

Dr. Adrienne Ahern

psychologist, author, speaker, public television personality

We've been told that we are either wired for success or failure, no matter what situation we face. But what does that mean?

"It means that our brains have been *conditioned* with specific attitudes and patterns that cause us to respond in specific ways. This conditioning is unconscious, but it is *hard-wired* into our brains, our very physiology. Its messages are often negative and limiting--and that hardwiring rules our lives, not circumstance."

Drawing on her fifteen years of research and clinical work, Dr. Ahern has developed unique, practical processes to:

- make unconscious hardwiring conscious
- unplug our physiology from negative conditioning
- rewire the brain to harness its power to work for us, not against us



BIO: Dr. Adrienne Ahern (SAY AYdree-ann AY-Hurn), also known as Dr. A, is a clinical psychologist, speaker and author of two books: *Snap Out of it Now!* and *Back in Charge!* Recently, Dr. A produced a public television special, *Snap Out of It NOW! with Dr. Adrienne Ahern*, that will air nationally beginning in March 2009 Her innovative methods, based on recent research on how the brain functions, can be applied in all areas of life. Dr. A says, "It's not magic. It's neuroscience." Find more information at www.snapoutofitnow.com. Welcome, Dr. Ahern.

Suggested TOPICS for DISCUSSION:

- Women: Hard-wired for Low Self-esteem?
- Sex, Love, Health, Wealth: It's All in Your Head.
- The Voices in Your Head: Are You Sick of Them?
- Don't Hold Your Breath: Breathe to De-Stress.
- Four steps: Improve Performance *Right Now*.

Suggested QUESTIONS for Dr. A:

1. Are thoughts really "hard-wired" into our brains? What does that mean? How does it affect us?
2. You've said that we can apply the mental techniques of pro athletes from "the bedroom to the boardroom," even to our financial situations in these hard times. How does that work?
3. How do we know if something is conditioned or deeply carved into our brains?
4. You emphasize breathing, especially for handling stress. What's the difference between our regular breathing and the breathing you recommend?
5. We've heard a lot about affirmations, goal setting and positive thinking. Why does it often not work for us?
6. If I'm heading into a big meeting or standing over a golf shot, I don't really have time to completely re-condition my brain. What can I do quickly to set me up for better performance?
7. You've said that a lot of our conditioning includes "false truths." What do you mean by that, and how could we recognize a "false truth"?
8. We all seem to multi-task these days just to get everything done. But you say this is counterproductive – why?
9. In a society obsessed with self help books – how is your book and methodology different from every other book written to overcome obstacles and attain goals?