WHY CHOOSE BRAIN TRAINING?

Why accommodate ADHD when brain training can address it?

BY DR. RUSSELL GRIFFITHS

Why do schools treat ADHD with accommodations like removing distractions, reducing workload, or isolating students into quiet areas? This may allow better performance temporarily, but does nothing to develop the cognitive skill of attention.

Based on neuroscientific research, attention is a cognitive skill that can be improved and developed. Neuroscience shows that—by targeting and stimulating the underactive region of the brain (prefrontal cortex) responsible for characteristics of inattention—attention can be strengthened.

Attention works to overcome the limitations this disorder presents. Appropriate brain training, not accommodation, creates that opportunity.

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Dr. Russell Griffiths is a Licensed Educational Psychologist. In addition to his private practice, he is a psychologist with the Orange County Department of Educational Counseling at Alliant International University in Irvine. His specialties include neuropsychological assessment and educational counseling.

Six Things LearningRx Brain Training Does:

1. TREATS THE ROOT CAUSE: LearningRx brain training improves the weak cognitive skills responsible for 88% of learning problems. While tutoring is helpful, because it is teaching skills you already have, it does not address the cause.

2. APPLIES TO OTHER AREAS OF LIFE: Better thinking skills aren’t just academic. They improve how you do a job, perform athletically, and handle daily tasks. After brain training, our clients say they think faster, learn easier, pay attention longer and remember better in every area of life.

3. COSTS LESS: LearningRx is seven times more effective than tutoring, in less than half the price and in less than half the time! In fact, the largest study ever done on reading tutoring revealed that a year’s worth of tutoring results in a one-to-four-month gain in reading skills. But LearningRx delivers 3 years of reading gains in just 72 hours of one-on-one brain training.

4. PROVIDES TRANSFERABLE GAINS: LearningRx brain training improves learning and thinking in every subject and grade from now on. Even before their brain training is completed, 4 out of 10 clients on ADHD meds report being able to stop or reduce medication even before their brain training is completed.

5. GETS UNMATCHED AND PERMANENT RESULTS: You measure the cognitive skills of every client before training and, when possible, a year later. Our results can be measured scientifically; they are dramatic, and they are permanent. No other program today can match the results we get.

6. RAISES IQ, WHICH IS LINKED TO HIGHER LIFETIME INCOME: Our programs raise IQ an average of 11 points in 13 weeks. And because higher IQ has been linked to college scholarships, job advancement and higher income for life, dollars spent at LearningRx can result in immeasurable financial returns.

PLUS: “My brain works differently now!” One family’s story of life with ADHD before and after brain training.

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ATTENTION AND BRAIN TRAINING

Attention and Brain Training
Better Focus.

One-on-one brain training, done with a LearningRx certified brain trainer, is proven to address the core struggles of ADHD by strengthening three types of attention: sustained, selective and divided.

Our clients with ADHD report dramatic improvements in how they function in school, at work, and in life. On average, our clients with ADHD who take us on before the 50th percentile see improvements of 23 to 35 percentile points in cognitive skills after brain training.1

If you or someone you love is impacted by ADHD, don’t settle for merely making the symptoms better. By strengthening core brain skills, you can dramatically and permanently improve the way the brain functions—and more importantly, the way the brain pays attention.2

**WHAT’S THE NEXT STEP?**
Call us today to talk about Services for You or Your Loved One.

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When Trevor struggled in school, his parents looked at their options and said, “Let’s try brain training first.”

M arsha and Derek were at a meeting for parents of multiples the first time they heard about LearningRx. After another parent raved about what the brain training program had done for her daughter, Marsha turned to her husband and said, “If any of our kids ever have problems at school, we need to do this.”

Two years later they faced that very challenge. Their son Trevor, nine, was struggling with attention, memory and reading. And his teacher recommended medical intervention. Marsha and Derek decided to try LearningRx for the first time.

**TREVOR, WILL YOU PLEASE LOOK AT THE CAMERA?**
Trevor could barely read, his math skills were minimal, and holding his attention was a struggle. During a family photo shoot, the professional photographer had to address the nine-year-old over and over again: “Trevor, will you please look at the camera?” “Trevor—over here—look at the camera, please!”

Could LearningRx one-on-one brain training make a difference? After taking Trevor to his first day of brain training, Derek came home and enthusiastically announced to his wife, “Trevor has the best trainer! Connor is going to be awesome! They’re a great fit!”

Trevor loved doing brain training with Connor. Marsha says, adding, that Trevor’s trainer was a tremendous resource for her, too, giving her tips that made the home training the did with Trevor a lot more fun and effective.

**YOUR SON IS ON TASK 95% OF THE TIME.**
By the time Trevor completed brain training, his teacher gave Marsha and Derek the great news that Trevor was working on task 95% of the time. Marsha noticed other changes, too: “He’s more confident. He has a better work ethic. He tackles problems saying ‘I can, I can, I can.’ He even laughs more!”

As a LearningRx photo shoot, Marsha was amazed that Trevor could follow all the photographer’s directions and keep his attention steady where it needed to be! She’s even seeing a difference in his friendships. “Last year I’d ask him, ‘Who did you play with at school today?’ and he couldn’t remember the names of his friends. This year he says things like, ‘Blake said this...’ and Shawn did that...’ You just can’t send a child to computer and say, ‘Go play a game,’ and see the same growth.”

Trevor runs a top with a grin. He says, “My brain works differently now.”

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**Q&A**

WILL CHANGING SCHOOLS HELP MY CHILD WITH ADHD?

Weak cognitive skills—including those responsible for how the brain pays attention—cannot be changed by better schools, better teachers, better classes or even growing up. They can, however, be changed. Thanks to the brain’s natural neuroplasticity, neuro-motor exercises can stimulate the brain to strengthen and grow neural pathways, strengthening cognitive skills and improving the way the brain functions and even pays attention.

HOW DO I KNOW IF MY CHILD NEEDS TUTORING OR BRAIN TRAINING?

There is no test that explained something a second time to your child and he still didn’t get it! If your child is struggling to grasp information, even when it is explained a second time, hiring a tutor to re-deliver that information is not the solution. Instead, change your child’s ability to grasp and process information the first time it’s presented.

FOR ADHD ADULTS, IS IT TOO LATE FOR BRAIN TRAINING?

Absolutely not! The science of brain training is based on neuroplasticity, which is the brain’s amazing ability to grow and change. No matter how old you are, your brain can increase existing neural pathways and even create new ones. This means you can always learn, pay attention—even your IQ can change in a brain training setting.

HOW DO YOUR PROGRAMS WORK?

Our research-based programs consist of intense mental exercises, done one-on-one with a personal brain trainer over 12 to 36 weeks. The “personal training” aspect of what we do is key to our dramatic results, which are absolutely unmatched by any other program.

CAN ATTENTION BE IMPROVED USING ONLINE GAMES?

Playing brain games online at Trevor’s age can help them maintain or even improve their attention. But the “personal training” aspect of what we do is key to our dramatic results, which are absolutely unmatched by any other program.

WHAT DO YOUR PROGRAMS WORK?

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**WHAT TO KNOW ABOUT LEARNINGRx RESULTS**

Do you have evidence of effectiveness? Yes. LearningRx’s program is one of the only programs that provides scientific evidence of its effectiveness. LearningRx has been tested in 14 independent, published studies. For more information, visit www.learningrx.com/studies.

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SPOTLIGHT ON ADHD

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*LearningRx clients Trevor and his trainer, Connor.*

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