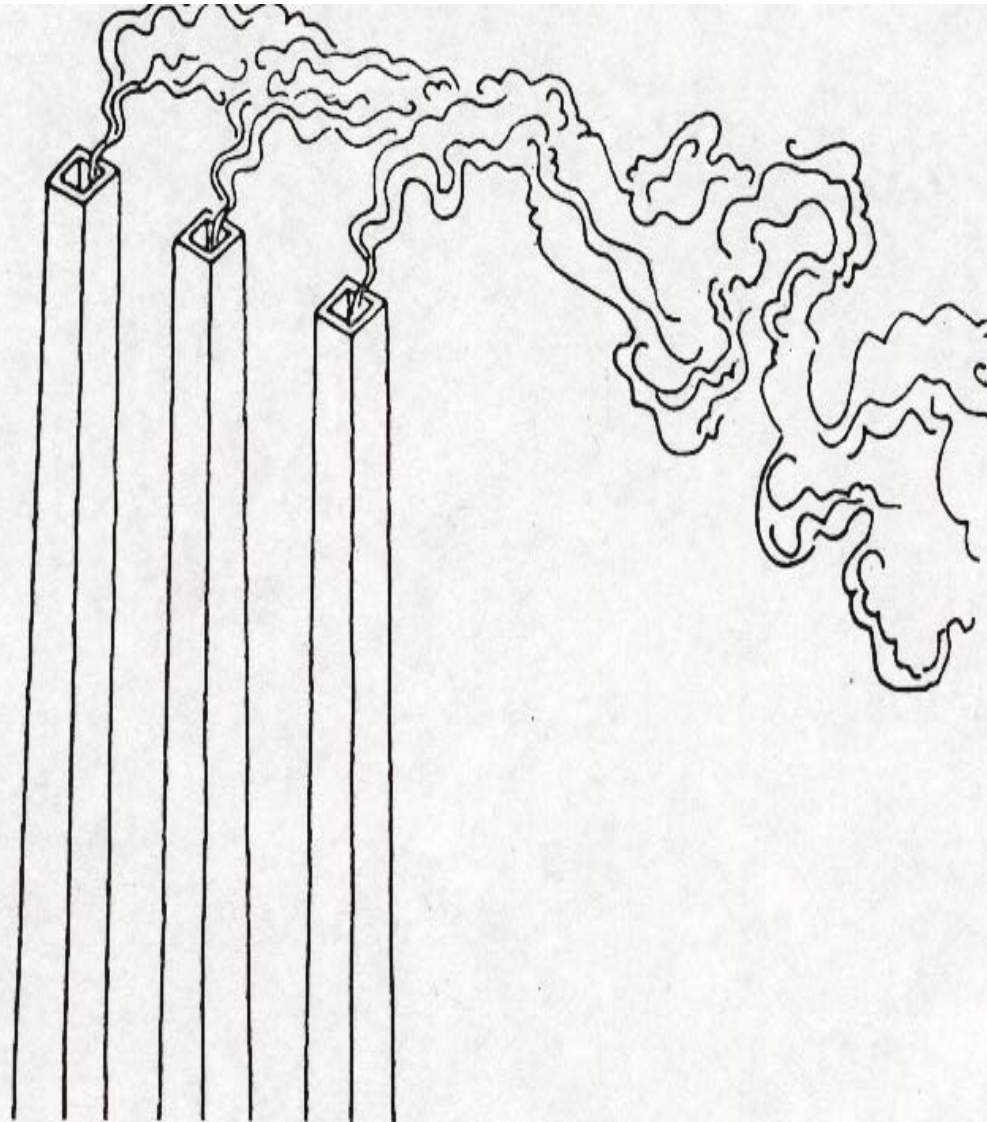


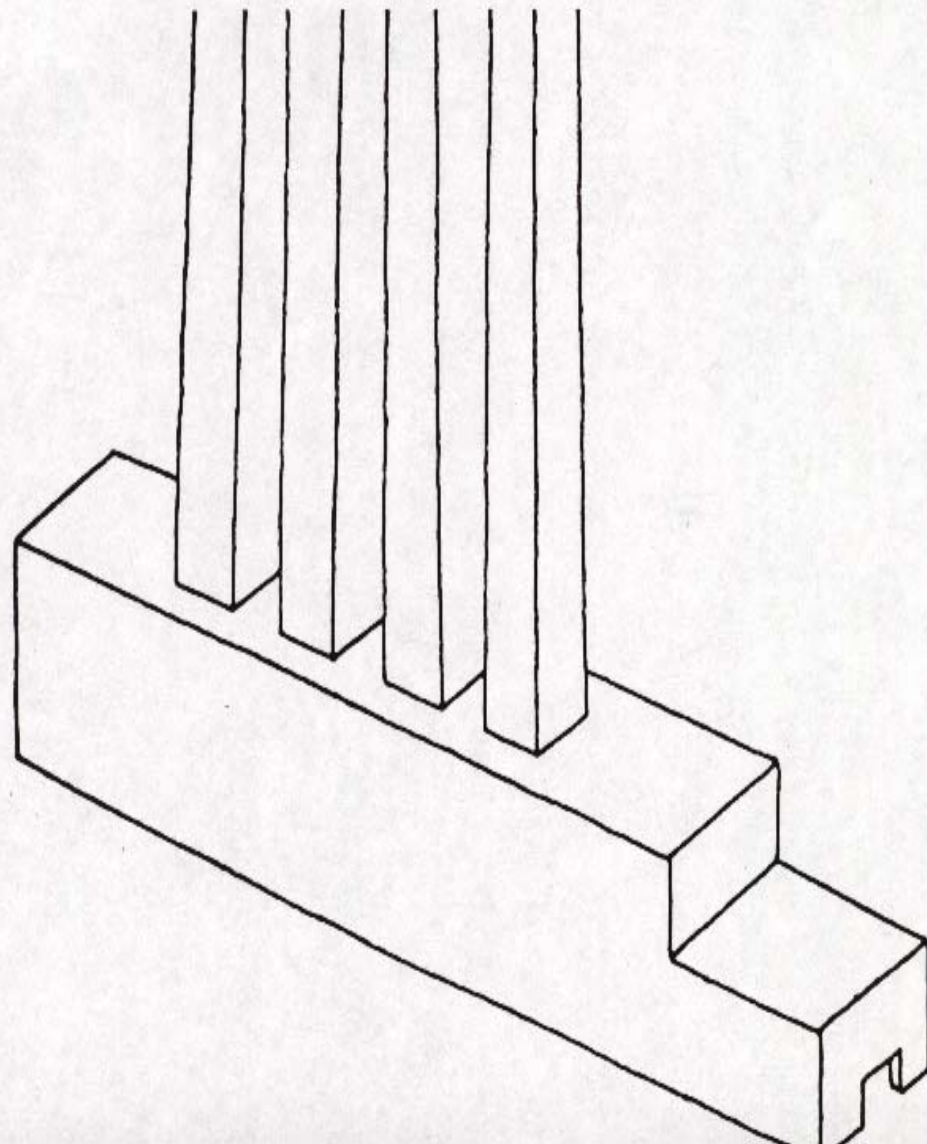


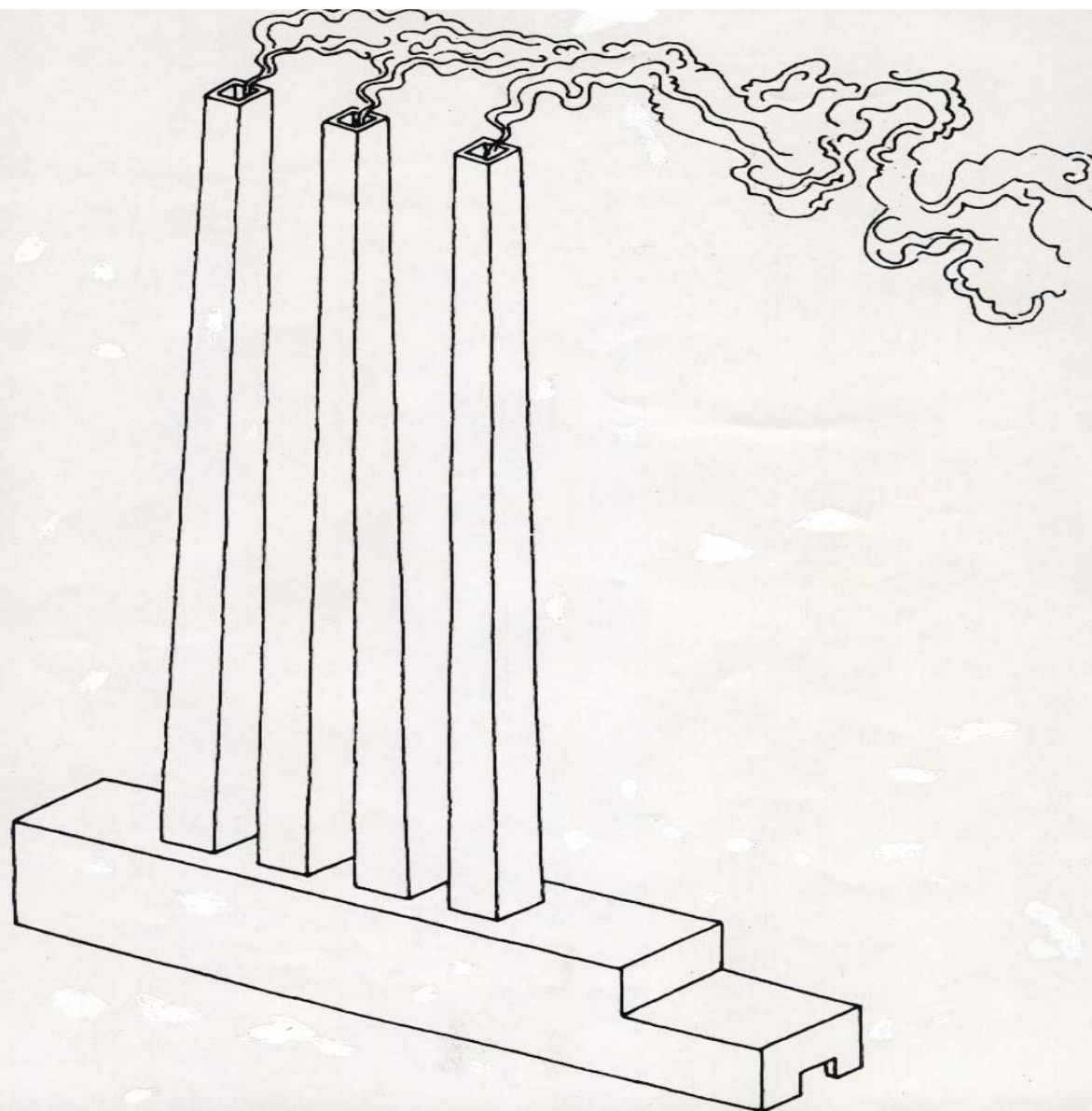


**BK**  
**Behavioral**  
**Kinesiology**











# Meridian Lines

**Stomach**  
**Spleen**



# Optimist vs Pessimist

Optimist – 3 times less hypertension  
Most positive optimist – lowest blood pressure

Optimist – 50% less cardiovascular disease  
Heart Patients had 30% greater 15 year survival

Bypass Surgery  
Optimists -50% less need to return to hospital



# Impact Of A Bad Boss

*Journal of Occupational Environmental Medicine*

10 Year Study In Stockholm Sweden

3000 Men In Good Health, Average Age 42

Rated Bosses On 10 Behavior Measures

“My boss gives me the information I need.”

74 Had Heart Attack or Cardiac Event

# Impact Of A Bad Boss

Boss With Lower Leadership Score  
Higher The Worker's Risk

Risk Was Higher  
With Number Of Years With That Boss

# Women and Cardiovascular Health

*The New York Times*

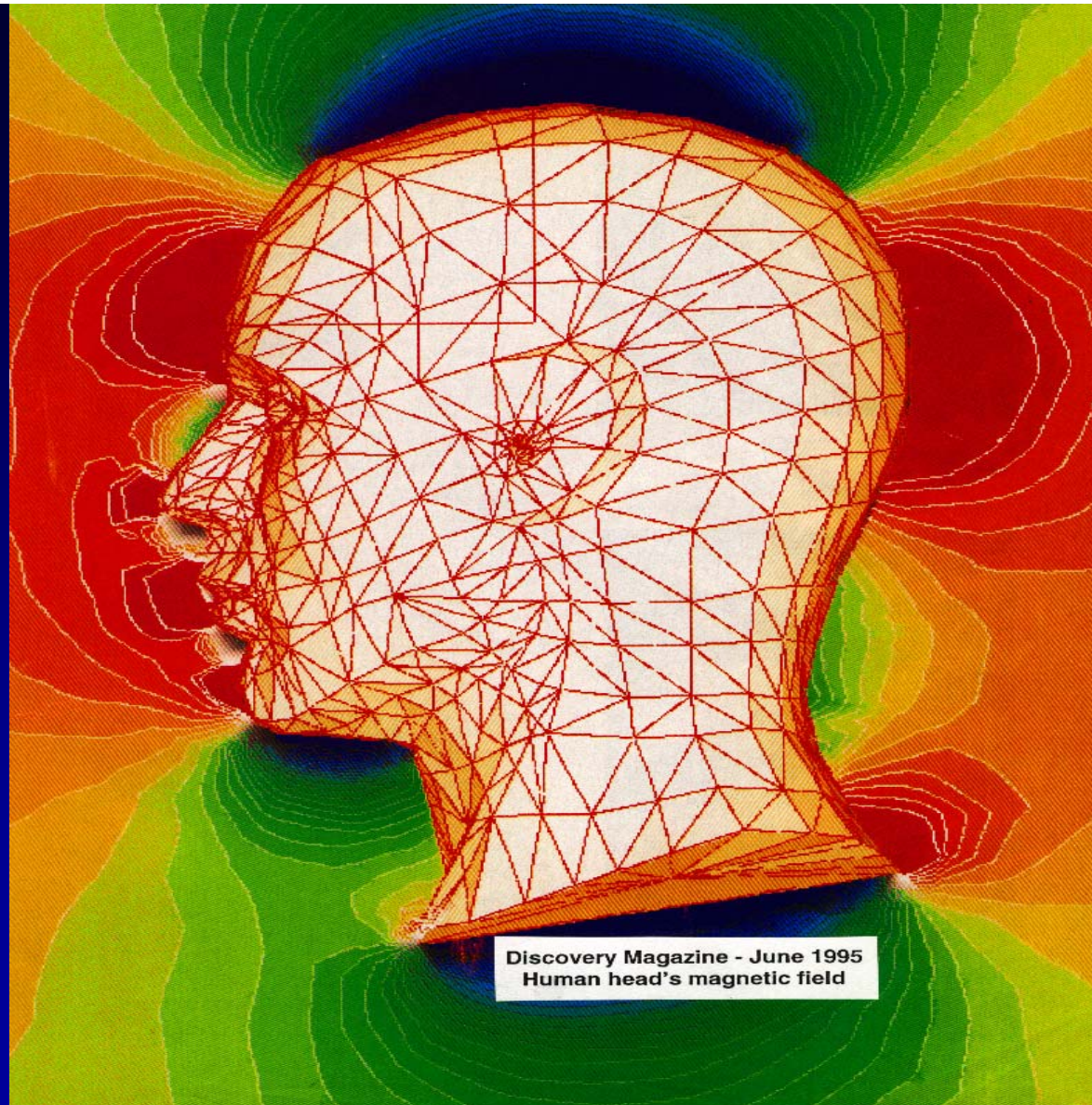
Study published 2012

Women with stressful jobs

Tracked for 10 years

Risk of a cardiovascular event increased by 38%





Discovery Magazine - June 1995  
Human head's magnetic field









# Thymus Gland

**Second button down,  
An inch or two  
below the hollow**

**TIP**

**Stomach Meridian Line  
Zip-Up From Foot to Eye**

**TIP**

**Spleen Meridian Line  
Rub Across The Stomach**

**TIP**

**Think Positive Thoughts  
Change Your Mind**



# Muscle Checking History

1912 - Dr Robert Lovett - Harvard Medical School

1922 - Dr Charles Lowman - Orthopedic Surgeon

1936 - Henry & Florence Kendall – Physical Therapists

# MUSCLES

## TESTING AND FUNCTION

*Fourth Edition*  
with POSTURE and PAIN

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FLORENCE PETERSON KENDALL, P.T., F.A.P.T.A.

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# **Florence Kendall Qualifications**

Consultant To The Surgeon General

Maryland State Board of Physical Therapy Examiners

Faculty – University of Maryland, School of Medicine

Instructor in Body Mechanics – Johns Hopkins Hospital

# **Muscle Checking History**

1960 - Dr George Goodhart - Applied Kinesiology

1980 - Dr John Diamond - Behavioral Kinesiology

1981 - Dr Paul Dennison - Educational Kinesiology

**Brain Gym International**  
**(Formerly Educational Kinesiology**  
**Foundation)**

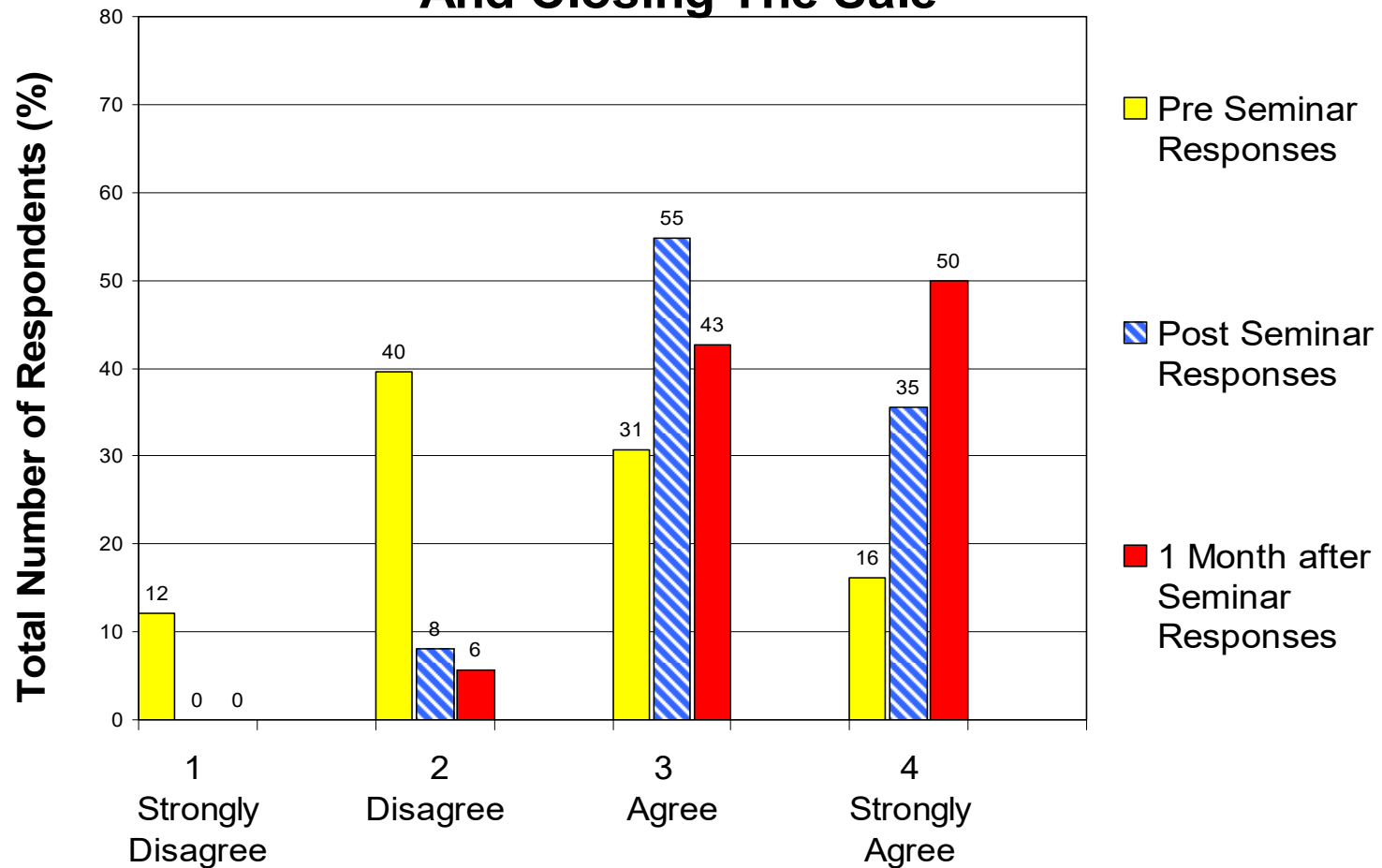
**From Learning Disabilities**  
**To Olympic Performance**  
**Call - 800 356-2109**  
**[www.BrainGym.org](http://www.BrainGym.org)**



# Switched-On Selling

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

## I Am Comfortable Asking For The Order And Closing The Sale



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

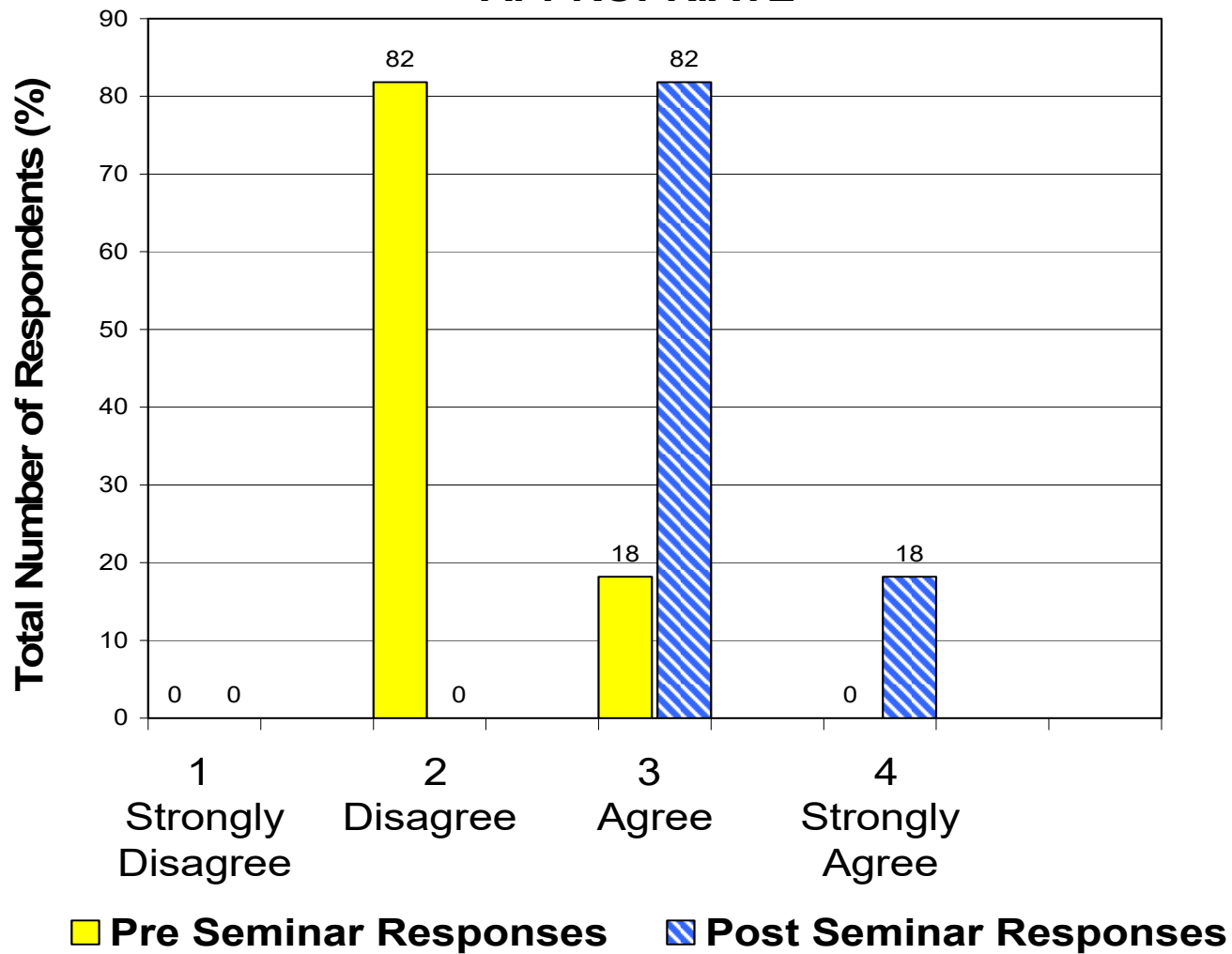


# **A-Active Termite & Pest Control**

- **August 2009 – ½ Sales Force, Mid-level**
- **6 of 8 Jump Above Top Tier**
- **October 2009 – Rest of Sales Force**
- **August 2010 – Profits Double**
- **#1 Distributor Two Product Lines**
- **One Salesperson Increased 300%**

# **Switched-On Management**

COMPARISON: PRE AND POST SEMINAR RESPONSES  
**I DISCIPLINE AND FIRE PERSONNEL WHEN  
APPROPRIATE**



# Switched-On Golf



# **Southern Medical Journal - 1988**

- **Dr Randolph Byrd - U of C Medical School**
- **400 Coronary care patients**
- **Two groups - same medical care**
- **Double blind study**
- **One group prayed for by**
  - **Protestant and Catholic prayer groups**
  - **Throughout the United States**

# The Prayed for Groups Results

- Less congestive heart failure
- 5 X less need for antibiotics
- 4 X less pneumonia
- 4 X less need to be resuscitated

# Aids Study

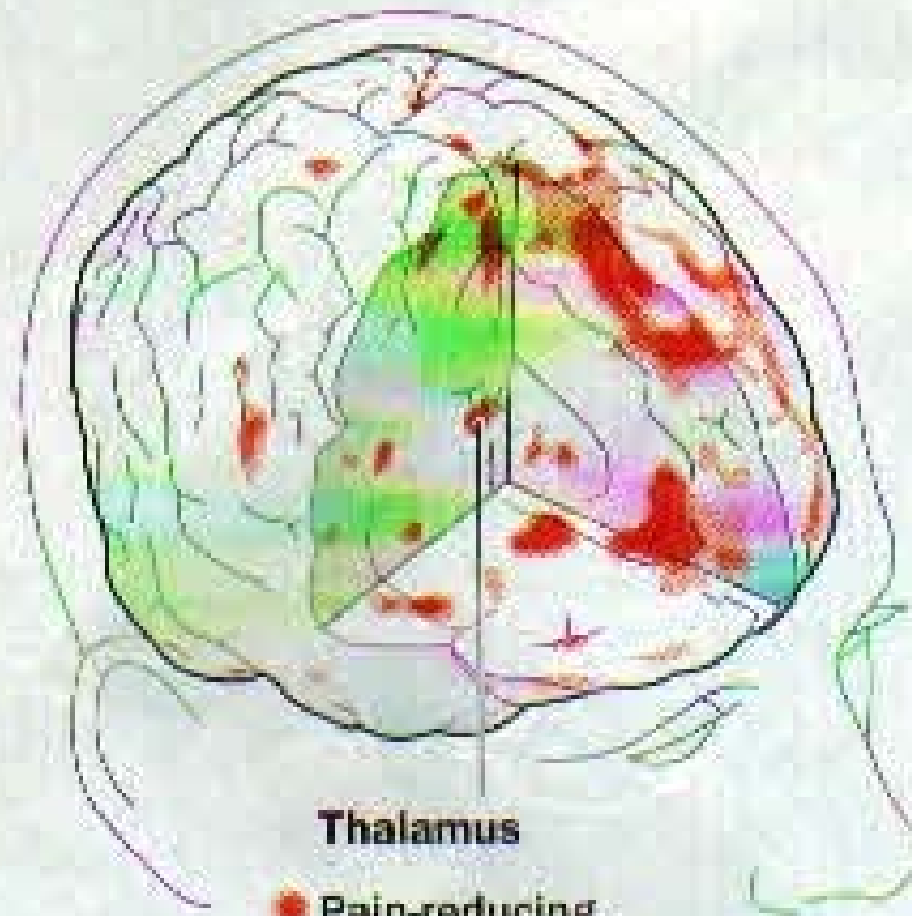
- 40 patients divided into 2 groups
- one group prayed for by 10 people
- 10 different religions and traditions
- prayed for 1 hour per day for 1 week

# The Results 6 Months Later

- Controls - 68 days in hospital
- Prayed for - 10 days in hospital
- Prayed for
  - less severe aids related diseases
  - less emotional stress



# The Placebo Effect



**Thalamus**

● Pain-reducing  
chemicals released  
after placebo  
is given

# Placebo Pills

Bigger Pills Are Better Than Smaller Ones

Four Pills Work Better Than Two Pills

Fake Stimulant Pills Colored Red  
Work Better Than Blue Ones

# Arizona Cardinals Home Court Advantage





# Full Spectrum Fluorescent Lighting

JTV Inc  
[www.JTV-Energy-Lights.com](http://www.JTV-Energy-Lights.com)



# Comparison

|   | Cool White                                     | Full Spectrum                                  |
|---|--|--|
| <b>Headaches</b><br>(per week)          | 50% report 3 or more<br>30% report none        | 0% report 3 or more<br>89% report none         |
| <b>Fatigue Factor</b><br>(by 4:00 p.m.) | 60% - large amount                             | 0% - large amount                              |
| <b>Productivity</b><br>(by 4:00 p.m.)   | 30% report low levels<br>0% report high levels | 0% report low levels<br>63% report high levels |



11. DICTYOPTERA, the Mantids and Cockroaches (See entry nos. 34–37)

This order is divided into two closely related but distinctive suborders, Mantodea, the praying mantids, and Blattaria, the cockroaches. Each suborder is discussed separately here.

Suborder Mantodea: The praying mantids in many ways resemble the walkingsticks, but at the same time have features in common with cockroaches. Their body is elongate, cylindrical, slightly flattened, green or brown, rarely pink (resembling a flower), and ranging from 10–165 mm in length. The head is large, triangular, with large eyes; the thorax is elongate. The front legs, the most distinctive feature of these insects, are enlarged and modified for grasping prey. The second and third pairs of legs are slender. The wings are similar to those of the grasshoppers. The abdomen has short cerci.

Eggs are laid in masses in a distinctive egg case which is attached to vegetation. This is one of their similarities to cockroaches. The nymphs hatch out and are immediately predaceous, often feeding on each other before they disperse. They resemble the adults but lack wings. Nymphs and adults frequent vegetation in search of aphids, and flowers for larger insects, including flies, bees, and even butterflies, all of which they carefully stalk, finally grasping them with deadly accuracy.

Suborder Blattaria: The cockroaches are generally despised, in contrast to their cousins, the praying mantids. Some of the tropical species of cockroaches are 15 cm in length, but most species range between 10–50 mm. Their bodies are oval, flattened, and usually brown or black, but some of the tropical species are marked with white and yellow spots. The head is usually partly covered by the pronotum of the thorax; their eyes are large and the antennae long, filiform. Cockroaches have chewing mouthparts. Most species have two pairs of wings similar to those of grasshoppers, but others are wingless. The abdomen has short apical cerci. Their eggs are laid in an ootheca, or egg case, similar to that of the mantids. The nymphs resemble the adults but are wingless.

movement was strengthening and the backhand weakening. The reason for the weakening effect of the backhand stroke is that it is a type of movement that causes *switching*, an unbalancing of the signals between the left and right hemispheres of the brain.

Switching produces a confusion in the body, resulting in stress and a weakening of energy. Among the other body movements that can switch a person are typical jumping jacks, in which arm and leg movements mirror each other exactly. This kind of movement is called *homolateral*. Any movement in which the arm and leg on the same side of the body move in unison will weaken the system. Doing jumping jacks differently, starting with the arms together above the head while the legs are apart, turns it into a *heterolateral* movement. This movement does not switch our brain hemispheres and, thus, is not weakening. Also, the tongue at the roof of the mouth will prevent the homolateral movement from weakening the body.

I suggested the tongue-up technique to a bicycle racer who was skeptical about it. Shortly afterwards, he was in a race and became tired, so he decided to put his tongue up. He went on to win the race! Another man, a middle-aged runner who competes in five-mile races, noticed a marked improvement in his racing time and the ease of running after he started keeping his tongue up all the time. And I've also had lots of feedback from golfers. One reported driving the ball 35 yards farther just by keeping his tongue up. Others have reported they are able to drive balls much, much farther than they ever did before.

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# Fight Defensively With Kinesiology

- Thump your thymus
- Place your tongue at the roof of your mouth
- Ask your opponent to smile
- Frown at your opponent

