

How We're Different

While lots of programs may say they focus on changing the brain, we're the only one we know that can claim all of the following:

1. Brain Highways has been around for two decades, starting in the public schools for the first five years of the program. We have currently helped over 17,000 participants.
2. We've been offering our online program since 2010, making us one of the very first online educational programs. That is important in today's world where so many people are now engaging in virtual learning. That's because unlike many teachers who suddenly find themselves trying to come up with ways to teach via cyberspace, we have spent years creating and fine-tuning our online program to specifically work in that format. We have also been doing video chats with our participants long before most people even knew that possibility existed.
3. We teach participants how to integrate retained primitive reflexes, complete their lower brain development, and restore their nervous system's flexibility. Note the way in which we present our course information is unique to Brain Highways and that restoring the nervous system's flexibility is not even likely included in other brain programs. Yet, it is our experience this exclusive, collective approach is what yields the amazing, lasting changes that our participants experience.
4. We have built into our curriculum specific ways to help kids who have been viewed as resistant (noting that resistance is a sign of an inflexible nervous system and incomplete lower brain development). In fact, we have had many kids who did not fare well or were even kicked out of other programs because of their behavior . . . then do exceptionally well with Brain Highways.
5. Since mirror neurons make it possible for a child to read a parent's nervous system 24/7, it makes no sense to us to exclude parents from also being active participants in the program. So, for no extra charge, one (or both) parents also change their own brain and restore their own nervous system's flexibility right alongside their child.

6. In terms of wading through all the current neuroscience research, we've already done that heavy lifting. But we then "translated" all that information into entertaining videos, audios, and easy-to-read handouts and infographics. Best of all, we've come up with a myriad of creative, unique ways for parents and kids to immediately apply that cutting-edge research to their life.

7. Since a sense of community is important when restoring the nervous system's flexibility, participants in each class have chances to come together in fun, interactive video sessions.

8. We never charge for any lower brain assessment. Instead, we offer free, online adult and child assessments so that people can discover whether their development is complete in their own home. To note, we have used those assessments for over a decade, and the results are consistently accurate. We say that because there has never been anyone with a score reflecting incomplete lower brain development enroll in our course—only to discover that was not true. (Once the course begins, staff does a different kind of assessment of each participant, where parents and kids send footage of them doing specific early brain movements. That kind of assessment also accurately reflects how much of the lower brain development is completed.)

9. When compared to most other programs, our courses are affordable and notably less expensive, especially when noting that: 1) the course fee covers one child and two parents (though only one parent needs to participate), 2) we provide individualized support, as needed throughout the course; 3) we teach families everything they need to know in just two courses, meaning this is not a program where participants have to keep enrolling in lots of courses in order to yield lasting changes.