



**Location:** The Kinesiology Connection  
594 Marrett Rd. #20, Lexington, MA  
781-674-0044 • kinesconn@aol.com

**Date:** Saturday, March 13, 2010 • 8:30am-4:30pm

**Prerequisite:** Brain Gym® Teacher Practicum

**Fee:** \$125

**Earlybird Fee:** \$100 with registration by Feb, 13, 2010

**Instructors:**  
Eliza Bergeson, M.Ed. and Bonnie Hershey, M.Ed.

*I know that you believe you understand what you think I said,  
but I'm not sure you realize that what you heard is not what I meant.*  
Robert McCloskey

Learn to listen—really listen with every cell in your being—and rapport comes naturally and effortlessly. From first contact to final session, your ability to listen inspires confidence in your expertise. It leads to a flourishing Brain Gym business with a solid client base of enthusiastic returning customers, and a steady flow of new referrals.

Fine-tune your ability to:

- Listen with your heart, eyes and your whole body.
- Listen for context as well as content.
- Ask questions so that clients and potential clients feel heard and empowered.

Apply these listening skills in all communications with current and potential clients as you:

- Confidently enroll new clients with the first inquiry.
- Design intake forms and processes that enhance rapport while gathering client information.
- Maximize Brain Organization Profiles during a client's first session.
- Use Dennison Laterality Repatterning as a dynamic intake tool.
- Take notes that capture the essence of each meeting.
- Use techniques that maintain continuity from session to session.
- Attract interest in your work by...listening.

*The Heart of Listening is being offered for the first time as a beta testing class, before it officially enters pilot status. You are invited to join us for this first run and then repeat the class when it goes into pilot status FREE!*

Your instructors, Eliza Bergeson and Bonnie Hershey have maintained thriving Brain Gym businesses for a combined 36 years.

*The greatest gift you  
can give another is  
the purity of your  
attention.*  
Richard Moss

*You cannot truly  
listen to anyone and  
do anything else at  
the same time.*  
M. Scott Peck

*The greatest compliment  
that was ever paid me  
was when one asked me  
what I thought, and  
attended to my  
answer.*  
Henry David  
Thoreau

*It is the province of  
knowledge to speak  
And it is the privilege  
of wisdom to listen.*  
Oliver Wendell  
Holmes

*Nature gave us one  
tongue and two ears  
so we could hear  
twice as much as  
we speak.*  
Epictetus

## THE HEART OF LISTENING REGISTRATION

Yes, I am ready to develop the wealth-healthy listener in me. Please reserve my place now for *The Heart of Listening* March 13, 2010.

Payment options: I am enclosing

\_\_\_\_\_ Registration fee of \$125.

\_\_\_\_\_ Early Bird Fee of \$100 with registration by February 13, 2010.

Please make checks payable to The Kinesiology Connection. Send registration form and fee to:  
The Kinesiology Connection • 594 Marrett Road #20 • Lexington, MA 02421  
or fax this form to 781-674-3156

Payment method (circle) Check      MC/VISA      Amount Enclosed \_\_\_\_\_

NAME: \_\_\_\_\_ PHONE (h) \_\_\_\_\_

ADDRESS: \_\_\_\_\_ Email: \_\_\_\_\_

CITY / STATE / ZIP CODE \_\_\_\_\_

Credit Card Information: Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Please send me hotel info \_\_\_\_\_