



# FROM SPINE TO BRAIN



*Becoming a trusted  
ADHD Wellness Expert and Advisor  
in your Community*

An interview with Dr. Yannick Pauli

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This report represents the edited transcripts of a Chiropractic Leadership Alliance's Wednesday Night Live call hosted by Dr. David Fletcher featuring special guest from Switzerland, Dr. Yannick Pauli. The call took place on April 21<sup>st</sup> 2010.

David Fletcher: Good evening, everybody. It's Dr. Dave Fletcher and this is Wednesday Night Live for April 2010 and you're cordially invited to an incredibly exciting and terrific session tonight. As you know, as you have been receiving emails and I can hear that there numbers of folks clicking in that's many received e-mails that we have a very special evening plan for you tonight. One of my close friends and an incredible colleague of ours Dr. Yannick Pauli is with us tonight. So I'd like to introduce Yannick who is up at -- 3:00 am is time in Switzerland, Yannick welcome to Wednesday Night Live.

Yannick Pauli: Hello everyone.

David Fletcher: Okay, welcome and you'll notice that he speaks with a slight, but very fashionable French accent, Yannick how are you doing tonight?

Yannick Pauli: I'm doing great.

David Fletcher: So, why don't you tell us a little bit about what, why don't you bring people up to speed as to our relationship and of course the relationship that you have had with CLA and tell us a little bit about why you chose Switzerland to bring your practice to light?

Yannick Pauli: Well, this is how it happened. I came in chiropractic, or should I say chiropractic chose me because I didn't really know much about it, went into it after doing the first year of medical school in Switzerland here which we have to do as chiropractors. When I was in school one of the people I respected most was my uncle and he said, well, you went through the first year of med school which has a high failure rate, why don't you continue.

And I said no, I think there's something to this chiropractic thing, so I went to Canadian Memorial Chiropractic College and after two months I thought that this was the biggest mistake I had made in my life. I just didn't understand, I thought it was some type of second rate medical school. I thought about quitting chiropractic. Then I had a chance to attend a seminar about two to three months in my chiropractic training called "Chiropractic without a Doubt", taught by Dr. Gentempo and Dr Kent and that just put it together for me and probably saved my chiropractic career at that that time. So I owe a lot to CLA.

David Fletcher: Well, and you know what CLA and the rest of world owe a tremendous amount to you for what you've taken with that sort of first step within chiropractic and what you're going to be bringing us tonight and so you were born and raised in the Swiss area, but I think when you graduated you didn't exactly jump back into the European theater, did you?

Yannick Pauli: I spent my first year practicing in Lima, Peru trying my chiropractic skills on the Peruvian people and then I came back actually to Switzerland where we have to do a two years internship and I had a chance to intern with a great chiropractor who is doing AK who was already seeing children with ADHD and dyslexia and things like that so it really re-enforced me that this is what I wanted to do. I started practicing and then when I went on my own, I tried to imitate the guy and that was just not good. So, for the second time of my life I thought about

quitting chiropractic and I mean, I was passionate about it and that's when I reconnected with you Dave in 2003 and we started coaching together and that put me back on track. So, another guy from CLA who helped me stay in chiropractic.

David Fletcher: Well and I have to share with you and to the rest of the world Yannick, you are one of those latent geniuses that we talk about, you have this passion that is unsurpassed when it comes to healing and helping people and in the same vein that I have been your coach, I think that I have learned and experience more being coached by you about what it's like to be this intellectual capable of making very passionate and compassionate decision. So, I thank you as well.

Yannick Pauli: Oh thank you Dave.

David Fletcher: Oh you're welcome. I just want you to share with everybody on Easter weekend which is April 1<sup>st</sup> to 4<sup>th</sup> of this year and the reason Yannick and I are sort of connecting today and what you see on the website by the way for those of you and I'm just going to do a little time check here. We are going to get right into this because we got a ton of work to go through tonight. But, Yannick has generously prepared notes for tonight and if you go to [www.adhdwellnessexpert.com](http://www.adhdwellnessexpert.com) and scroll down there is a set of WNL class notes which I have uploaded and downloaded and I now look in at them myself.

So, if you do have the capacity well, we're just getting pre-ambled here to call that up [www.adhdwellnessexpert.com](http://www.adhdwellnessexpert.com) you can open up a set of notes and follow one. Yannick, I just want to share with everybody that you have this magnificent facility and it speaks volumes about the passion that you have for what it is and the presence you believe chiropractic and ADHD have. You have to understand that Lausanne is a beautiful city and it really an ancient city, this is between Zurich and Geneva and it's Yannick's office is on the fifth floor of this building that overlooks Lake Geneva and is just in this magnificent set in and when you walk in you can just feel the presence of the professionalism, the certainty and you can just, his office is very large and has the capacity to really organize this healing, but what's fascinating that Yannick when I looked around and you have this great facility you do most of your work, where? In the adjusting area don't you?

Yannick Pauli: Yes. That's where I spend most of the time that's where I spend, enjoying myself.

David Fletcher: Yeah and I just wanted to say that because as you sort of looking at this and hearing the stories about it, I want you to realize that what Yannick is about to introduce to you is not reserved for people that have made these big economic decisions to build bigger and bigger clinics and everything else. This is totally applicable to the average practice and it's one of those systems of learning and implementation that I believe every chiropractor should have access to so that they can bring a message like this to their community. So, without further ado Yannick why don't you share with us how you want this evening to go and then we can follow

along and of course I'll be asking some leading questions as it relates to the technology and things of that nature. So why don't you take the lead?

Yannick Pauli: Well, I think tonight what I want to share with you and with CLA's clients is we are going to talk about ADHD and dyslexia, but it's really kind of thread or theme to help you expand your awareness of what chiropractic can do for people. Move from the concept of taking care of people with spines to taking care of people with nervous systems and brains and really also about what you need to do to position yourself as an expert in your community, really getting to maven status, because if you can really find a niche like I did for ADHD, but that can be anything else. If you can find a niche for yourself and position yourself as an expert in that niche you will get a level of credibility and reputation that you can't even imagine yet and that will do enormous things not just for your niche practice, but also for your chiropractic practice overall.

David Fletcher: I couldn't agree more and one of the things that used to happen and I'm going back as this is my 30<sup>th</sup> year in practice, it was enough when I graduated just to be a chiropractor because that was a niche in itself. But that's no longer the case, because so many people have access to and you've to understand everybody out there although chiropractic is small in numbers, it is in an intensely competitive market in Switzerland with the osteopaths as well as with the physiotherapists.

When I went into Lausanne there was no shortage of opportunities for people to look at a back care structural based model, but Yannick has developed this remarkable niche that is associated with his neurological and my passion, the "nerve first" approach and as a result of that he has positioned himself so that he commands his niche. I mean, he has people from all over Europe speaking out his services and we even talk I said, how far away -- the farthest away patient he said well, they flew in from Singapore to see me. So carry on, I want to hear the story.

Yannick Pauli: Well, this is really interesting what you said because actually in Switzerland if you look at just chiropractic I'm not talking about my practice, but chiropractic there's about three times more osteopath and we're talking about traditional osteopathy, then there is chiropractic there is about five times more physios than there is chiropractors and there is about three or four times more what we call manual manipulators, manual medicine so there is a whole bunch of people manipulating the spine to help people. So, you really need to get yourself into a niche if you want to be successful, there is no other choice.

David Fletcher: Well, and one of the things that we've promoted through CLA which you of course have endorsed, I think one of the great story is that you had a substation when you were a student and you had more substations than had patients when you started out?

Yannick Pauli: Yeah actually I graduated from Total Solution before I graduated from chiropractic college so yes.

David Fletcher: That's special and I just want to say that the whole emphasis that we have in terms of looking at the neurological scanning model is to associate this notion that the neurology runs the system and as a result of that you can still operate a structural complement, but where Yannick is going to take us tonight is what we always talked about on Wednesday Night Live which is the idea the distracted, disturb neurological model as we see it through the scanning procedures is something that can be used to analyze and guide people in terms of their care model using chiropractic, "release" techniques.

Well, Yannick now is talking about the niche that he uses and I just had to be clear with this is that you may have ADHD or dyslexic children, but they have parents that are under enormous stress that this distracted neurological model doesn't limit, well Yannick is going to teach you to ADHD kit, but to the whole community, so carry on.

Yannick Pauli: Well, I think one thing I want to add is really when you try to help people beyond spinal problems, you have to link it to the nerve system and then you have to link it back to the spine, through the subluxation and I would say it's an extra step that is sometimes very difficult for people to take. When you go neurological, when you go about being brain based then you almost have not to worry about that intermediary step you just go from brain to organ function and you don't need that kind of in between interference model of subluxation and for people it's very easier to understand.

David Fletcher: I love that so carry on we want to know, I think that you promised us tonight that there were going to be, I think five strategic commentaries you were going to make, so get on with it.

Yannick Pauli: Well, I would like to go through five steps to becoming an ADHD wellness expert in your community, but maybe before that if we could take a minute or so to just talk about a very important concept about being a maven and expanding your horizons or possibilities, it's one major shift in consciousness that you need to do as a chiropractor and if you look at your notes we cannot differentiate what you needed to be as a chiropractor before 1990s and essentially it was about health, right.

So we'd have somewhere that comes to you with health problem and what you would do is you'd help them as naturally as you could through the adjustment and maybe other means, to really restore the patient's health to their previous state, meaning they started having a problem and you bring them back to where they were before.

Well, you want to be a maven that's not sufficient enough; so in 1990s to 2010 came in wellness, which is after you bring people back to their state of health, you also want to invite them on path to leading a healthier life through lifestyle and that's great. But, I don't know how it is in the States but wellness in Switzerland has been used everywhere you can go to spas for two days of wellness, you can now eat wellness soup. So it's getting really diluted. So, we came up you and I Dave with this new concept for 2010 and beyond which is not about wellness anymore but it's about Greatness and Greatness is about becoming the greatest that

you can be as a chiropractor in your life, in yourself, in your business and just being a model of possibility for your patients and help burst that Greatness within them.

So, it's not just about health and wellness anymore it's just being a model of possibilities of Greatness in life, in business and in yourself for your patients and that's what you need to do to become a maven, you need to go even beyond wellness.

David Fletcher: We have spent the past two years Yannick and I concepting the principle of Greatness within the chiropractic profession, Greatness is something that is an attribute of humanity, but we feel that greatness is so embedded in the principles and the philosophy of chiropractic that there is no one better than a chiropractic spearhead to take greatness further and farther so stick around you're going to hear lot more from Yannick and I about what it is to be great. Four attribute to the maven, sir.

Yannick Pauli: Well, there is actually four yeah, the first one is greatness orientation meaning you've to have that mindset of trying to build greatness from people you need to be a trusted advisor and actually you're here to be one step ahead of them and lead them in whole areas of life not just about health, but for that you've to have your life in order yourself. So, it starts with you. The second attribute is a concept taken from marketing genius Jay Abraham and it's about maven fall in love with their clients and not their product or services and often time we are in love with our service which is chiropractic, but if you really, really want to be maven you have to fall in love with your patients.

Very often we really start to be self-serving in our efforts to be self-less right. So, you really need to be committed to a higher purpose and that purpose is not about your own enrichment, it's about enriching the life of others and this is very, very key. I mean you need to put people first, okay and as an example how many times we say, what do I have to say, or what do I have to do to get those people started under care and as actually is not a good question.

You have to ask what can I give them?, what value can I bring to their life?, how can I enrich their life better?. For example we're talking about the Insight, a lot of the time we're so passionate about the reduction in the EMG signal levels and things like that, but you've to think about them what does it mean to their life, it's great that the tension went down, but how is it linked to their life, what's the benefit for them in the fact that tension has reduced in their nerve system and you've to link that, that's very important.

David Fletcher: Good.

Yannick Pauli: Number three is that maven they advise and inspire versus educate and motivate. And what I mean by that is that it's not just about giving them education and information, people today there are so many thing that are grabbing their attention that they're really looking for shortcuts, they're looking for experts, they're looking for people that will give them advice and not just information. And by inspiration I mean you need to talk to them into their own values because if you don't talk into what's important for them yes, we'll

have to be able to motivate and motivation is an external force if you want versus inspiring them, meaning talking to them to what's important to them in their life to their true values and then that will inspire them.

David Fletcher: And you know the word inspire comes from the Greek "inspire" which means to breathe life into when the only way you can breathe life into is to attach your message to their higher value set, so it was wonderful word and what's number four?

Yannick Pauli: And the fourth one is that maven are dot connectors, we need to connect the dot for people and one thing that is really, really key is that you've got to have a plan for people, you need to know where you want to get them from point A to point B and you've to define what that point B is for you so you've to have a plan for people, you need to know where you want to bring them, you want to have to help them take the next step make that step logical and easy for them to take and you also need to protect your people from other competitors who want to take them off the path that you think is right for them.

So, really you need to connect the dot for people not just about their health, but about their whole life and you have to have a plan for people for the continuum of their life. If you want to really develop what we call lifelong practice, if you want to see people for lifetime it's not just about seeing them once a week adjusting them. It's having a plan for all the different steps they're going to have to go through their life and being able to be there as a trusted advisor for them when they go through maybe adolescence and school and when they get married that's going to be a certain kind of stress and when they're going to have buy their first house and when they're going to go through menopause for women, I mean if you really want to be that maven, that trusted advisor that will be there benevolently to show them the way you have to have a plan for their whole life. So, you need to connect the dots for them.

David Fletcher: Well, this sounds like some of the coaching calls that we had, but I'm still pleased to have you start with that I know that to take it to the next step in practice it isn't going to be to just listen to a talking head and apply some simple principles it just use the word mindset it's just heart set. When you introduced me to Jay Abraham's work and I started to realize what he was talking about, about getting lost in the selfless serving, but really getting lost in that whole principle, he uses the word empathy so often in that treatise that he wrote and it's so clear, I mean this is a bottom line guide and he says the best when he says that the greatest thing that we can be is to fall in love with our clients. So, thank you for bringing that as starting point why don't we jump into some of the left brained stuff here for a moment and going to the five steps what you say?

Yannick Pauli: Sure, so was that number one?

David Fletcher: Yeah.

Yannick Pauli: Step number one is actually, if you want to become a wellness brain expert in your community, you need to start moving from what I called peripheral spinal to core

neurological and I think that's the one theme that you been teaching through your "nerve first" approach. But basically, if you look at how people present as a chiropractor you need to become a master accessing four spinal subsystems. So, the first one is the active system, which is composed of the muscles, ligaments and fascias. The second one is the passive system which is composed of vertebrae, discs and ligaments. The third one is the control system which is composed of the nerve and meninges and the fourth one is the emotional subsystem, which is essentially composed of neuro-peptides and energetics, and this fourth one is a bit more complicated because its not a tissue in itself but its molecules and flow of energy that will move through the first three other systems and very often that's one chiropractors are missing that fourth one, the emotional subsystem because in today's environment there are so much emotional stress that you need to pick that into account and the impact it has on people's spines and neurology.

David Fletcher: And you know its interesting because I was just saying that's in St. Louis the other night when I was giving an EPOCH session there is that this neuro-peptides work was obviously pioneered by Candace Pert and its important to remind our listeners here is that 98% of communication within the human body, human experience is non-synaptic, there is a only 2% wired communication system. So, when we give an adjustment it is so important to be giving an adjustment through the linear model of the body, but anticipating a nonlinear response and as a result of that this is the fourth component is this neuro-emotional one which honestly in my time spent with you I have gained so much more of an understanding a perspective and I know, how much you have put into this in your practicing and career so why don't you share with us how to become a master at this whole principle?

Yannick Pauli: Well, I would say you need to really, from a technique perspective probably you need to expand on what you have learned, you need to explore you know chiropractic techniques that will address the emotional so that could be Neuro-Emotional Technique (NET), that could be B.E.S.T, that could be Network Spinal Analysis or any other kind of approach that will introduce this emotional approach because its -- and then when you say how do master that, that comes with time but its when you put your hands on people and you will be able to sense that well this is the physical tension versus this is an emotional tension. And when you can tell people beforehand, listen we are going to start the adjustment process and is going to release here and this is physical tension so when it releases you will probably feel some heat and maybe some tingling or you say there is the emotional stuff in there so when I start releasing that stops feeling emotions and people really can connect to what you say because then they are going to experience what you say, they're going to experience and that's really magical for them.

David Fletcher: Yeah incredibly well said thank you for that so I'll let you carry on.

Yannick Pauli: So really what you need to be a master at, you need to be a master of two things as a chiropractor. First, you need to able to evaluate the function of each system. So, the active system, the muscle you can palpate, you can use kinesiological testing. For the passive, the bones you can palpate also, there is various means can do that. For the control

subsystem you need an Insight Subluxation Station, if you are practicing without an Insight, I mean you like a blind man, I can feel understand that people are not using it. So, you really need to be able to know the outcomes that you want to have with people for each of those subsystems how does a normal optimal active system feel like or how does passive system feel like, how does a control system look like, and more important as just evaluating the function of each system you need to be able to a master evaluating the communication and the energy distribution between those systems because this is the real key, you can have someone that comes in and their active system is pretty low, no much tension in there maybe they don't have much tension in their core neurological system, but they have high, high tension in their passive system and that's for example people that are very prone to disc herniation for example because all the tension is in the vertebrae, disc and the ligaments. So, you have to be able to evaluate how the body communicate so you think maybe well they have low tension inactive and low tension in nerve system that will imply good, two of out of three are not that much under tension, but that's not good enough. Meaning if one of the three is under tension that means that the body is not able to communicate and spread the energy and the tension throughout the three systems so there is a big, big communication problem within that human system and that's even sometimes worst and having the three systems high in tension for example.

David Fletcher: That make sense and I know that we are throwing a tremendous amount of conceptual learning here at them, but I know that as we get closer and closer to the end of the program tonight you are going to offering an opportunity for people to really pick your brain so carry on what was the second thing they need to be a master at?

Yannick Pauli: Well, the second steps is really you need to be expanding from this core neurological to higher cerebral meaning you need to start considering the subluxation and what it does not just locally, but what it does to the whole nerve system and the brain in particular. So, what I like people to consider changing the thinking from subluxation as a kind of spinal condition, something that happen to the spine to the subluxation as really an interface meaning an entry point in the system. So, subluxation is not something as much that you want to correct and get rid off as much as an entry point where the body will invite you to deliver force that will help the body adjust physically, emotionally, mentally, and spiritually so that people can live a greater life.

So, really subluxations have a way to interfere with your brain that is pretty cool and its pretty early in the morning for me, but will go into some really esoteric concepts right now. Just a resource for people what I am going to talking about, its described more details in an article I wrote that small pilot study that we did on patients undergoing network spinal analysis and the improvement in attention and concentration they have. So, if people want to get a copy of that article as well as another one on dyslexia they can go again to the website [www.adhdwellnessexpert.com](http://www.adhdwellnessexpert.com) and on the front page there is an opt in, they can just leave their name and email and those two articles will be delivered to their email inbox for free. And what I am going to talking about is the one from "NSA and attention" article and started in the discussion page five. So, here its goes the first one is you need to think subluxation as what we

called diaschetic foci and you think what the hell is this guys talking about. Well I just wanted to let you know a little bit diaschisis, and what diaschisis is, imagine lets take the left side of your brain, the left hemisphere and the right hemisphere and lets say that in the left hemisphere you have an area there that we called area B and this area connected to another area in the brain let's call it area A which is in the right part of the brain and those two areas are connected functionally. Now lets say someone has a stroke that will structurally damage area A, now area B is still structurally intact, no stroke there, but since it was dependent on the connection to area A now area B will start dysfunction, so are you following me so far Dave?

David Fletcher: Absolutely, yeah perfect.

Yannick Pauli: So, what happen now because B is related to A and A has been structurally altered, B will start malfunctioning although it is structurally still intact. So, what happening when we look at children with ADHD we know they have part of their brain called prefrontal cortex that is the most advanced part of the human brain, it's not functioning properly, but it has no structural alteration in itself. And this part of the prefrontal cortex is highly dependent to function optimally on another part of your nervous system in the cerebellum that we call the vermis, okay.

David Fletcher: Right.

Yannick Pauli: And this vermis is actually like a co-processor it will enhance the speed and efficiency of function in your prefrontal cortex. So, the prefrontal cortex is not functioning well because actually the vermis in the cerebellum is not functioning well. But what is so cool is that vermis is actually part of the cerebellum from a part of the cerebellum we called the spinocerebellum and now you can guess from where the spinocerebellum gets this innovation or appreciation or it comes from the spine and the postural muscles. So, actually this vermis the cerebellum is not functioning optimally because it doesn't receive proper information from the spine. So, for us we have this concept of subluxation as a diaschetic focus meaning because the spine is not functioning is like area A in my previous example is not functioning well so it leads to the vermis in the cerebellum not functioning well, which leads to the prefrontal cortex not functioning well and its functional. So, when you start restoring the function of the spine, when you start reducing subluxation patterns then the information from the spine to the vermis is better, which means the information from the vermis to the prefrontal cortex is better and then you can help those kids with brain thing by working on this spine, pretty cool, right.

David Fletcher: That's still cool and I think its so important you remind us about this neuro-plasticity is that once there is this better input through either the subluxation to vermis to prefrontal cortex model this is not unreasonable because the plastic nature of neurology to just imagine that it literally washes out those old dysfunctional pattern and new and healthier, more functional repetitive pattern can be entrained into the system is that not true?

Yannick Pauli: Yes, and I really like the word you use, entrainment, because it's re-entraining the brain to function better.

David Fletcher: Yeah, good. Well, we talk about entrainment and I know that entrainment has been really brought towards the chiropractic profession especially through Donald Epstein's work with Network, but when we are talking a look at the principle of entrainment, we are looking at especially using the heart rate variability, we are looking at the system becoming much more entrained and you are going to talk about thalamocortical oscillation in a moment, but entrainment is where you have a prime oscillator starting to impart its organized and reorganizational behavior on the entire system so perhaps that's a lead in to what you are second point is the subluxation as a de-synchronizer?

Yannick Pauli: Yes this another quick concepts, so I hope people are still on their call because we are getting really esoteric right now, but I think that's sort really you need to be aware of that because I think that's what really happening when we adjust people. This is how it works; your brain functions on wavelength, okay, so when you sleep for example you have different wavelengths that when you are in a waking state. There is some basic activity in your brain that are called gamma activity meaning your brain when you are awake, resonate or vibrates at about 40 hertz frequency and this 40 hertz frequency is maintaining your brain by some specific neurons that we call thalamocortical neurons and it's neurons, its like almost the neurons in their heart that control their heart. They have this intrinsic pulsing activity. So, even if you cut all connection to those neurons they still vibrates at that frequency. So, this thalamocortical neurons they are like pacemaker in the sense for the brain and they allow this oscillatory nature of the brain and actually this same oscillation, this 40 hertz, is what they think is at the basis of consciousness, but what very cool is that those thalamocortical neurons they have their own intrinsic peacemaker activity but they also receiving formation some part of the brain and when you cut all these different connections they still work pretty well except if you cut the information coming from one source and this is from dorsal columns and if you remember neurology this is the information that's coming from Dave, puts you on the spot there.

David Fletcher: Well, the dorsal column or your sensory input.

Yannick Pauli: Exactly, essentially also from spinal structure and thing like that. So, the major influence on those thalamocortical neurons is coming from your structural information from your spine, postural muscles, but also other articulation and joints from the body. So, all your stuff doesn't bother than that much but if you cut the information from those structures then they really start to desynchronize and I think that's what going on when you have subluxation, you are altering information that goes into the system and it really effects the ability of those neurons to resonate and to keep the brain functioning on the proper wavelength that will then lead to desynchronization in functions of your brain. And when we are talking about that stuff that things we are obviously refer you the its like theory but in the article and the small study we did we were able to show that when you take people and you adjust them for two months doing nothing else, their attention improve and we know that attention is dependent on those mechanisms, we just talked about of brain oscillation and temporal binding. So, I think its maybe for stretch for lot of people, but you need to expand your mind knowing that when you

adjust someone you have a huge, huge, huge impact on the brain so just be aware of it and start appreciating it.

David Fletcher: Yeah and I think that it's so powerful to sort of bring it home as far as scanning technologies go. I just want to remind people that the nodes that Yannick was talking about that synchronize the heart and its function is the sino-atrial Node and sino-atrial Node is what we use to look at heart rate variability and so what we really fascinated with and Christopher and Patrick and I have talked a lot about looking EEGs, which looks at a different oscillation of the brain waves has been another component of the technology suite that we offer, our greatest concern was that it might start to overwhelm and confuse people to get into EEG studies associated with subluxation, but Yannick you may have just reopened that discussion with us, so thanks a lot.

Yannick Pauli: My pleasure.

David Fletcher: Any how carry on please I'm fascinated.

Yannick Pauli: Okay so the first two steps were really about mindset also. We talk about going from periphery of spinal structure to the core neurology and we talk about going from that core neurology to higher cerebral function. Now, the third step is about developing a system that gets results so you really need to have a plan or a system that will consistently allow you to do three things: one assess where people are at and the insight is very important in that; then you need to determine where they want to go, so you need to have your outcomes, but also their outcomes because you remember it's about them, you need to fall in love with them. So, you need to discuss with them what they want out of care and then you'd better be able to have a plan to deliver on that promise. So, number three that you need to do is close what we call the GAP, you need a strategy guided step by step action plan that is easy to implement and follow that will be able to bring people from point A where they are to point B where they want to be. And if you have a system that will deliver results meaning it's not dependent on your state of mind or if you're tired or anything if you have a system that will allow you to constantly adjust and maybe all the add-on strategies, natural approaches deliver results especially with kids with ADHD it will have such a ripple through your community, it's unbelievable because think about someone who has back pain maybe they are irritable and things like that. But, if you help them it's great for them, but if you have a kid with ADHD and if you can help them when no one else has been able to, it has an amazing impact on that child's life, but also all the members of their family and also all the teachers who had to deal with that kid and all his classmates so when you help when kid with ADHD, it just ripples throughout the whole community and one is recall ADHD in my experience the best source of peripheral of our teachers.

Studies have shown that almost one to three children in every class have form of ADHD or learning disabilities and we've heard a lot that now kind of teachers are diagnosing them and pushing parents to put their kids on drug. But, teachers they don't push people to put their kids on drug because they are bad people, it's just because when you have 20 kids and you

have three of them that are ADHD you just cannot handle it. They are just impossible some of those kids they are just bananas. So, for teachers its very difficult, I mean teacher they have their own issues also, so it is very difficult to manage so that's why they push parents to put children on drugs, but talking to lots of teacher they really feel bad about it. So, if you can help those children with ADHD naturally and you can help teacher have an easier life in the classroom, you just become the real hero for those teacher and what's really cool about that is that teacher then will start referring all the children to you because you have been able to help them without them having to feel bad pushing drugs on parents for the children, does it make sense?

David Fletcher: Oh! Yeah it does, and what I think that because I don't want to miss this point for folks. You have to understand that when Yannick put this whole program together and its been a combination of learning and experiential and really been obviously a very critical thinker you can hear and a tireless worker, it takes if may Yannick I don't say this and its maybe not a kudo to you, its just this is how significant your impact has been in this community is that it takes three months to book a time to have Yannick come and assess the child and I know that you means you need more people doing this work Yannick, but even if they get assessed there is sometimes a six-month waiting list to get into his program just because there is this much desire in the community to get going and have to alert everybody this is when people joined into Yannick's program this is cash based program this is not something that is funded in Switzerland by some type of governmental fees. So, I just wanted to throw that in to say that is Yannick this is not just one or two person project that you put together you created a jogger nut of a practice model here, but a community base model so thank you and carry on.

Yannick Pauli: Yeah, before we go to step four, just one more we need for me is a gem. If you don't get anything else out of the call just start networking with teachers because if you can become an hero for teachers remember every year they get fresh new students, so every year fresh new people to sent you and its just amazing the number of referral we are actually getting from teachers so start networking with teachers that's a gem.

David Fletcher: No, no please go ahead step 4.

Yannick Pauli: Step number four, what you need to do is that you need to get your Brand out there, again and again and again and again that means you need to be out in the community. Some of the strategies that works really well for us is actually word-of-mouth referral. People tend to sending Switzerland it's forbidden to advertise okay. So its always funny for me when I here in the States, well come into my program we will teach you about referral-only practice and I am like why is there any other way, because we cannot make any advertising in Switzerland because we part of the medical system in the sense. So word of mouth referrals works very good for us.

Number two, you need to start building your web presence. In today's environment if you don't have a website or if you don't have a blog you've already lost okay this is very important I am not talking just like website, you need a web presence, you need to have a blog you need to

start doing some videos and audios and things like that in my office now we have about 18% of referrals that comes from our online strategies.

Number three, as I said relationship building with teachers this is very, very important and this is something that can just, its nonlinear I mean they will, if you can help them they will send you tons of kids.

Press and news release this is very important strategy if you are a CLA client you probably subscribe to On Purpose, they prepare press release for you this is a just great way to position yourself as maven in your community and then you start to have to go and do some community talks to support group, this is another that we do on a very frequent basis go talk to ADHD parent support groups and really be there. You need to be part, if you want to have a niche practice, have a maven status and whether it's ADHD or anything else you need to be part of the community also. So this is very important.

David Fletcher: And I am going to add just one, since you and I have been working on this call tonight and getting prepared for it. I started just sort of talking about how there is going to be time and I will be able to offer greater services towards my community through this model and one of my patients, clients owns 16 daycare and he said to me, he said well when you get organized with this, I have got 16 places for you to actually have a presence in, so that all the parents who are bringing their children here know that you will have the opportunity to have an expert look at your children, so day care is another one as well.

Yannick Pauli: Yeah cool.

David Fletcher: That's really cool.

Yannick Pauli: Well you are going to have do some extra work, Dave?

David Fletcher: Well I am going to have to be hiring people to do some extra work.

Yannick Pauli: That is a smarter way, very good.

David Fletcher: Okay yeah.

Yannick Pauli: Okay, and step number five, well you can then reap the benefits of your ADHD program and your practice. What I want people to understand is we are talking about specializing in ADHD but what it does for the rest of your practice, because I don't only see kids with ADHD, I also have a regular chiropractic well regular I mean it's a bit of a crazy practice, but I have a regular chiropractic practice and what developing this ADHD wellness program has done for my practice is just unbelievable we will talk some of the stats later. But, some of the benefits that we have number one, is an expansion of reach and when you have that kind of program we have people seek your help that you can't even dream of. Just to give an example, last week I got an email from someone who found our website and they are like, our ten years

old girl has just been diagnosed with psychosis and they want to put her on neuroleptic meaning psychotropic drugs and they want to put her for three weeks in hospital to investigate her and we are scared to death, can you help?

David Fletcher: Yeah.

Yannick Pauli: And you will get that type of email and you know the best you will be able to answer to those people and you say, "Yes, I can help, bring her in." and obviously when you have that kind of thing you have to be ready to go the extra mile because if you have someone like those parents and you talk about the fact that we have two to three months to get into the program well it's a bit of a lie in the sense that yes most of the people that have this chronic problems they have to wait two to three months but when you get an email like that and people are in the emergency crisis you need to be ready sometimes to stay out of traditional hours or maybe go on a Saturday morning or whatever to take off these people, because they need your help and nobody else is able to help that, but you will so that means you have a certain responsibility also, second benefit --

David Fletcher: Yeah, when I know you are going to do I am just always conscious that we don't want to loose our window here. I think its so important to help people realize that to become ADHD wellness expert, there is certainly a learned skill that you are going to have to do, but it really isn't taking them down a path that they don't already do, in other words what I heard you say is that the modeling of the practice can include this sort of specialty approach, but that it is really subluxation based in the sense that it begins with a core neurological assessment and just to help people understand that one step further, is it heavy in nutrition, heavy in counseling, heavy in something other, just give us an idea little bit about may be not the whole path that people go on, but what is included when you go to move this people out of the state they are in.

Yannick Pauli: Well, the core of it is about adjusting, because as we said, we work on three levels on the neurological basis for those children, the prefrontal cortex, the cerebellum, and the information that's coming from your spine. Now the prefrontal cortex is where it's all at but that's almost like the roof right, and then the cerebellum is like the walls and your spine is the foundation. So, there is no use in trying to put the roof before the walls so the first step that you need to do is help people have better spinal neurological function and this is what the adjustment is. So, its really core I mean without the adjustments nobody else is able to get those results because even if they do some neurofeedback or nutrition you need to get those foundation of spinal postural muscle afferentation information going into the system. You need to get that foundation this is the key to the whole program. And then, you can start building from there if you want to refine the process by looking at brain balancing exercises, nutrition is a big one especially kids, especially hyperactive kids if they have food intolerance or toxicity you obviously need to detoxify the brain because if they have inflamed brain due to food allergies or due to toxicity you can adjust them until the cows come home, it only will get you so far so you need to do this sort of stuff, but in the program I see children for probably an hour and half on the first visit and its more to connect really with the family than anything else, but after that

I spend less than five minutes with the kids and is the system that takes care of it all. So, if they do nutrition I am not going to go and show them how to cook you can do that if you want to, but the system will transmit the information and knowledge to the parents and they will start making the changes. So, it's also very empowering because you imply the whole family within the thing but it's a system that delivers it, it's really based on adjusting them, you can spend less than five minutes with them if you want and then it's the whole system that takes care of the rest.

David Fletcher: And just to be absolutely clear with this, you don't need extra professionals to associate with this, these are people who can administer the system who could be trained in your office to support you, correct?

Yannick Pauli: Yeah actually the last time we had.. just to give you an idea, we had someone who worked for four years with us in the program and decided to go back to taking so more course in university, so we had a time where needed someone to replace him and I asked actually my sister to help me out for a couple of weeks for the transition period and I trained her in about three hours and she was able to administer the whole system. With further, training you can refine the process but three, four hours you can train someone to deliver all the extra non adjusted stuff

David Fletcher: And I think that since people are sort of thinking, how would I ever get compensated for this and everything else, I mean, if I may I know the number that you have, because we have coached together but as an ancillary program with this there is a fee you charge with the examination etcetera is 2500 dollars for the three month window of care of which you really only invest your adjusting time as well as initial assessment. I went and spoke with one of my patients who happened to have a child that was getting therapy approach for I forget some type of dyslexia or something like that and when I mentioned that there was at that level and this is Canada where they always trying to find awful lot of insurance base modeling she just about fell over with how inexpensive it was, which I didn't know anything about the numbers but if you have a child in a therapeutic approach, you can deliver this, earn a handsome income and at the same time be absolutely relevant to the parent in your community. So, these are the points that I was collecting as I was getting more familiar with this program.

Yannick Pauli: Well, there was great segue to actually number two of step five, which is present profitability because when you get yourself in that maven position you can command higher prices and people would gladly pay out of their pocket for it. You talk about people looking for insurance in Switzerland I mean it's the extreme people, the insurance pay everything okay, chiropractic care is paid by insurance at 90%, the program that we do for kids is not. But, people in Switzerland are so used to have everything reimbursed, some insurance even reimburse part of your fitness if you go to fitness and pay for your membership they reimburse part of it; so people almost use to having the insurance even pay for vegetables, I am kidding, but in Switzerland people are very dependant on insurance, but they gladly pay 2,500 dollars for three months for that program and it not just three months then you follow kids for

long term after that also. So, you can recommend higher prices, its high profitability and if you have a waiting list you could even ask people to prepay for first consultation to book it.

David Fletcher: Sure, absolutely.

Yannick Pauli: So, benefit number three, increase referrals per new patient and for that Dave I want to thank you for having me pull stats which I hate doing, but basically we found out that for each child that we have in our program we get about 2.7 referrals; meaning for every child that comes in we get three other people referred to our practice, compared to my traditional practice where I need two people to refer me one. So, this is a huge, huge difference and one of the reason for that is that the main model in chiropractic is parents comes in and then you spend a hard and long time trying to educate them as to why they should bring their children in. Here it's the other way around right, kids come in, you help them with a brain issue and whose parents don't have some time brain fog. So, it's very easy to bring the parents in, actually parents ask you if they can come in also once we have started seeing their children. So, the education and inspiration so much easier in that model. So, it will really boost your referral and word of mouth referral.

David Fletcher: Fantastic.

Yannick Pauli: Benefit number four, it will really increase patient retention because when you educate people they will understand that its about the stressors that impact their children's brain and their children's brain there is window of opportunity of development. So, they need that follow up to make sure that its still functioning optimally because they will go through stress in their life and its way easier to tell people you know what come on a regular basis to make sure your brain functions properly, because its talk to them rather than saying well come on regularly basis because we need to make sure that your spine is functioning properly, your spines you don't really care about it until its hurt, right. Your brain, you use it everyday so you want to make sure that your brain functions well and it's so much easier to have this lifetime wellness practice if you want when you are talking to people on a brain basis rather than on a spinal basis.

David Fletcher: Absolutely and Yannick we are just going to run out of time if we don't keep moving forward, so please push on and I know you want to say something at the end.

Yannick Pauli: Well, so benefit number five is ease your communication that's basically what I said it's easier to talk to people about brain not about spine. So, you are not pretty much done for the nodes and as I said you have to be to fall in love with your patients and your clients, its all about them so also once that called to be about the people, so I hope we can take some questions but before that do you want to mention just a few words about the opportunity we are going to give CLA clients tonight.

David Fletcher: I'd delighted to, and I have everybody on mute right now so just to keep it nice and quiet and I am going to bring everybody off mute so they can ask some questions for those

who want to do but, I have spoken to Patrick and Patrick is excited about our CLA members especially WNL members and Yannick has graciously being compiling on an amazing amount of information to bring to the chiropractic profession regarding this and what he has as I said graciously said that he is going to select 12 WNLs who are welcome to come in to a beta program and they will invited and we will be encouraging people to fill in an application form and do it. They will be able to take in eight module program that is going to hosted by Yannick and in doing so you will be basically trained to an incredible level and what's going to happen is that this eight beta people will be able to take the program at half rate for what it would normally be, its normally going to be an over 2,000 dollar course and it will probably be setup for 997.

Yannick Pauli: Yeah actually when we are going to launch the program its going to be 2,400 dollars but the people, the first 12 people that are interesting in doing it we are going to for 997 plus they are going to get some one on one coaching with me that won't be available after that, so that's just my way of saying thank you for all the people that are associated with the CLA.

David Fletcher: Well and I have to tell you that there is only 11 spots and I apologize, because I selected myself first on this.

Yannick Pauli: That's advantage of being my coach. Well, what I want really if you are interested go check it out [www.adhdwellnessexpert.com](http://www.adhdwellnessexpert.com) I think they also get email tomorrow, but if you go on that website there is a link one of the pages called the Mentoring Experience, they can download the whole syllabus, see if its fit for them. I think you need to realize it's not just a thing where I am going to send you bunch of information, its really we are going to take you by the hand and essentially if you are interested you are going to be able to take and copy and paste essentially what it took me 10 years to create and redo it in two months. Its going be really powerful thing, its going to be all about you, so I am holding nothing back I am going to give you really everything, all the information, knowledge I think you need, all my questionnaires and forms and PowerPoint presentation I do, marketing material, the articles that I used to promote this thing, I mean, everything. So, if you are interested just go check it out and enough for a pitch now, I think we can open it to questions, what you think Dave?

David Fletcher: I think it's wonderful.

[end of call]