



Media Release GET WIRED FOR SUCCESS

## BRAIN CHANGER FOR AUSTRALIAN PROFESSIONALS

Melbourne neuroscience event for educators, mental health experts and business leaders.

A brain changer for Australian professionals interested in strategies that can transform mental health and learning difficulties and improve quality of life, this seminar is about becoming wired for success and achieving better outcomes.

Presented by Business Brain Mapping:

"I Can Change My Brain"

Sunday 26th February 2017

Deakin Edge, Federation Square, Melbourne

12:30pm to 4:30pm

<http://changemybrain.businessbrainmapping.com>

MEDIA RELEASE: I CAN CHANGE MY BRAIN at DEAKIN EDGE, MELBOURNE 26 FEBRUARY 2017  
CHANGEMYBRAIN.BUSINESSBRAINMAPPING.COM  
CONTACT: TIFFANY GRAY +61 448 322 362 [Tiffany@pbma.com.au](mailto:Tiffany@pbma.com.au)

Key speaker:

BARBARA ARROWSMITH-YOUNG, author of *The Woman Who Changed Her Brain*.

Barbara is the internationally revered creator of the Arrowsmith cognitive exercise program (Arrowsmith) first implemented in Victoria at a Melbourne primary school in 2015. Three further Melbourne schools implemented the program in 2016.

This year, the Arrowsmith Adult Program has been implemented at Oakley Grammar School.

Outcomes:

No one should live with a learning disability. No one should live with intellectual limitations. Arrowsmith proves that with the right exercises, we can harness the brain's changeable characteristics and pursue a program to strengthen and re-wire the brain.

Neuroplasticity is the brain's ability to change physiologically and functionally as a result of stimulation. Arrowsmith exercises help the brain pull together concepts and understand connections.

It's a marriage between neuroscience and education.

Barbara's work is recognised as one of the first examples of the practical application of neuroplasticity. Her cognitive exercise program was sparked by her own journey overcoming severe learning disabilities, which she will share in an emotionally charged presentation.

Other speakers (full list below) include:

PROFESSOR EMERITUS MICHAEL MERZENICH (UCLA) a world leader in brain plasticity research. He'll speak about growing brain power and managing brain health. Professor Merzenich also appeared on the ABC series *Redesign My Brain* with Todd Sampson.

MEDIA CONTACT / SEMINAR ORGANISER:

TIFFANY GRAY, business strategy, leadership and performance expert and director of Business Brain Mapping, a boutique consulting organisation using the power of neuroscience to improve performance and wellbeing in organisations.

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Event speakers:

- Barbara Arrowsmith-Young
- Professor Michael Merzenich
- Elise Bialylew, founder of Mindful in May online global mindfulness campaign

Master of Ceremonies:

- Professor Joe Graffam, Pro Vice-Chancellor (Research Training and Performance Enhancement) of Deakin University Further information / ted talks:

1. Barbara Arrowsmith-Young's, Toronto,  
2016 <https://www.youtube.com/watch?v=o0td5aw1KXA>

2. Professor  
Merzenich [http://www.ted.com/talks/michael\\_merzenich\\_on\\_the\\_elastic\\_brain](http://www.ted.com/talks/michael_merzenich_on_the_elastic_brain)