High Performance Brain Training

The brain is the most vital organ to everyday-life functioning. In the last five years, science has proven that more can be done to keep the brain healthy than any other part of the body. By evaluating brain fitness and applying proven brain-training methods, the Brain Performance Institute will train individuals to think smarter and exploit their greatest natural resource – their brain.

The Brain Performance Institute’s high performance brain training program assesses and improves performance of the frontal lobe of your brain, which is responsible for planning, judgment, decision-making, problem solving and other executive functions. Adoption of the program has been scientifically proven to:

- Increase productivity
- Achieve higher levels of work efficiency
- Elevate levels of brain efficiency
- Enhance decision-making
- Increase flexibility in thinking
- Build resilience in brain function

The high performance brain-training program, Strategic Memory Advanced Reasoning Training (SMART), was developed by Center for BrainHealth researchers and is based on more than 25 years of cognitive neuroscience research. The program includes:

- Unique cognitive assessment that establishes a benchmark of cognitive function in pivotal areas of higher order mental functioning, all of which rely on robust frontal lobe function.
- Series of four two-hour sessions that take place over one month with personalized training materials and integrated practice sessions.
- High performance brain training offerings are first come, first serve, with a minimum occupancy of eight people.
- All classes must be completed in succession. Maximum brain change results from the completion of all steps in the SMART program and continual adoption of brain strategies.
- For more information, please contact KeeShaun Coffey at 972-883-3323 or keeshaun.coffey@utdallas.edu

Total cost: $5200
Total cost for Veterans: FREE

Training for veterans has been graciously donated.