

## I AM Mind Academy: A Scientific Review

Neuro-plasticity has replaced the formerly held position that the brain is a physiologically static organ. By actively being mindful and partaking in cognitive exercises, the brain is able to improve its functions by growing new neurons and forming new connections between existing neurons. Founded in 2011 and guided by its advisory board of neuroscientists, psychologists, medical doctors and researchers, I AM Mind Academy effectively utilizes the natural neuroplasticity of the brain to create commercially available products based on available science.

As a constantly working organ, the brain is in charge of various cognitive functions, from processing and perceiving sensory stimuli to motor control and memory storage. Habits and beliefs, that are stored in long-term memory, can be challenged when one engages in a novel, learning experience; this “aha” moment results as a rapid shift in neural activity takes place and allows for a new habit or belief to be formed. This is exactly what I AM Mind Academy’s Dealing with the root methods do; they help one adopt new perceptions and behaviors that can solve old problems efficiently. Moreover, the Dealing with the root apply practical mental exercise techniques scientifically shown to improve mental and emotional functioning.

The benefits are far-reaching and have resulted in providing upward spirals of positive emotion to counter negativity and unproductive behaviors, relieve fatigue, decrease stress levels, and increase positive behaviors to achieve success. These proven techniques can train the brain to adopt a healthy lifestyle, release undesired thoughts and habits, beliefs and tune the brain to triumph in life.

By capitalizing on a series of evidence based techniques that include cognitive priming, success meditation and visualization, hypnotherapy, subliminal programming and behavioral modification, I AM Mind Academy has successfully engendered a positive change in the lives of its clients; the efficacy of I AM Mind Academy’s techniques will hereby be further elaborated.

### **Cognitive Priming**

Priming is an effect in which an exposure to an initial stimulus holds the tendency to affect responses to subsequent stimuli. In other words, the verbal, visual and auditory cues that are sent to the brain, elicit a change or an improvement in memory recall and emotional regulation. It is an imperative phenomenon because people can undergo behavioral changes without being completely aware of the stimuli driving those changes.

There are several forms of priming: repetition, conceptual, semantic and associative. Numerous research studies have examined the effects priming has on one’s memory and

subconscious state of mind. The precuneus, a cortical region hidden in the posteromedial parietal cortex, has been found to be activated in a few cognitive processes such as visuo-spatial imagery, episodic memory retrieval and self-processing; it is also hypothesized to be involved in a network of regions responsible for the self-conscious state. A research study aiming to investigate the function of the precuneus observed that the precuneus was activated during the recall of highly imaginable words as well as abstract words; this in turn stimulates the distributed brain regions involved in episodic associative memory retrieval.

Episodic memory allows us to recall details of an event through three stages of memory processing: encoding, consolidation/storage and retrieval. The prefrontal cortex plays a huge role in the retrieval of episodic memories; research studies have found greater P

Another research experiment observed an activation of the inferior frontal cortex in participants when they were scanned with functional Magnetic Resonance Imaging (fMRI) while performing tasks associated with cognitive priming in musical sequences. Scientific experiments have found the prefrontal cortex to be responsible for executive functions, such as the prioritization of tasks, decision making considering multiple sources of information and reward values. When an individual partakes in an activity associated with cognitive priming, his/her precuneus and prefrontal cortex get activated; this in turn may result in better decision making skills consciously and subconsciously.

Numerous aspects of behavior from social interaction to accurate perception of surroundings can be altered due to priming. Although an initial skepticism existed on the effectiveness of semantic priming, research has shown that priming could truly induce positive behavioral changes; in fact, it can potentially affect impression formation and social behavior. A comprehensive meta-analysis of 167 studies observed that sequential priming tasks are significantly linked to behavioral measures ( $r = .28$ ). These studies covered multiple methodologies and settings. In a study that looked into correlations between food advertising and obesity, it was found that advertising of food may trigger snacking behavior. Children were tested to consume 45% more food when exposed to food advertising than those who were not exposed. Therefore, cognitive priming plays a huge role in our lives, affecting our thought processes and behaviors directly and indirectly.

I AM Mind Academy's techniques incorporating cognitive priming will allow one to stay at the present moment, let go of habituated biases and judgements and allow oneself to attain betterment.

### **Position Emission**

Tomography (PET) measurements of regional cerebral blood flow in the prefrontal cortex as the subjects were engaged in memory retrieval tasks.

## **Success Meditation**

Meditation, initially considered an Eastern spiritual practice, has been gaining rapid popularity globally, due to the increasing evidence based research suggesting the benefits of this technique. Due to the physiological and neuropsychological effects meditation tends to instill within the brain, it is now often considered an alternative way to reduce stress and anxiety, stimulate positive feelings and maintain concentration.

Meditation has also been shown to affect levels of neurotransmitters within the brain, specifically GABA (gamma-aminobutyric acid), norepinephrine, and serotonin. Research studies have found a decrease in GABA in individuals with anxiety, decrease in serotonin in individuals with depression and an increase in norepinephrine in rats as they responded to fear inducing stimuli; consequently, there are several studies that observed an increase in GABA, an increase in serotonin and a decrease in Norepinephrine in individuals who practice meditation.

A recent meta-analytic study added that mindfulness-and acceptance-based interventions have phenomenal benefits when treating anxiety. Moreover, more than 20 studies have reported that mindfulness can enhance weight loss and lower symptoms related to binge eating, emotional eating and overeating.

I AM Mind Academies guided meditations focus on increasing self-esteem, engendering positive thoughts and improving personal growth. This technique is backed up by correlational findings that suggest meditation to be associated with positive personality characteristics. In a study that compared non-meditators, beginners, short-term and long-term meditators, it was found that the longer one meditates, the greater the significant increase in positive personality growth.

Therefore, mindful meditation allows one to remain relaxed as he/she nonjudgmentally introspects himself/herself, noticing the flow of thoughts and emotions that rise and fall in the mind. An increased control over attention can lead to lowered anxiety as attention is shifted away from negative triggers and stimuli. This will result in one becoming more aware and focused on positive self-growth and becoming less distracted by negative thoughts holding one back.

## **Visualizations**

Guided imagery is a bio-behavioral intervention that engages all the senses and affects behavior and physical responses in individuals, and may elicit responses similar to that which occurs when the actual stimulus is present. Guided imagery can relieve stress and anxiety levels, ease chronic pain conditions and improve physical function. Additionally, visualizations may also help alter any unpleasant memories one might have. A research experiment has shown that negative emotional memories from childhood can be undone by re-scripting the event and imagining a different outcome or solution.

Imagery protocols and programs based on imagery have been found to reduce depression, anxiety and build a sense of empowerment. Visualizing relaxing and energetic images have also been shown to relieve fatigue scores. A longitudinal, controlled clinical trial looked into the effects of a 6 week intervention of guided imagery on pain level, functioning status and self-efficacy in people with fibromyalgia, a disorder that results in sleep problems, fatigue and chronic muscle pain. While one group of participants received usual care, the other received three audiotaped guided imagery scripts and were required to use at least one tape every day for 6 weeks; they also had to report weekly frequency of use. The study determined that guided imagery helped improve functional status and sense of self-efficacy when managing pain.

I AM Mind Academy offers numerous, effective visualization techniques that promise to alleviate stress and anxiety, stay goal-oriented and reach financial, emotional and personal success.

## **Guided Hypnotherapy and Subliminal Programming**

Hypnosis is a tool that has been shown to be effective both on its own as well as in concert with other methods of treatment. I AM Mind Academy guides the clients to use self-hypnotic induction procedures and deepening techniques which allow them to relax their mind, body and soul. During hypnosis, the mind is in a state of focused concentration as well as physical relaxation. In this state of mind, the unconscious mind may be able to adopt new beliefs and habits, and overcome any unwanted behaviors, fears and destructive habits.

Apart from assisting with memory recall, hypnosis has several other benefits. Research studies have shown the efficiency of hypnotic therapy. Brain structures associated in the regulation of consciousness are activated when one undergoes hypnotherapy. A research study observed that the cortical areas associated with regulating states of consciousness, self-monitoring and self-regulating were activated during hypnosis based on results from Positron Emission Tomography(PET) scans; it also found an increase in mental relaxation and absorption. Another research experiment illustrated that a combination of hypnosis and Cognitive Behavioral Therapy results in a faster reduction of re-experiencing symptoms of acute stress disorder (ASD) initially after treatments; muscle relaxation tends to be another symptom of hypnosis, which can also decrease anxiety levels.

Subliminal stimuli are stimuli that fall into the subconscious, a mental state in which an individual is not aware of the information he or she is processing. The effectiveness of such stimuli has so far been shown to affect individual responses and stimulate mild emotions. Subliminal stimuli tend to trigger actions rather than instill whole new ideas. Used properly, however, subliminal stimuli can boost learning abilities, increase memory, and help change long-term habits. In an experiment that examined the subliminal effects of verbal stimuli, it was found that the differences in definitions between words (“Happy, Joy” or “Angry, Sad”) influenced the associated conscious thought in drawings of an expressionless face; the participants felt more pleasant with the happy pairings, when compared to the angry pairings. A group of women who received auditory subliminal messages, as brief as 4 milliseconds, lost more weight than their counterparts who did not. Over a period of time, the difference in weight continued to increase. I AM Mind Academy’s subliminal programming methods will focus on retraining neural networks, so one will subconsciously be tuned to thinking positive thoughts and be able to work on his or her success without any doubts, stress, anxiety or fear.

## **Behavioral Modification**

I AM Mind Academy provides several behavior altering techniques; behavior modification can be achieved in a plethora of ways. Positive and negative reinforcement are both tools that can be utilized to induce or extinguish certain behaviors. Behavior modification relies on both positive and negative reinforcement as well as punishment to progressively shape the targeted behavior and guide it into the desired direction. There are various principles involved in behavioral modification, and they are implemented depending on whether a behavior is being maintained, negated, or changed.

One of I AM Mind Academy’s most effective behavior modifying techniques is affirmations. As one comes up with his/her personal affirmations and starts repeating them in the correct brain wave state, he/she will be able to modify his/her behavior accordingly by slowly believing in the affirmations and experiencing them as if they are already true. In 1916, a French therapist named Emile Coue, recommended his patients to repeat the following affirmation 20 times, twice a day: “Every day in every way, I’m getting better and better.” He presented in a Psychological Congress, that his patients would attain better health by following his recommendation to repeat the affirmations; he would use this for patients suffering several disorders. One group of participants in the study was repeating self-affirming statements of three reasons why their most important value was essential for them, and an example proving the importance; the other group had to mention three reasons why their least important value might be important to someone else, and an example when the importance was demonstrated. The former group of subjects reported eating more fruits and vegetables at follow-ups after 7 days and 3 months, when compared to the latter group, which acted as a control. The self-affirmation manipulation successfully increased a health-promoting behavior.

Self-affirmations play a significant role in lowering anxiety and encouraging work productivity. There are several studies that support the effectiveness of reframing any

problem or worry into a self-affirming statement such as, “I can do this” and “I will succeed.” A recent research study reported that participants who wrote about a particular stressful event with more self-affirming words and details about the event had lower stress levels and less anxiety symptoms when compared to the other group who utilized more negative affect words.

## **Conclusions**

I AM Mind Academy’s powerful techniques have been further validated by numerous research studies that demonstrate the efficaciousness of cognitive priming, success meditation, hypnotherapy, subliminal programming and behavioral modification. When practicing these introspective methods, one will be able to retrain the brain and encourage neural growth and connections. Dealing with root will directly and indirectly allow one to create positive subconscious beliefs, abandon undesired behaviors and habits and increase affirmative thoughts and feelings. This will keep the individual focused and goal-oriented, not relapse into old, unwanted behavior, and attain personal growth physically, mentally, socially and financially. Further research is being conducted to explore the effectiveness of the methods as potential treatment options for a variety of conditions, as well as their efficaciousness in improving quality of life.