

## **Switch My Mind - SMM**

### Realizing Cognitive and Unifying Speech as a Means of Reaching Human Sustainability

**Liora Weinbach**<sup>1</sup>, Yehuda Kahane<sup>2</sup>, Ernesto Korenman<sup>3</sup>, Unitalk Ltd.

Human beings are distinguished from all other creatures by their advanced speaking abilities. These abilities are controlled by two mutually exclusive processes: One is a quick and instinctive process governed by the ancient parts of the brain, reflecting the evolutionary heritage from insects, reptiles, birds and mammals, and resulting from survival needs. These processes are subconscious. The other process is managed by the frontal lobe of the neo-cortex. This mechanism is somewhat slower, since it reacts only after logical consideration of possible outcomes. Unlike the ancient processes, which are often aggressive, the frontal lobe reactions are typically friendly and co-operative. Moreover, these balanced, conscious reactions have a positive impact on the personal health level.

Unfortunately, the choice of the mechanism is controlled by a built-in "switch" that gives priority to the quickest (instinctive) response. Therefore, the "wise" co-operative and health protecting mechanism is often paralyzed

Over a long period of time, we have developed a technology that helps individuals in regaining and maintaining control of the "wise" reactions. This technology was based on frontal teaching in small groups and workshops. We are currently working on the development of an improved meta-cognitive technology that can be taught much faster, with a more automated and objective way to evaluate the individual results. These unique, human meta-cognitive abilities are then expressed to the full, ensuring human sustainability.

#### **In the presentation we shall focus on:**

- A new meta-cognitive language for self-upgrading skills for all ages (4+).
- Experimental findings regarding the implementation amongst teachers, parents and children.
- Multidisciplinary, multicultural educational courses graded for all ages.
- A **smart-phone application** which gives online feedback.
- The universal speech spectrum to assess levels of consciousness functioning

---

<sup>1</sup> Dr. Liora Weinbach, Linguist, the developer of a new methodology for conscious speech

<sup>2</sup> Prof. Emeritus Yehuda Kahane, Coller Business and Porter School of Environmental Studies, Tel Aviv University, WAAS Fellow.

<sup>3</sup> Dr. Ernesto Korenman, Neurophysiologist, Biophysicist, and Developer of new feedback technologies.