

**FUNDAMENTAL LIFESTYLE SHIFT**








**CogniEnhance Cognitive  
Development Club**

*A Parent Benefit That Improves Your Child's Thinking, Behaviour, and Learning.*

# The Benefit Parents Now Have Access To

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A structured cognitive development benefit designed to support children experiencing:

-  Anxiety
-  ADHD
-  Learning disabilities
-  Social challenges
-  Behavioural challenges

## The Common Thread

These challenges often appear different, but are driven by the same underlying issue:

**Breakdowns in thinking under demand.**

*This benefit gives parents a system to address that directly.*

# What This Benefit Actually Provides

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Access to a daily system parents can use in real time to understand thinking, respond correctly, reduce conflict, and build independence.

Instead of guessing, parents follow a structured approach:



# The Core System Inside the Benefit

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- 🔍 **Identifies** specific behavioural patterns.
- 🔗 **Links** each pattern to an underlying thinking breakdown.
- 🎯 **Provides** a precise thinking action to apply.
- 🔄 **Reinforces** correct responses through repetition.

This shifts parents from  
~~reacting to behaviour~~



**To actively shaping thinking  
in the moment.**

# The 12-Phase Thinking Framework

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Parents gain access to a framework that finally explains:

- ❓ **Why** their child is struggling
- 📖 **What** is causing the breakdown
- 📌 **What to do** in each specific situation

These phases are the underlying drivers behind:

Anxiety

ADHD

Learning Difficulties

Social Challenges

Behavioural Problems

# The 12 Phases: Root Causes to Actions

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Each phase gives parents a clear action to stabilise thinking.

## Attention & Control

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Distractible	→	<b>Notice</b>
Forgetful	→	<b>Hold</b>
Stuck	→	<b>Shift</b>

## Understanding & Stability

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Confused	→	<b>Make Sense</b>
Impulsive	→	<b>Control</b>
Overloaded	→	<b>Pace</b>

## Expression & Organisation

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Can't Explain	→	<b>Say</b>
Disorganised	→	<b>Plan</b>
Passive Thinking	→	<b>Check</b>

## Independence & Transfer

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Careless	→	<b>Stay on Track</b>
Can't Transfer	→	<b>Transfer</b>
Dependent	→	<b>Independent Transfer</b>

# What Parents Receive

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## 1. Virtual Ed Psychologist

Expert guidance at allocated times and dedicated support for real, specific challenges.

## 2. 24/7 AI Cognitive Coach

Immediate support in real situations, providing guidance on exactly what to do and why.

## 3. Monthly Expert Webinars

Access to thought leaders in learning and behaviour for practical, applied strategies.






## 4. Parent Tool System

Structured, daily tools ensuring consistent and effective intervention at home.

# Child Development Programs





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Children receive structured programs targeting key areas:

-  Neuroplasticity training
-  Metacognition development
-  Reading control & accuracy
-  Numeracy control & thinking
-  Literacy development

## Delivery Methods

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-  Interactive E-books
-  Guided Workbooks
-  Structured Exercise Batteries
-  AI Tutor Support

# The Value of This Benefit

## For Parents

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- ✓ Know exactly what to do in difficult moments
- ✓ Respond consistently and effectively
- ✓ Reduce daily stress and conflict
- ✓ Build lasting independence in their child

## For Children

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- ★ Improve focus and attention
- ★ Stay organised and on task
- ★ Think more clearly and flexibly
- ★ Become increasingly independent

**Progress becomes visible, consistent, and repeatable.**

# Most programs tell parents *what* to do.

This benefit shows parents **how to improve their child's thinking** while they are doing it.

## THE RESULT

Children become more focused, organised, flexible, and independent.

**That is what makes performance reliable.**