

BECOMING A TRUSTED ADVISOR

- Focus on ADHD -



How to Lead your Community in the Right Direction

April 21st 2010

Teleconference Notes

Dr. David Fletcher interviews Dr. Yannick Pauli

Expanding your Horizon of Possibilities

Becoming a Maven and trusted advisor in your community – whether you do it by focusing on serving families affected by ADHD or learning disorders or any other specialization– requires an important shift in consciousness as a chiropractor.

Before 1990

HEALTH

1990 – 2010

WELLNESS

2010 and beyond

GREATNESS

The 4 Attributes of the Maven

1. _____

2. _____

3. _____

4. _____

5 Steps to Becoming an ADHD Wellness Expert in your Community

Step 1 – Moving from Peripheral Spinal to Core Neurological

Four spinal subsystems:

1. _____ composed of _____
2. _____ composed of _____
3. _____ composed of _____
4. _____ composed of _____

You need to become a master at:

- a. _____
- b. _____

Step 2 – Expanding from Core Neurological to Higher Cerebral

Change your thinking from subluxation as a _____ to subluxation as an _____.

How subluxations affect higher cerebral functions:

- Subluxation as a diaschetic foci
- Subluxation as a desynchronizer of thalamocortical oscillations and temporal binding

Additional mind-expanding resource:

Pauli Y. Improvement in Attention in Patients undergoing Network Spinal Analysis: a case series using objective measures of Attention. *Journal of Vertebral Subluxation Research*, Aug. 2007

To get your free copy of this article:

- Go to _____
- Leave your name and email in the opt-in box
- Confirm the link in your email box
- Download the article.
- Read especially the "Discussion" section, starting on page 5

Step 3 – Develop a system that gets results

You need to develop a reproducible system that will consistently be able to:

1. _____
2. _____
3. _____

The system will allow you to deliver incredible results that ripple throughout your community. In the case of ADHD children, helping one child will change at the very least the quality of life of:

- that particular child
- all the members of his or her family
- his or her teachers
- his or her classmates

In my experience with ADHD, your best source of referrals are _____.

Step 4 – Get your brand out-there, again and again.

In our office, the following strategies have worked extremely well for us:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 5 – Reap the benefits (for your ADHD program and your practice)

Since we started implementing our ADHD Wellness Program, we have seen the following 5 major benefits in our business:

1. _____
2. _____
3. _____
4. _____
5. _____

Dr. Yannick Pauli



Dr. Yannick Pauli is a chiropractor who has advanced education and training in functional neurology, nutrition, functional medicine and chiropractic pediatrics

He is the Director of the Centre Wellness NeuroFit in Lausanne, Switzerland.

It is in this clinic that he runs "Brain Potential", a holistic brain-based balancing program that integrates various approaches around chiropractic to help children suffering from ADHD, dyslexia and learning disorders, as well as other developmental disorders such as autism.

Dr. Pauli has long been a CLA client. In fact, he attributes staying within the chiropractic profession to attending Drs. Kent and Gentempo's "Chiropractic without a Doubt" seminar. He "graduated" from Total Solution in March 1999, while still a student. He likes to joke about the fact he had an Insight, but no patients to perform it on!

He has been coaching with Dr. Dave Fletcher since 2003.

Dr. Pauli has served as an expert on chiropractic, as well as on alternative and complementary medicine at the World Health Organization.

He has also served on the Board of Directors of the CCP Guidelines.

In 2004, he received the "Chiropractor of the Year" Award from the World Chiropractic Alliance.

Dr. Pauli has published research on the effects of chiropractic on children suffering from dyslexia, as well as the effect of Network Spinal Analysis on the ability of adults with ADHD to concentrate.

He is the founder and current president of the Swiss Chiropractic Pediatric Association.

In 2009, Dr. Pauli launched www.unritalinsolution.com, the go-to source for information about the natural management of ADHD. Dr. Pauli is the creator of the "[Unritalin Solution](#)", a home-based, step-by-step program that helps families overcome ADHD naturally.

He has written [hundreds of articles on ADHD](#) and his [videos about ADHD](#) have been seen by thousands of people.

Dr. Pauli is married with Cecilia and has two children: Noah and Megan.