UNIVERSITY of INDIANAPOLIS®

School of Occupational Therapy

Cultivating Mini Minds: Marketing the Brand

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April 29th, 2019

A capstone project submitted in partial fulfillment for the requirements of the Doctor of Occupational Therapy degree from the University of Indianapolis, School of Occupational Therapy.

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A Capstone Project Entitled

Cultivating Mini Minds: Marketing the Brand

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By

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Abstract

Mini Minds is a multi-disciplinary outpatient pediatric clinic with a focus on aiding families in achieving occupational well-being through their brain-based learning brand. External and internal analyses of Mini Minds revealed a need for increased marketing of organizational services in order to meet societal needs of the surrounding community. Opportunities to share and raise awareness for implementation of brain research through diverse marketing tools were created to improve occupational performance and role functioning of local families. The Customer-Based Brand Equity Model was ideal to guide the creation and dissemination of marketing tools as it emphasizes marketing toward the brand in order to gain customer loyalty. Content and appearance of electronic newsletters, business cards, and class & workshop flyers aligned with the organization's brand. Through implementation, class and workshop participation rates increased and the mailing list grew by 42%. Therefore, the selected marketing tools and strategies were likely effective at empowering clients and other community members with information on brain research.

Keywords: brain-based learning, occupation, brand marketing

Marketing the Brand: Brain-Based Learning

Mini Minds is an outpatient pediatric clinic that utilizes a "whole brain, whole child, whole family" approach when providing care (Mini Minds, 2019). To achieve this, they offer a variety of services including mental health therapy, speech therapy, feeding therapy, occupational therapy, nutrition counseling, art therapy, and yoga. The mission of Mini Minds is to "empower families to raise children who thrive" by providing them with the latest brain research for integration into the clients' daily lives (Mini Minds, 2019).

This Doctoral Capstone Experience (DCE) focused on gaining skills related to administration and advocacy at Mini Minds. This was primarily accomplished through diverse marketing efforts. Mini Minds owners are passionate about their brand and believe that all clinicians, materials, and programs should reflect the brand. Therefore, it is necessary to introduce and describe the brand, brain-based learning, prior to development of marketing tools to ensure that all components of this DCE communicate the brand.

Literature Review

This organization uses the theory of brain-based learning to effectively create a positive change in the behaviors and thoughts of their clients. Mini Minds was founded on this theory and markets it as the basis of their brand. Brain-based learning, also known as educational neuroscience, was designed by Geoffrey Caine and Renate Nummela Caine, California-based researchers, in 1990. This theory, with 12 general principles, supports combining the worlds of neuroscience and education to enhance the natural process of cognitive functioning (Gülpınar, 2005). See Table 1 in Appendix A for a listing of these principles. The core of brain-based learning is to teach students about the structure and function of the brain in order to promote learning and growth (Aparna & Smita, 2014; Gülpinar, 2005; Rodgers, 2015; Tileston, 2005;

Zadina, 2004). Through this approach, a learner can attain maximal attention, understanding, and memory (Jensen, 1996).

The theory of brain-based learning has grown and been modified over the past three decades as scientific research on the brain has expanded (Rushton & Juola-Rushton, 2008). One example of brain-based learning is the idea of growth versus fixed mindset, which developed from neuroscience research on brain malleability. Dweck (2016) suggested that individuals can adopt a growth mindset, where intelligence, rather than being fixed, can be continuously developed, due to neuroplasticity. Sarrasin et al. (2018) found that teaching students about the brain and neuroplasticity could promote a growth mindset. Having a growth mindset, where an individual understands that the brain can change, can create positive outcomes such as improved motivation, increased achievement, and heightened brain activity (Sarrasin et al., 2018).

Furthermore, Blair & Raver (2014) concluded that brain-based learning had positive effects on factors impacting learning such as executive functioning, reasoning ability, and attention. The use of this approach to learning also lead to a reduction in stress levels in students (Thomas & Swamy, 2014) and provided opportunities for individualized education (Duman, 2010).

Stages of Brain-Based Learning

Relaxed alertness. Brain-based learning incorporates three stages of learning, the first of which is relaxed alertness. Relaxed alertness develops from the students' "interests, purpose, and meanings" so that learning becomes intrinsically motivating (McClintic, 2009, page xii). This stage should be challenging, yet safe, for the student (Gülpinar, 2005, McClintic, 2009) so that they may learn in a comfortable social and emotional environment (Gülpinar, 2005). Relaxed alertness also requires development of a supportive and empowering space in which students can

learn (Gülpinar, 2005). The goal of relaxed alertness is to remove fear in learners so that they feel competent and confident (McClintic, 2009; Thomas & Swamy, 2014).

Stress plays a significant role in learning as the type and level of stress a student experiences can impact how they learn (Rodgers, 2015). If the leaner feels they are in a threatening environment, they can experience distress (negative stress) that limits attention (Degen, 2014). Long-lasting negative stress can result in chronically high cortisol levels which impairs the body's processes and disrupts learning (Degen, 2014). A goal of relaxed alertness is to create eustress (positive stress) resulting in the release of cortisol, adrenaline, and norepinephrine. These chemicals, in appropriate amounts, can heighten perception and increase motivation for learning (Degen, 2014; Jensen, 2008).

Orchestrated immersion in complex experience. The second stage of brain-based learning is orchestrated immersion in complex experience, which serves to create opportunities for learning through experience (Gülpinar, 2005, McClintic, 2009; Rodgers, 2015). These experiences should be "rich, complex, and realistic" in nature (Gülpinar, 2005, page 302). During this phase students engage in learning through their emotions and imagination during an experience (McClintic, 2009). The goal of orchestrated immersion in complex experience is to empower students to make meaningful connections (Gülpinar, 2005) by "fully immersing them in the educational experience" (Thomas & Swamy, 2014, page 63).

Active processing of experience. The final stage of brain-based learning is active processing of experience, during which students organize their learning (Gülpinar, 2005). This phase encourages students to critically evaluate and reflect on the learning experience (McClintic, 2009). The goal of active processing of experience for students is to internalize

information so that they may find applicability in the real world (McClintic, 2009; Thomas & Swamy, 2014).

Relationship to Occupational Therapy

While current research largely focuses on brain-based learning in school settings, the theory can be applied to any teaching environment, including occupational therapy sessions. Both brain-based learning and occupational therapy require a client-centered approach to learning and skill acquisition by teaching towards individual differences/learning styles and using diverse teaching strategies (Duman, 2010; Gülpinar, 2005; Tileston, 2005; Zadina, 2004). Teaching children about their brain helps to empower them and learn to control their brain. Therefore, skills commonly addressed during pediatric occupational therapy intervention including mindfulness (related to attention), emotional regulation, and executive functioning, can be supported by brain-based learning (Tang, 2017). Finally, both brain-based learning and occupational therapy share the goal of self-efficacy where an individual cultivates a positive self-concept and belief in their ability to achieve (McClintic, 2009)

Screening & Evaluation Phase

Needs Assessment

The purpose of this phase was to identify processes the owners, employees, and/or clients of Mini Minds identified as lacking in order to improve business operations. The wants, needs, and interests, of the organization and its clients were explored through a combination of formal and informal approaches. To holistically examine Mini Minds, this needs assessment consisted of both and internal and external analyses. Completion of this analysis allowed for the gathering of qualitative data specific to the perceived problem and/or gap.

External analysis. Research was conducted on both the physical and online competitors of Mini Minds. This included businesses that focused on brain-based learning and those that offer yoga for children, as this is one of Mini Mind's most popular brain-based classes. See Appendix B for all competitor profiles. Mini Minds has relatively few direct competitors but it has numerous indirect competitors. Completion of this market analysis identified Mini Mind's brain-based curriculum, in combination with their geographical location, as unique. However, Mini Minds lacks services that meet the demands of a technology-driven world. Competitors can market their products/services so that clients may access them on-demand. Overall, it appears Mini Minds has developed a niche for their services despite other organizations having a competitive advantage related to electronic resources.

A secondary method to analyze Mini Minds from an external perspective was completed by conducting informal interviews with the parents and caregivers of children who attend group classes and workshops at Mini Minds. Examples of questions asked in the interviews include: 'How could Mini Minds classes and workshops better fit the needs of your family?', 'What would you like to see Mini Minds offer that is not currently available?', and 'How likely are you to recommend Mini Minds to your friends and family?'. The following themes emerged from these interviews:

- Parents and caregivers have inadequate knowledge on group classes and workshops currently available.
- Clients desire greater access to brain-based resources.
- Families have difficulty attending workshops and group classes due to their busy schedules.

- Clients recognize the child's and parent's growth and progress through participation at Mini Minds classes/workshop. As a result, they offer high praise and strong desire to recommend Mini Minds to others.

Internal analysis. Information was gathered, through informal interviewing, from the co-owners and clinicians of the organization about their perceived needs and/or gaps in services. Prior to identifying areas for improvement clinicians were quick to speak highly of the positive assets of the organization including the ideal physical location of the clinic and the unique approach to therapy. Staff members described the following as the most significant organizational problems:

- Providers have difficulty filling spots for minimum number of participants for groups/classes/parent workshops.
- They are outgrowing current physical space as there are days and times where it is difficult to obtain private rooms for therapy.
- The owners need to hire more clinicians for individual therapy because clients currently have to wait many months prior to receiving services.
- The organization engages in dismal marketing efforts to promote how participation in brain-based learning is appropriate for neurodiverse clients.

Results. A summary of the internal and external analyses is best illustrated through a strengths, weaknesses, opportunities, and threats (SWOT) analysis. Completion of an external analysis prior to the SWOT analysis helped to identify opportunities and threats while the internal analysis aided in describing the strengths and weakness of the organization. See Figure 1 in Appendix A for details of Mini Mind's SWOT analysis. Mini Minds has many strengths, especially those related to its positive reputation in the Carmel community. Several of Mini

Minds weaknesses are associated with a lack of resources including space, staff, and time. The SWOT analysis helped to describe Mini Mind's niche and further identify their brand. It also aided in recognizing organizational weaknesses and products/services that could potentially be opportunities. Two of the largest gaps identified were opportunities for Mini Minds to engage in increased marketing for their classes/workshops and develop online services/products available for purchase by clients.

As a result of all analyses it was determined that Mini Minds would benefit from increased marketing of, and advocacy for, their brand through physical and web-based platforms. Doing so can potentially help to further develop the organization's competitive niche, increase participation in group classes/workshops, and improve peoples' understanding of the positive effects of brain-based learning.

Customer-Based Brand Equity

The Customer-Based Brand Equity Model (CBBE), developed by Kevin Lane Keller, was the ideal model to guide marketing and advocacy efforts for this organization as it places an emphasis on marketing towards the brand in order to gain customer loyalty. A brand is defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler 1991; p. 442). The CBBE model worked well for this DCE as it connects marketing strategies and brand equity (brand advocacy), two major components of the project.

According to Keller, the CBBE model is an active process to mold the way clients/consumers feel about a service or product by analyzing factors that contribute to the strength of a brand (Keller, 1991). Brand loyalty, the overall goal of the model and marketing strategies, can be built by meeting, or ideally exceeding, client expectations with organizational

products and services (Keller, 2001). A customer's attitude (thoughts, feelings, beliefs, opinions, and perceptions) about a brand and its products/service can be a powerful tool in marketing (Keller, 2001). If an organization has high brand equity it can result in customers doing the marketing work for the organization (Keller, 2001).

CBBE model levels. The CBBE model has four levels towards creating brand equity. See Figure 2 in Appendix A. Level one, salience, requires analysis of the brand through the perspective of the customer (Keller, 1993). The organization must ask the question, 'who are you?' in order to determine brand identity (Keller, 2001). At this level customers are able to "recall and recognize a brand" (Keller, 2001, p. 8). Level two includes two components, performance and imagery, and asks the question, 'what are you?' (Keller, 2001). Performance refers to the ability of a product/service to meet client's needs while imagery refers to how these needs are met from a social and psychological standpoint (Keller, 2001). At this stage customers use word of mouth to convey what the brand means, and the organization uses targeted marketing to communicate what the brand stands for (Keller, 2001).

The third level of the CBBE model also contains two components, judgement and feeling (Keller, 1993). Judgement is the opinion of the customer in terms of quality, credibility, consideration, and superiority (Keller, 2001). Feeling is the emotional status of the customer regarding the brand (Keller, 2001). The fourth, and final, level is brand resonance (Keller, 1993). It focuses on the customer's relationship to the brand and includes behavioral loyalty, attitudinal attachment, sense of community, and active engagement (Keller, 2001)

Compare and contrast to other areas. The value of brand equity in all industries is difficult to measure as it is a "complex and multi-faceted concept" (Christodoulides & Chernatony, 2010, p. 24). A literature review of CBBE by Christodoulides & Chernatony (2010)

shows that industry and company researchers have attempted to measure CBBE through a combination of direct and indirect approaches, but that there is no universal measurement of brand equity. Research exists on CBBE in various industries including tourism (Gartner, 2014), sportswear (Su & Tong, 2015), and telecommunications (Buzdar, Janjua, & Khurshid, 2016) but is relatively sparse and ambiguous in describing CBBE measurements. Some industries, such as airline (Chen & Tseng, 2010) and restaurant industries (Kim & Kim, 2004), have their own versions of the CBBE model and have found brand equity to be correlated to increased revisit intention (Pham, Do & Phung, 2016) and revenue gains (Kim & Kim, 2004). Overall, branding is essential for both product-based and service-based organizations in diverse industries (Christodoulides & Chernatony, 2010)

Relationship to the organization. Completion of the needs analysis through both an internal and external perspective showed that Mini Minds currently has gaps in marketing related to brand performance and imagery, the second level of the CBBE model. One researched outcome of using the CBBE model is increased marketing productivity and more "effective and efficient marketing programs" (Keller, 1993; Keller, 2001, p.4). Therefore, the implementation phase of this DCE was directed by the CBBE model to produce meaningful and beneficial marketing tools that build brand (brain-based learning) and create loyalty.

Implementation Phase

Societal Need

Mini Minds provides services to both children and parents. For children, services focus on development of skills such as emotional regulation, executive functioning, mindfulness, attention, and cognitive flexibility to help improve a child's overall participation and performance in numerous occupations. Services for parents aim to enhance role functioning as

they face the many challenges and difficulties that are accompanied with raising any child, regardless of ability level. Intervention implementation sought to increase child, parent, and family education on brain research in order to improve occupational well-being.

The goal of implementation was to aid Mini Minds in creating opportunities and raising awareness for sharing brain research on a wider level. A DCE focus of administration and advocacy aligned with this goal. A large portion of the implementation phase consisted of developing a variety of marketing tools including e-newsletters, business cards, monthly calendars, class flyers, and workshop flyers. In addition, Mini Minds co-owners expressed a desire to transition parent workshops to an online platform which first required development of a survey to assess clients' interests. Because this was an administrative task, it became a component of the DCE project. Finally, advocacy for the implementation and benefits of brain-based learning was achieved through presentations at community pediatric sites.

Details & Descriptions

Monthly calendars. Through a graphics application, Canva, monthly calendars were developed for four months (January, February, March, and April). Calendars included all events happening at Mini Minds for the given month as well as images to celebrate holidays. The calendars used the colors and logo associated with Mini Minds to help connect them to the brand. Calendars were both distributed through email and posted in the waiting room of the office so that clients may have a clear visual of all upcoming events. See Appendix C for all calendars.

E-newsletters. Electronic newsletters were sent out once per month for three months (February, March, and April) through the application MailChimp. These were the first e-newsletters that Mini Minds has ever sent to their subscribers. The e-newsletters varied in

content from month-to-month and were always accompanied by the previously mentioned monthly calendar and a “Mini Minds Material” section that shared current brain research with subscribers. The February newsletter focused on introducing the company and providers, describing new mental health services and classes, and sharing information from community advocacy outings. March’s newsletter highlighted parent workshops and art therapy classes available for the month. The final newsletter, sent for the month of April, shared information about expanding occupational therapy services, parent workshops, feeding therapy, and the month’s nutrition and yoga classes. See Appendix D to view all e-newsletters.

Business cards. As a part of the marketing strategy, four unique business cards were designed, created, and printed for Mini Minds. The business cards are a physical representation of the organization that can be given to clients and potential referral sources to help increase class and workshop participation rates. It was necessary that these cards reflect the brand through the colors, logo, and wording on the card. Information about brain-based learning was provided on the cards by including facts about the brain on one side of the business card and contact information on the opposite side. These brain facts included:

- The brain produces enough electricity to power a lightbulb (National Geographic Kids, 2018)
- Your brain sends messages at more than 150 miles per hour, that’s two times faster than a cheetah can run (National Geographic Kids, 2018)
- Your brain sends more messages in a day than all the phones in the world (National Geographic Kids, 2018)
- There are as many neurons in the brain as there are stars in the Milky Way: about 100 billion (Safe Launch, 2013)

These business cards were created for the organization in general, rather than for individual therapists. The cards were both distributed to providers during a staff meeting and made available to clients at the front office. See Appendix E to view business cards.

Flyers. Both class and workshop flyers incorporated the Mini Minds logo and associated colors to align with the brand. Eleven class flyers were created for parent-child classes, yoga & movement classes, and art therapy classes. Class flyers include infant massage, toddler parent support groups, preschool yoga, beginner yoga, intermediate yoga, screen detox art therapy, exceptional children & parents group, and parent support art therapy. See Appendix F to view all class flyers. An additional seven flyers were designed to market seven parent workshops. These flyers covered workshops including developing discipline, taming tantrums, recognizing & understanding sensory struggles, enhancing executive functioning, blooming brains, cultivating mindfulness, and picky eating. Finally, the flyers were posted at local sites (coffeeshops, schools, etc.) for continued advocacy. See Appendix G for all workshop flyers.

Client survey. Mini Minds owners have been considering changing the parent workshops from in-person meetings to presentations accessed through an online portal. In addition, owners were curious if there were workshop topics that clients were interested in, that were not currently available. Prior to finalizing a decision on revamping workshops, it was necessary to ensure that clients would support this transition. A survey was developed through Survey Monkey and the link was provided in both the March e-newsletter and Mini Minds Facebook page. Unfortunately, relatively few individuals (11 in total) responded to this survey. However, those that responded provided valuable feedback. Many of the survey respondents were receptive to recorded videos but they had concerns about a lack of ability to ask questions

in person. Mini Minds owners found this information to be useful as they plan their next steps for changing the delivery format of parent workshops. See Appendix H for question distribution.

Advocacy efforts. Communication with various community organizations involved advocating for implementation of brain-based research in order to enhance occupational performance and participation. This also contributed to advocacy efforts, which was a secondary focus of the DCE. Direct and verbal engagement occurred with two community organizations. One was an in-person lecture, given to a preschool co-op board, and the other was a Facebook Live interview with a local pediatric chiropractor. Both experiences were educational opportunities to share Mini Mind's brand, services, and knowledge with the local community in a professional manner. In addition to formal advocacy efforts casual conversation with potential clients and referral sources occurred occasionally throughout the duration of the DCE.

Staff Development

Implementation of the interventions necessitated the involvement of staff members at all levels in order to be successful. Staff development was promoted by having both providers and administrators act as active contributors and collaborators on all DCE projects. Staff were frequently utilized as a resource for development of materials. Providers were often asked to share their expertise by verifying the content distributed through flyers and e-newsletters. For example, Jennifer Cloud, OTR, was consulted when writing about an upcoming parent workshop she was hosting in order to ensure that the workshop description accurately reflected the presentation. By encouraging maximum participation and contribution from staff, a positive company culture was created and effective implementation was possible.

Discontinuation & Outcome Phase

Outcomes

This project appeared to meet society's need for dissemination and application of brain-based learning to improve occupational participation and role functioning. A way to measure the relative success of intervention implementation was to evaluate the rate of return for Mini Minds. For the DCE project, this was measured in terms of the number of individuals that received information on brain research; through community lecture attendance, e-newsletter subscriptions, and class & workshop participation.

Advocacy in the community. Community members who attended the advocacy presentations were active participants during both sessions. The audience was eager to ask questions and they were receptive to education on brain-based learning and its impact on daily functioning. Participants provided positive feedback on lectures with comments such as "It is so empowering to know the reason behind our kids' big feelings". Families in the community who attended these presentations accessed current brain research for implementation in their own home.

E-newsletters subscriptions. The February e-newsletter was sent in the middle of January (the 18th) and was successfully delivered to 96.5% individuals on the mailing list (six emails bounced). Sixty-eight (40.7%) recipients opened the email which was 2.5% higher than the list average. One individual unsubscribed to the Mini Minds mailing list as a result of the newsletter's distribution. Of the newsletters that were successfully delivered, 31 (18.6%) of the recipients clicked on at least one of the 12 included links. The most commonly clicked on links were those that lead the individual to an image of Mini Mind's monthly calendar. The January newsletter was clicked on slightly more frequently than the February calendar.

Towards the end of February, the 22nd, the March e-newsletter was distributed. It was successfully delivered to 98.9% of the individuals on the mailing list (two emails bounced).

Seventy-eight (44.6%) recipients opened the email which was 4.9% higher than the list average. Of the newsletters that were successfully delivered, 19 (10.9%) of the recipients clicked on at least one of the six included links. Once again, the most frequently clicked link was the one that lead the individual to an image of Mini Mind's calendar for the month of March.

The April newsletter was distributed just prior to the start on the month, on March 22nd, and was successfully delivered to 98% of subscribers (six emails bounced, two unsubscribed). One hundred and forty-six (49.5%) individuals opened the email which was 6.3% higher than the list average. Of the newsletters successfully delivered, 24 (8.1%) of the recipients clicked on at least one of the seven included links. The monthly calendar link was the most popularly clicked attachment.

Calendar links in all e-newsletters were self-created to align with Mini Minds brand. Throughout this DCE the subscription list for the MailChimp e-newsletters has continuously grown. The subscription list originally started, on January 7th, with 173 individuals and has grown to 298 subscribers since February 9th. This means that the e-newsletter, which contains information on accessing services, and is embedded with a link to a brain-based learning article, was reaching 42% more individuals by the end of the doctoral capstone experience.

Class participation & workshop attendance. It was not possible to determine an exact number of individuals who signed up for either group classes or parent workshops as there were often cancellations and no shows. Furthermore, headcounts were not taken at the beginning of each of the sessions. However, there is a singular email for the organization through which all individuals sign up for classes and workshops. In the two to three days following delivery of each e-newsletter, this email address received, on average, between 60-80% more inquires, for individual therapies, classes, and workshops, than a typical day. Therefore, it can be inferred that

the e-newsletters were likely effective at increasing class participation and workshop attendance so that brain research was shared on a wider level.

Sustainability

Steps were taken to ensure that the products and designs of this project are sustainable for the organization. Templates of all products were made accessible to the co-owners of Mini Minds. Flyer templates for both the parent workshops and group classes, as well as calendar templates, were shared with the co-owners through the creation of a joint Canva account. The template for the business card was shared through Vistaprint. Making the e-newsletter sustainable was one of the greatest endeavors. First, the template for the newsletter was saved to a Mini Minds specific account, which can save time for the individual who creates the e-newsletter in the future. Also, plans for future e-newsletters, including "Mini Mind Material" article links and content ideas, were shared with the co-owners. Finally, instructions and a quick reference guide were developed so that an individual who continues to design these products in the future does not have to spend significant time learning the "how-to's" of Canva and MailChimp. Overall, to make the projects associated with this DCE sustainable, templates, guides, and instructions were provided to decrease the required amount of time to develop high quality products that align with Mini Mind's brand.

Overall Learning

Leadership & Advocacy

Strong leadership skills were necessary for effective implementation of intervention. One skill gained was that of commitment. This included applying feedback to improve the project(s), maintaining a strong work ethic, and persevering regardless of circumstances. Additionally, leadership skills related to contingency planning, adaptability, and patience helped to promote

successful implementation of both marketing efforts and advocacy appearances. However, the most well-developed, and frequently utilized, skill was communication. This DCE required comprehensive, timely, and succinct communication in both written and verbal formats. The aim of this project was to deliver accurate and brand-aligned information & products so that brain research could be shared with the local community. Communication during this experience primarily occurred with clients, families, and Mini Minds colleagues.

Communication with clients & families. This aspect of communication was the most crucial during the DCE process. Nearly every project within this DCE required communication with clients and their families including the needs assessment external analysis, survey development, e-newsletter dissemination, and flyer distribution. The external analysis of Mini Minds through informal interviews with caregivers and families was the only direct communication shared. Most communication was indirect and written and largely consisted of providing education to clients and their families about brain-based learnings and its applicability to everyday life.

Communication with colleagues. The ability to effectively and efficiently communicate with colleagues of all disciplines (mental health therapist, speech language pathologists, nutritionist, administrative assistant, etc.) facilitated the development of products that aligned with Mini Mind's brand. This communication was largely oral or nonverbal in nature. The oral component required clarity of thoughts and ideas while the nonverbal component required professional body language, facial expressions, and eye gaze. The co-owners of Mini Minds, who were the greatest source of direct communication, played an invaluable role in the creation of marketing materials and strategies. In addition, individual providers were consulted on various topics within their area(s) of expertise to help create content included in the marketing

tools. Overall, using colleagues, through direct communication, as a resource for the administrative focus of this DCE strongly contributed to the success of the implemented marketing strategies.

Professional growth. Communication was just one of the many leadership skills developed from this DCE. Working alongside one of the co-owners of Mini Minds provided opportunity for hands-on, personal experiences of what is required in order to lead an organization from an administrative viewpoint. The beginning of this DCE fostered development of skills required for company ownership, while the later portion of the DCE allowed for implementation of new-found leadership skills. For example, developing a successful marketing approach required participation in conversations and examination of documents regarding business strategy. As the DCE progressed, leadership skills of contingency planning, adaptability, and commitment, aided in establishing marketing plans within a business strategy. The leadership skills developed and utilized during this DCE have resulted in substantial professional growth.

Advocacy skills. An increased ability to advocate for brain-based learning, pediatric services, and occupational therapy emerged from this experience. Prior to advocacy for brain-based learning, participation in evidence-based research was necessary to increase personal education and expertise on the topic. After completion of this research, increased confidence in this intervention strategy resulted in support for its application through communication with the local community and clients. A general theme of this DCE was advocacy for the procurement of services for clients and their families so that they may improve occupational well-being. The goal was to empower clients and their families through advocacy efforts. Finally, advocacy for the profession of occupational therapy was underlying all projects and products of this

experience. Continuous education was provided to the community and clients to advance their knowledge about the role and scope of practice of occupational therapy.

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Appendix A

Table 1. Principles of Brain-Based Learning

1. All learning engages the entire physiology
2. The brain is social
3. The search for meaning is innate
4. Patterns and programs drive our understanding
5. Emotions are critical to patterning
6. The brain process parts and wholes simultaneously
7. Learning involves both focused attention and peripheral perception
8. Learning always involves conscious and unconscious processes
9. There are at least two approaches to memory (rote learning system, spatial/contextual/dynamic memory systems
10. Learning is developmental
11. Complex learning is enhanced by challenge and inhibited by threat associated with helplessness and fatigue
12. Each brain is uniquely organized

Note: Adapted from Gülpinar (2005) and Caine & Caine (1990)

Strengths	Weaknesses
- Brain-based learning approach is unique and supported by current literature - Multidisciplinary practice able to treat clients with holistic perspective - Strong positive reputation in Carmel (north side of Indy) as pediatric brain experts - Geographical location is ideal at popular intersection (Keystone Ave & Carmel Drive) and in close proximity to many clients	- Lack of time/resources/manpower to market all services with no marketing plan - Current physical space/facility is too small as providers struggle to find private rooms - Difficulty marketing clinic as neurodiverse and appropriate for neurotypical children - Need more providers to be able to keep up with demand so that services are delivered within an adequate time frame
Opportunities	**Threats**
- Customers highly praise Mini Minds services and are quick to recommend the organization to other families - Ability to market to pediatric organizations (schools/preschools, daycares, etc.) through parent workshops - Using an online platform to deliver parent workshops could increase passive revenue - Other healthcare professionals (nurse practitioner, music therapist) are reaching out to Mini Minds and wanting to provide their services	- Online-based yoga organizations can provide services/programs on demand to meet needs of busy schedules - Insurance is constantly changing what they are willing to cover which may increase out-of-pocket expenses for customers - Competitor prices are typically lower than Mini Mind's prices - Other organization provide personalized programs (specifically yoga classes)

Figure 1: Mini Minds SWOT analysis.

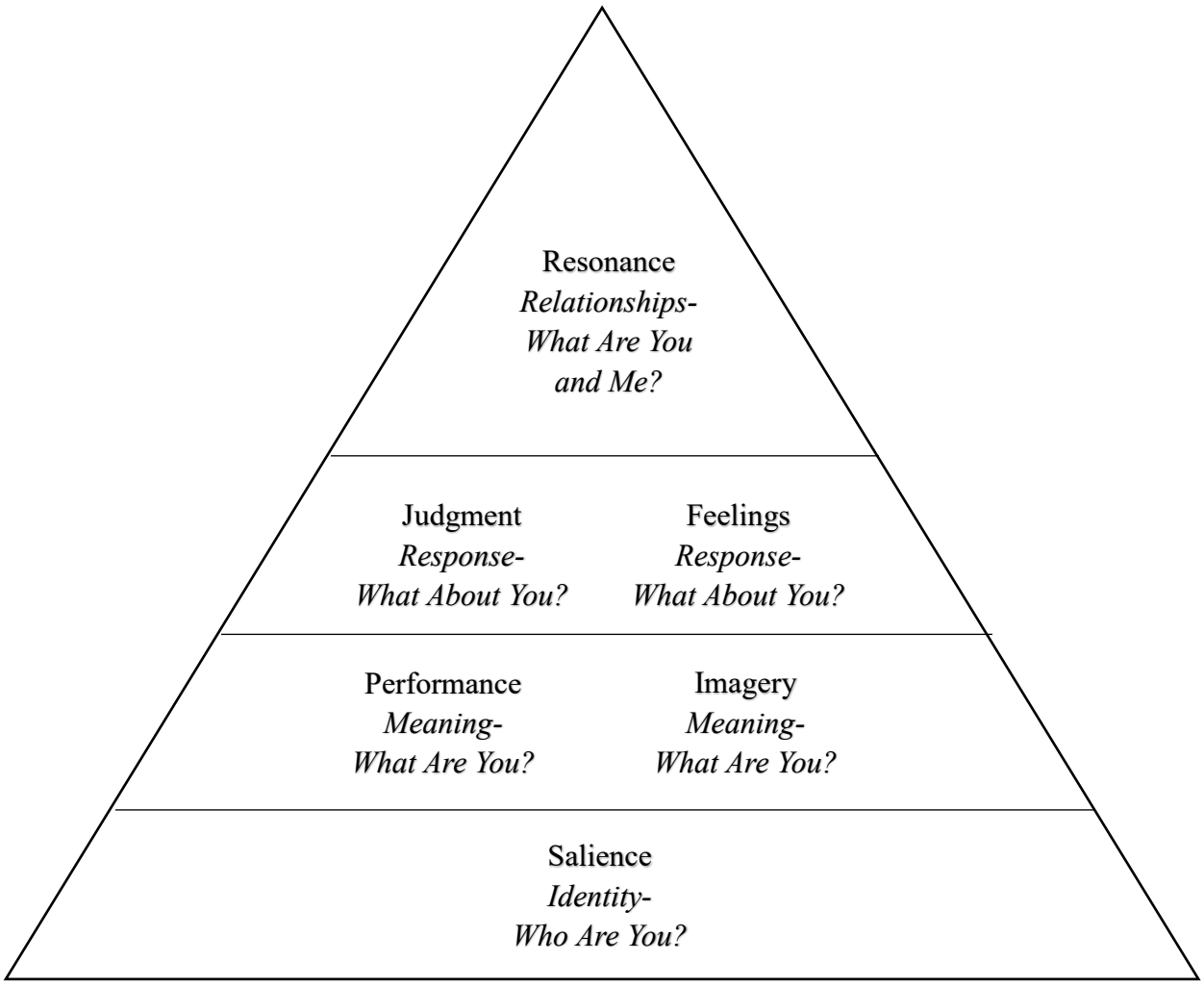


Figure 2. Adapted from "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by Kevin Lane Keller. Copyright Pearson Education Limited 2013.

Appendix B

Simply Yoga

260 South 1st Street
Zionsville, Indiana

Description: This organization offers yoga services at two studios, but their primary location is in Zionsville. The operate with the mission "Balanced Mind. Balanced Body." They have 14 instructors that teach eight different yoga courses. Occasionally they will offer pose-specific workshops (Sun Salutations, Headstands, etc.) and trainings (such as Adventures of Super Stretch Kids Yoga Teacher Training).

Program Overview:

(1) Kids Yoga
    Details: This class is aimed at building confidence, body awareness, and breathing techniques. It utilizes stories, partner dynamics, animal sounds, and laughter to accomplish these goals.
    Schedule & Ages: Children's classes are not currently on the organization's schedule; children ages 5-9
    Pricing: Single class $10

(2) Teen Yoga
    Details: This classes seeks to decrease stress, increase physical fitness, and enhance body awareness.
    Schedule & Ages: Sundays 6:00-7:15pm; teens between the ages of 12 and 18
    Pricing: Single class $10

(3) Prenatal Yoga
    Details: This class focuses on balance strength, and confidence during pregnancy.
    Schedule & Ages: Sundays 1:30-2:45pm; any expecting mother
    Pricing: Single class $17; set of 5 classes- $75; set of 10 classes $135; set of 20 classes $260

(4) Children's Yoga-Themed Birthday Parties
    Details: Simply Yoga offers private birthday parties.

The Mini Minds Difference:

- (+) Mini Minds offers classes to children of all ages instead of only a specific age group.
- (+) Mini Minds offers week night classes and once a month weekend classes to better accommodate busy family schedules.
- (-) Mini Minds classes average approximately $16 dollars per class.

Silly Hearts Yoga

Mobile Studio based in
Carmel, Indiana

Description**:** Yoga-based organization that provides services for children ages 18 months to 18 years. Instead of having a physical location the owner of the organization travels to schools, daycares, birthday parties, and community events to provide services. Some of the frequent sites where the owner provides classes include Carmel Cooperative Preschool, Midwest academy, Congregation Shaarey Tefilla, Zionsville Community Schools, and the Orchard School. Classes include books, games, songs, breathing techniques, and mindfulness.

Program Overview:

(1) Little Yogis Class
    Schedule & Ages: Wednesdays 5:00-5:45; 4-7 years old
    Pricing: $120/session; $14/single class
(2) Itty Bitty Yogis
    Schedule & Ages: Thursdays at 11:30; toddler and preschool age
    Pricing: $15/session
(3) Family Yoga
    Schedule & Ages: Fourth Fridays 6:00-8:00; all ages but recommended ages 3-10 years old
    Pricing: $30/parent-child; $6/additional child
(4) Hamilton East Public Library
    Schedule & Ages: age not specified; one day per month 4:30-5:00
    Pricing: free
(5) PJ Library
    Schedule & Ages: One Sunday per month 10:30-11:30; Jewish families with children under 2 years old
    Pricing: free
(6) Yoga Play Dates and Parties: A one-hour yoga class or party (any theme birthday child wants) starting at $95-$200 (up to 10 children; $10 per additional child). Option to add a 30-minutes themed craft for an addition $75.

The Mini Minds Difference:

- (+) Mini Minds has a physical location to provide programs and services which can cut down on costs to clients.
- (+) Mini Minds offers classes more frequently than this organization does.
- (-) Mini Minds does not offer off-site yoga classes or personalized classes (play dates and birthday parties.

Yoga Matters Indy

7755 Wawasee Drive
Indianapolis, Indiana

Description: Mother and child-based yoga organization aimed at helping ease the transition to motherhood. At Yoga Matters Indy the owner is the sole employee of the organization. She offers birth works classes, mommy and me classes, and prenatal yoga. This organization also offers vinyasa classes for adults and has a blog with posts approximately three times per year.

Program Overview:

(1) Birth Works Classes

Details: An 8-week session class with topics including nutrition, epidurals, drugs, interventions, and finding comfort. Each session includes instruction on massage and movement during labor and education on the birth process.

Price: $15 single session; $78 for 6 sessions

(2) Mommy and Me

Details: Classes with the goal of improving core and upper body strength in addition to toning the lower body. These classes use the infant for weight and resistance in a manner that is fun for the child. The moms of the group are also instructed on infant massage.

Price: $15 single session; $78 for 6 sessions

(3) Prenatal Yoga

Details: These classes, for pregnant women in any trimester, focus on breath and movement synchronization to help strength the body prior to labor and birth. Participation includes improving balance postures, relaxing, and use of creative visualization.

Price: $15 single session; $78 for 6 sessions

The Mini Minds Difference:

- (+) Mini Minds has multiple (4) providers that are trained at teaching children's yoga classes instead of sole employee
- (+) Mini Minds classes are designed with the child as the primary focus instead of the parent(s)
- (-) Mini Minds does not offer joint parent and children classes that involve both generations

Flourish Yoga & Wellbeing

10138 Brooks School Road
Fishers, Indiana

Description: This organization largely markets to those who are 13 years or older. They frequently organize special offerings and workshops including Intro to Yoga and Yoga Teacher training. Overall, they employee 15 yoga teachers. Each with unique specialties and certifications.

Program Overview:

(1) Prenatal Yoga

Details: These classes focus on flowing poses, strength building, breath work, and body restoration. The classes are marketed to pregnant women at any trimester and postpartum women.

Schedule: Classes are held 7:15-8:15 on Monday evenings.

Price: $18 for one session; $65 for four sessions; $115 for eight sessions

(2) Teen Glow Yoga

Details: Classes take place under black lights.

Schedule & Ages: Classes are held Mondays from 4:00-5:00; Teens ages 13 and older

Price: $10 per session

The Mini Minds Difference:

- (+) Mini Minds offers yoga classes for children to fill the age gap where this organization lacks classes
- (+) Mini Minds uses brain-based curriculum in yoga classes instead of providing general yoga poses and techniques.
- (-) Mini Minds does not offer classes as frequently as Flourish Yoga & Wellbeing which may make scheduling more difficult for clients.

Body Mind and Core

1344 S Rangeline Road
Carmel, Indiana

Description: This organization offers a variety of services including yoga, Pilates, dance, and suspension programs. Body Mind and Core is located in a 4000 square foot facility with 3 studio rooms and 15 teachers.

Program Overview:

(1) Prenatal Yoga

Details: This classes focuses on strengthening the body and opening the hips while participating in breathing techniques. Any woman is welcome to join this class as they accept those who are prenatal, postnatal, or participating in fertility treatments.
Schedule: Wednesdays from 6:00-7:00pm; Saturdays 9:30-10:30am
Pricing: $23 single session; 10 sessions for $165

(2) Kids Yoga

Details: This class is advertised as a sensory experience including aspects such as songs, dancing, art, storytelling, uplifting music, creative movement, breathing exercises, visualizations, and affirmations.
Schedule & Ages: Mondays from 4:30-5:45pm; children 4-10 years old
Pricing: $23 single session; 10 sessions for $165

The Mini Minds Difference:

- (+) Mini minds offers varying levels of yoga classes for children (preschool, beginner, intermediate, and advanced)
- (+) Mini Minds offers services at a lower rate than this organization (Mini Minds average is ~$16)
- (-) This organization seems to be the most similar yoga studio to Mini Minds and they both market to the same population/clients/geographic location (Carmel, Indiana). However, Mini Minds lacks prenatal yoga class and only provides services for children after birth.

Carmel Clay Parks & Recreation

1235 Central Park Drive East
Carmel, Indiana

Description: This community organization is responsible for 500+ park acres and many recreation facilities. They strive to meet the nature and fitness needs of the local community and increase overall quality of life. There is a current emphasis on creating parks and facilities that are accessible for all.

Program Overview:

(1) Little Yogis
Details: Yoga class designed for children with disabilities. Focus on learning yoga poses, breathing techniques, posture, and balance.
Schedule & Ages: Wednesdays March 6th-27th from 5:30-6:00pm; children 2-5 years old
Pricing: $26

(2) Youth Yogis
Details: Yoga class designed for children with disabilities. Focus on learning yoga poses and relaxation techniques through stories, imaginative play, and movement.
Schedule & Ages: Wednesdays March 6th-May 1st from 6:15-6:45; children 6-12 years old
Pricing: $38

(3) Teen Yoga
Details: Adaptive introductory yoga class. Focus on increasing strength, balance, flexibility, and coordination.
Schedule & Ages: Wednesdays January 9th-February 27th 6:00-6:45; teens ages 15 and over
Pricing: $49

The Mini Minds Difference:

- (+) Mini Minds classes are longer in both duration and frequency so that children have an adequate amount of time to learn the curriculum.
- (+) Mini Minds teaches children about their brain during the yoga classes instead of providing traditional yoga curriculum.
- (-) Mini Minds does not offer adaptive yoga classes specifically designed for children with disabilities. However, the curriculum allows for participation for children of all abilities.

The Dailey Method

725 E 65th Street
Indianapolis, Indiana

Description: This organization prides itself on its use of hand-on training and education to improve awareness and optimize alignment. They work with clients to using a holistic approach involving the body, mind, motivation, and attitude. This is an international organization with 50 studios in 4 different countries. They also offer an online option for classes (for an additional fee) where you can access yoga videos on demand.

Program Overview:

(1) Kids LOVE Yoga

Details: Children use their breath and body movements in silly ways to build strength
Schedule & Ages: One Sunday per month 11:30am-12:30pm; ages not specified
Pricing: single class $20; 10 class package $160; 30 class package $420

The Mini Minds Difference:

- (+) Mini Minds offers classes at a lower rate per session than this organization.
- (+) Mini Minds offers classes more frequently and during the week which can help to accommodate family schedules.
- (-) Mini Minds location is further north (not as centrally located within Indianapolis) which may deter families that don’t live on the north side from attending the classes.

Shine Yoga & Wellness

833 Conner Street
Noblesville, Indiana

Description: This organization offers diverse classes including strength/flexibility classes, advanced classes, and restorative classes. Yoga is not their only service as they also provide nutrition consulting, wellness coaching, and workplace wellness.

Program Overview:

(1) Shine Kids Yoga
Details: Focus is on increasing mindfulness, flexibility, focus and strength.
Schedule & Ages: kids classes not currently available on their schedule; children ages 5-10
Pricing: $10 per class

(2) Holiday Themed Kids Yoga
Details: This class highlights making yoga fun for children.
Schedule & Ages: Saturdays of holiday weeks 11:00am-12:00pm
Pricing: $10 per class

(3) Yoga for Teens: Cultivating Your Shine
Details: Use yoga to decrease stress and promote relaxation. Focus on breath work, yoga flows, and guided meditations. These classes have a new topic/theme each week.
Schedule & Ages: Wednesdays 4:30-5:30pm; for pre-teens and teens
Pricing: $10 per class

The Mini Minds Difference:

- (+) Mini Minds consistently offers yoga classes (8-week sessions) that are always on the calendar. However, in order to run the sessions Mini Minds requires a minimum of 3-4 children to sign up.
- (+) Mini Minds primary focus is on teaching children about their brain during yoga sessions while strength and flexibility are secondary benefits.
- (-) Mini Minds does not offer classes that are advanced enough for teen yoga as the most advanced class is generally for kids ages 10-13.

Cosmic Kids Yoga

Online Platform, YouTube channel & App

Description: This organization, established in 2012, provides a multitude of yoga resources that are specifically designed for children. They market the organization as healthy screen time for kids and claims participation in services can improve self-regulation, focus, and empathy. Cosmic Kids Yoga offers programs through a variety of mediums and also provides certification courses to become a kids yoga teacher. They encourage school teachers to use their materials in the classroom. Yoga classes are typically character-based included characters such as Lulu the Lion, Dodgson the Dodo, Spartz-24 RoboDog, Tommy the Bedtime Turtle, Mike the Cosmic Space Monkey, Frank the Frog, and many more.

Programs:

(1) YouTube Videos
    Details: Hundreds of videos sorted by length (under 10 minutes, under 15 minutes, and over 15 minutes), energy level (calm, focus, and active), and category (mindfulness, yoga, relaxation, and dance). These videos do include commercials.
    Pricing: Free
(2) App
    Details: Commercial-free option for accessing and viewing yoga videos.
    Pricing: $65/year or $10/month
(3) Lesson Plans & Guided Relaxations
    Details: Consumers can purchase yoga class plans that typically include information for 5 or 11 yoga sessions. These lesson plans can be general, purchased based off age, or based off topic (games compendium, children's books, children's movies, fairytales, etc.). There
    Pricing: Prices range from $5-$25
(4) Blog Posts
    Details: Posts with ideas and advice for parents.
    Pricing: Free

The Mini Minds Difference:

- (+) Mini Minds use curriculum based on the brain instead of curriculum based on characters
- (+) Mini Minds classes are longer in duration which can help to solidify concepts learned.
- (-) Mini Minds does not offer any online learning opportunities as all services take place within the clinic. This may result in them missing a large portion of the target population.
- (-) Mini Minds does not have unlimited ability to access classes. Children only take one yoga class per week. With this organization clients can receive unlimited yoga classes.

Gaia

Online Platform

Description: This organization labels itself as “a conscious media network” that focuses on yoga, meditations, and spiritual growth. The website offers over 8000 videos and posts new videos each week with an ad-free experience. Videos can be accessed through mobile devices including iPhone, iPad, iPad Mini, iPad Pro, and Android. They can also be accessed through media devices including Roku, Apple TV, Amazon Fire TV, and Android TV. Services are offered in a 3-month plan ($11.99/month), weekly plan ($11.99/month), and annual plan ($99/year).

Programs:

(1) Yoga Classes

Details: Class options are sorted by essential style (slow flow, vinyasa, meditation, and hatha), teacher, and morning ritual (energize, awaken gentle, and choose positivity). There are approximately 30 yoga videos dedicated to children and designed for children ages 3 through 12. The children’s videos range in length from approximately 10-20 minutes and include various themes such as space, dinosaurs, fitness, etc.

(2) Series

Details: Videos of interviews with spiritual teachers and innovators. Videos vary by both guests and topics.

(3) Documentaries

Details: Videos with various topics (science, nature, literature, emotions, world religions, etc.) related to the organizations mission.

(4) Films

Details: Hundreds of videos including 60+ topics.

(5) Blog

Details: Links to current articles (scholarly and non-scholarly) as additional resources

The Mini Minds Difference:

- (+) Mini Minds is specialized in helping children and bring expertise with ages 3-13
- (+) Yoga at Mini Minds is focused on teaching children about their brain through yoga while still incorporating themes
- (-) Mini Mind’s yoga classes are not accessible on-demand and are more costly than the classes provided from this company.

Next Generation Yoga

Online Platform & Physical Facilities in Select States and International Locations

Description: This organization, developed in 1998, provides yoga programs for all populations. They use a "whole bodies, independent mind, and intuitive senses" approach. A majority of their products and services are marketed to adults and a small subset is marketed to children. They provide many resources for their clients and consumers including articles about the benefits of yoga for kids.

Programs:

(1) Yoga Videos on Demand

Details: Kids yoga videos have varying themes and include yoga poses, breathing exercises, and relaxation techniques. The kids learn about yoga through music, crafts, books, props, and sensory experiences. Videos are free and average about 12 minutes in length and are geared towards children between the ages of 2 and 7. There are only 10 kids' yoga videos available.

(2) Yoga DVDs

Details: There are 3 DVDs available with the themes of dinosaurs, outer space and beaches. The DVDs provide approximately one-hour worth of material.
Pricing: $15 per DVD

(3) Lesson Plans

Details: There are over 130 lesson plans available for purchase. Lesson plans are organized by ages, those for children ages 2-7 and those for children ages 8-13. Plans include yoga flows, pose pages, and advice for connecting with the children.
Pricing: $18 per lesson plan

(4) Lesson Plan Club

Details: This organization provides monthly lesson plans with annual memberships. By signing up for this club member receive monthly emails with instructions.
Pricing: plans for children ages 2-7 ($144.95); plans for children age 8-13 ($144.95); plans for both 2-7 year olds and 8-13 year olds ($237.95)

The Mini Minds Difference:

- (+) Mini Minds yoga programs are specific for children age 3-13 so they have greater expertise and skills in working with this population
- (+) Mini Minds provides parent worksheets and kids activities for children to take at the end of classes. This provides encourages carry over and can promote greater learning.
- (-) Mini Minds does not offer services both at a physical facility and through an online platform as this company does. This may limit Mini Minds ability to reach/provide programming for more children.

Big Life Journal

Online Platform

Description: This organization focuses on helping kids to develop a growth mindset through journals, printable kits, and activities. They are driven by the goal to help kids be "confident, resilient, and positive human beings". Products are marketed toward children 4 years of age and older. Big Life Journal offers a number of free resources including sample lesson plans, guides to teaching growth mindset, and weekly email printables to those on their mailing list.

Programs:

(1) Journals

Details: Designed for two different age groups (ages 7-10, and ages 11+) with new topics each week (26 weeks) on socio-emotional learning and growth mindset. Journal pages include stories, illustrations, and guided activities.

Pricing: $24.95 per journal (physical or e-book form)

(2) Printable Kits

Details: Kits are organized by age group (4 to 10-year olds and 11+ year olds) and have different themes such as self-esteem, goal setting, and growth mindset. There are 9 kits in total. Kits include worksheet and activities for children as well as guides for parents and teachers.

Pricing: $10.95 per kit

(3) Teaching Guides

Details: There are two teaching guides offered. One for children ages 7-10 and one for children who are over 11 years old. Teaching guides include 13 lesson plans as well as numerous worksheets and activities. These guides can be used on a one-on-one situation with a child or in a small group setting.

Pricing: $19.95 per guide

(4) Blog

Details: Provides links to articles as resources for parents with tips and tricks for navigating tricky parenting moments and promoting growth mindset in children

Pricing: Free

The Mini Minds Difference:

- (+) Mini Minds uses providers who have expertise in brain-based learning who interact with children/parents/families face-to-face instead of relying on worksheets & printables
- (+) Mini Minds incorporates movement into their curriculum which helps to engage kids so that they are more actively involved in their learning.
- (-) Mini Minds does not offer any free resources to parents as a preview of services/programs provided.

Blissful Kids

Online Platform

Description: This is a mindfulness-based organization with an online presence only. Blissful Kids encourages children to destress, gain emotional regulation, increase awareness, and improve attention through relaxation and meditation.

Programs:

(1) Book

Details: Book with 150+ mindfulness activities that is geared toward parents and children completing exercises together.

Pricing: $9.99

(2) Activities

Details: Website provides free articles that explain mindfulness, its benefits, play-based activity ideas that encourage mindfulness. These activities are often linked to brain-based learning. Activities include topics such as gratitude jar, take five exercise, the ultimate mindfulness bracelet, and many more.

Pricing: Free

(3) Courses

Details: There are 4 courses offered. Two of them are designed for children (positive mindfulness for kids and teens and mindfulness with kids and youth 101), and two of them are designed for adults (mindfulness 101, and positivity for parents).

Pricing: some courses are free but premium courses have a fee associated

The Mini Minds Difference:

- (+) Mini Minds offers services that extended beyond mindfulness and include all components of brain-based learning.
- (+) Mini Minds uses a multi-disciplinary approach to teaching kids about their brain which helps to treat clients holistically.
- (-) Mini Minds does not have any printed resources (books, worksheets, courses, etc) to offer clients.

Mindset Kit

Online Platform

Description: An organization who provides resources for adults to help teach children about growth mindset. Resources are designed for various groups including educators, parents, and mentors. This website was created by The Project for Education Research that Scales (PERTS) at Stanford University. Resources are backed by research and focus on three learning mindsets: growth mindset, belonging mindset, and purpose & relevance. All resources provided on this website are free of charge.

Programs:

(1) Growth Mindset for Teachers
    Details: This program offers 7 online courses relating to growth and belonging mindsets. Courses include anywhere from 2 to 13 lessons and take between 8 and 45 minutes for completion.

(2) Growth Mindset for Parents
    Details: This program offer just 1 online course to encourage growth mindset in children. The course has 10 lessons and take approximately 30 minutes to complete.

(3) Growth Mindset for Mentors
    Details: This program offer just 1 online course to encourage growth mindset in children. The course has 17 lessons and take approximately 60 minutes to complete.

(4) Professional Development
    Details: This course is designed for educator teams. It includes 7 lessons and takes approximately 90 minutes to complete.

(5) Resource Library
    Details: Hundreds of resources available in both English and Spanish on promoting learning mindsets. Resources include, but are not limited to, downloaded PowerPoint presentations, videos, activities, brochures, posters, and practice recommendations.

The Mini Minds Difference:

- (+) Mini Minds offer programs and services that are available both to the children themselves and parents/caregivers.
- (+) Mini Minds offers 7 different workshops for parents that are an hour and a half long and provide resources to take home so that parents may implement what they have learned.
- (-) Mini Minds services have a cost and this company provides all resources free of charge.

Left Brain Buddha

Online Platform

Description: This website, developed in 2013, promotes a modern mindful life. Its resources and materials are largely designed for adults and teens with any level of mindfulness experience. However, a section of their website is dedicated to teaching mindfulness to kids.

Programs:

(1) Mindfulness Courses

Details: This organization offers 4 mindfulness courses for adults: mindfulness for beginners (6-week course), mindfulness for mothers (6-week course), mindfulness for teachers (5-week course), and mindfulness for stress reduction (4-week course). Each course includes written content, videos, audio meditations, and worksheets/journal prompts.

Price: Prices range from $97 to $159

(2) Mindfulness Coaching

Details: Personalized online coaching available for adults and teens to improve well-being and reduce stress. Coaching includes 45-minute sessions once a week with personalized instruction, guided meditations, and support.

Pricing: 8 weeks for $449, 12 weeks for $649

(3) Blog

Details: Resource and articles made for adults that occasionally cover topics relating to mindful practice in children.

Price: Free

The Mini Minds Difference:

- (+) Mini Minds prices are a dramatically lower cost per session.
- (+) Mini Minds offers services and programs to families including children, teens, and parents. Therefore, they serve a wider variety of clients.
- (-) This organization offers many resources and programs not available at Mini Minds including personalized coaching and a blog.

Mindset Works

Online Platform

Description: This website designed for students, parents, and educators to learn about growth mindset. It provides extensive education on the growth mindset culture including what growth mindset is, why growth mindset matters, how growth mindset works, and how to change your mindset. The company employs practitioners, coaches, leaders, and researchers.

Programs:

(1) Brainology
    Details: This program is offered for two settings, for school and for home. Both teach students how to develop a growth mindset through animations and activities.
    Pricing: For schools $20/student (must have 5+ students); for home $50/user
(2) MindsetMaker
    Details: A professional development course for teachers and staff to help creature a culture of growth mindset. Program includes videos, discussion boards, activities, online assessments, and an implementation guide.
    Pricing: $75/educator or $2,000/site (up to 75 educators)
(3) SchoolKit
    Details: Tools made for administrators, teachers, and students for immersion in growth mindset. Includes access to Brainology for Students and MindsetMaker for educators. It is available for one academic year.
    Pricing: $7,500 for the first year and $5,000 for subsequent years
(4) Leader Kit
    Details: Resource for use by school leaders to cultivate growth mindset within school community. Includes 150-page book, videos, PowerPoint presentations, and professional development activities.
    Price: $250/kit
(5) Growing Early Mindsets
    Details: A literacy-based program that emphasizes growth mindset and mindfulness. This program includes 10 children's books and 3 teacher guides.
    Pricing: $550/class sets

The Mini Minds Difference:

- (+) Mini Minds provides face-to-face services so they are more involved in care/services.
- (+) Mini Minds teaches more than just growth mindset as it only a part of brain-based learning.
- (-) Mini Minds doesn't offer unlimited access to resource after initial investment. Mini Minds requires active services instead of passive through books, videos, and curriculum.

Mind Yeti

Online Platform & App

Description: This entity was developed in partnership with the nonprofit, Committee for Children. Its resources focus on improving socio-emotional learning in children and are used as a coping tool. The products are designed for children for use through parents/caregivers and educators. The goals of the resources include: reaching a calm state, focusing attention, de-stressing, forming better relationships, and improving sleep. The Mind Yeti App can be used on an apple or android device and simply requires a device with a browser and internet connection.

Programs:

(1) Mind Yeti Basic
Details: An intro into mindfulness with access to 15 guided meditations for kids.
Price: Free

(2) Mind Yeti Premium
Details: Provides access to the full library of the organization. This includes 80+ mindfulness sessions with topics such as: calm down, focus, get along, reset, create, go to sleep, breath, thoughts, feelings, body, senses, gratitude, and kindness. Lessons are typically anywhere from 4 to 10 minutes in length.
Price: Monthly subscription $8/month per user; annual subscription $4.92/month per user

(3) Mind Yeti for Schools
Details: Full access to Mind Yeti Premium subscription to promote a clam and positive culture within schools. Purchase of this product allows for access by unlimited staff per location.
Price: $41.58/month per school

The Mini Minds Difference:

- (+) Mini Minds classes/programs are significantly longer than the resources offered through this organization so consumers can get more for their money.
- (+) Mini Minds emphasizes more than just mindfulness in their services, they use a broad brain-based learning approach.
- (-) Mini Minds does not market its programs/services to educators and may be missing serving this population.

Kids Relaxation

Online Platform

Description: Kids Relaxation is owned and operated by a single person who is a school psychologist and certified coach. Products are made available to either parents or educators for use with children. The focus of the products is on relaxation and mindfulness.

Programs:

(1) Coaching & Consulting

Details: Available for parents, educators, and children. Sessions provide tips, activities, and applicable/relevant products. Sessions can take place via either phone call, skype, or face-to-face. Initial consultations are 90 minutes in durations and follow-up appointments are 60 minutes.

Price: Price not disclosed

(2) E-books

Details: Three books available covering the topics deep breathing and guided imagery.

Price: $3.95-$5.95

(3) MP3 & MP4 Downloads

Details: Files including guided imagery scripts. There are 17 different topics such as finding strength in the storm, planting a seed of love, and the treasure within you.

Price: 99 cents per download

(4) CD

Details: Titled “Adventures Within” and promotes positive self-talk. This product includes several guided imagery scripts with an accompanying booklet. Designed for use with children ages 5-12.

Price: $10.95

The Mini Minds Difference:

- (+) Mini Minds provides face-to-face coaching and consultation to parents/caregivers as part of care for their children. This is not an additional charge that they must pay for.
- (+) Mini Minds uses a multi-disciplinary (mental health therapist, occupational therapist, etc.) approach during development of classes/programs/ services.
- (-) Mini Minds resources are not available on demand and program/class times may not meet everyone’s availability needs.

Brain Talk Curriculum

Online

Description: This organization, co-owned by a speech-language pathologist and educational therapist, teaches kids about the brain as a part of mindfulness, cognitive-behavioral therapy, and socio-emotional learning. They aim to teach children about the connection between their thoughts, feelings, and behavior through metacognition.

Programs:

(1) Brain Talk Curriculum

Details: This is the organization's primary product. It consists of 8 units with whiteboard animated videos, lesson plans, video scripts, student worksheets and activities, a glossary with student vocabulary activities, and home generalization materials. It is designed to be used by therapists, teachers, or parents/caregivers and can be used in an individual or group setting. Each of the lessons includes activities for children broken up into the following age groups: early elementary, upper elementary, and middle/high school.

Price: $70 for a year-long subscription

(2) Trainings

Details: Individual, small group, or site wide training to provide more in-depth information on the curriculum. Can be provided face-to-face in select California areas or virtually.

Price: Price not disclosed.

The Mini Minds Difference:

- (+) Mini Minds has a variety of programs/classes/services that teaches different concepts within brain-based learning as opposed to the single curricula that is offered through this organization.
- (+) Mini Minds provides face-to-face personalized therapy to help teach brain-based learning in a manner that is unique to the individual instead of being a set curriculum.
- (-) This organization utilizes the same theory as Mini Minds to teach children. They are a direct competitor and can provide services to a greater number of people due to their online presence.

Appendix C

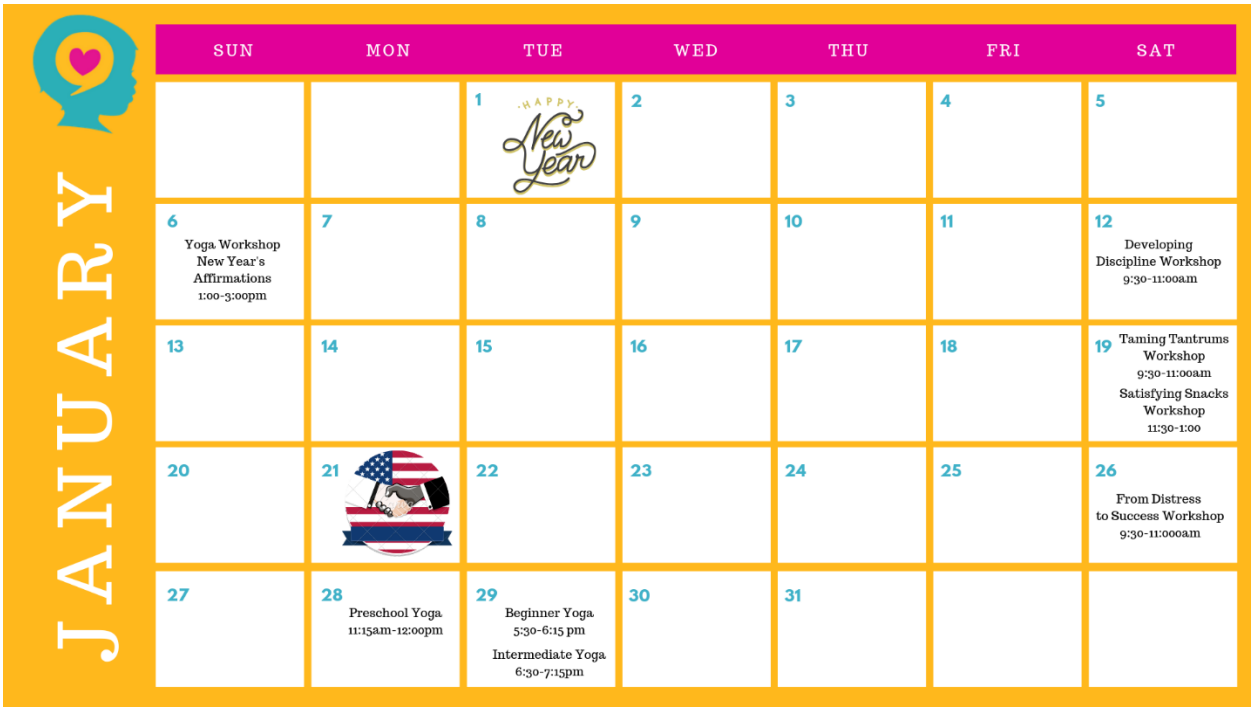


Figure 1. Mini Minds January calendar with all available classes, programs, and workshops.

Figure 2. Mini Minds February calendar with all available classes, programs, and workshops.

Figure 3. Mini Minds March calendar with all available classes, programs, and workshops.

Figure 4. Mini Minds April calendar with all available classes, programs, and workshops.

Appendix D

mini minds

What is Mini Minds?

We are a multi-disciplinary pediatric clinic that prides ourselves in taking the worlds leading brain research and putting it into the hands of our local families! We offer a "whole brain, whole child, whole family" approach to help families raise children who thrive! To achieve this mission, we offer a wide variety services including mental health therapy, speech therapy, feeding therapy, occupational therapy, nutrition counseling, art therapy & yoga. To learn more about how our services can help your family click here.

About Us

We have gained more knowledge about the human brain in the last ten years than in our entire history on earth, and children's brains are in their prime for growth opportunities! We are committed to empowering all parents and children with knowledge and tools to learn and grow their brains, strengthen their bodies, & develop skills to become happier, well-rounded families and individuals. We provide an inclusive, positive environment to build transformative relationships, and to stimulate change & growth.

Mini Minds is where all families come to learn!

"Kristin and I, along with our amazing team of professionals, believe in coming alongside families to walk this journey with them. We learn and grow together to help everyone lead calmer, more confident, clearer lives." -Megan Peck, MEd, MSW, LCSW, Owner

"We enthusiastically share our expertise and the latest brain researching with our Mini Minds families. Focusing on and learning about mental health and well-being is beneficial to EVERYONE" -Kristin Kouka, MA, CCC-SLP, Owner

Mental Health Services Expanded

Welcome Jennifer O'Rourke, LMFT to our Mini family! Jen specializes in working with children ages birth to five years. She has extensive training in Child Parent Psychotherapy and has completed over 160 hours of play therapy course work. Jen is now accepting individual clients and leading multiple classes. Click here to learn more about her classes.

Infant Massage

Tuesdays from 10:00-11:00 am in February (Session 1) and March (Session 2) led by certified infant massage instructor Jennifer O'Rourke, MA, LMFT. Learn infant massage and create healthy attachment with your baby in this four week series. Benefits of infant massage include promoting better sleeping, relieving colic, increasing digestions, and enhancing the immune system. This class is for infants 6 weeks to pre-crawler and all materials are provided. Email info@miniminds.org to sign up now!

Toddler Parent Support Group

An eight week course led by licensed marriage and and family therapist Jennifer O'Rourke. This group will focus on one topic per week including sleep issues,food pickiness, creative play, tantrums, siblings, and more. We hope to empower caregivers and allow for a calmer

and more stable home environment. Email info@miniminds.org to sign up now!

Groups are held on Wednesdays at the following times:
Ages 1-18 months... 9:00 am
Ages 18-24 months... 10:00 am
Ages 2 and up... 11:00 am

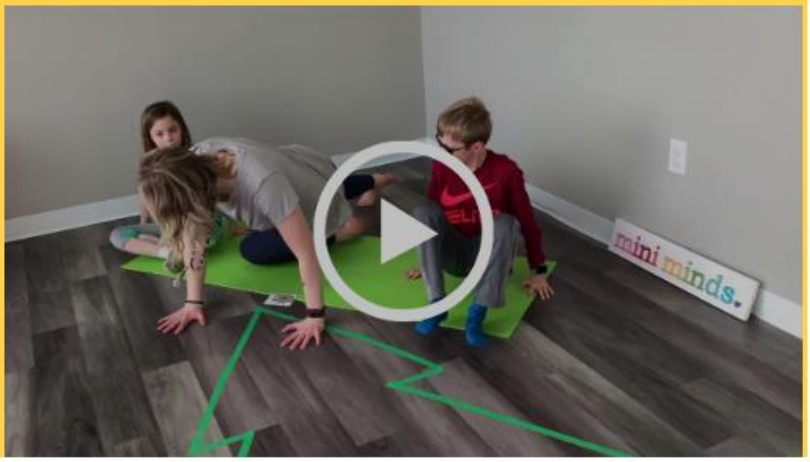
All Yogis Welcome

These are not your typical children's yoga classes! What sets us apart is that your child will be learning about the cohesiveness of mind & body, in a fun and inviting atmosphere, led by licensed clinicians and brain experts. We are able to teach the science behind how our bodies & minds work, while professionally assessing each child's abilities and tailoring the process to meet their specific needs.

Due to the overwhelming popularity of our brain-based yoga curriculum we have added Preschool, Beginner, Intermediate & Advanced classes to our 2019 schedule (https://www.miniminds.org/classes). Registration can be completed by emailing info@miniminds.org. Classes are limited to 12 children so reserve your spot today!

Interested in trying yoga at Mini Minds but not ready to commit to a full session? Love yoga at Mini Minds but already have an overloaded after school schedule? Then our Sunday workshops are perfect for you! Come meet our Certified Children's Yoga Instructors, who are also licensed clinicians at our practice. Each month our workshop will have a different theme - from affirmations, to mindset, to mindfulness and everything in between! Join us on February 10th for our "Loving Kindness" workshop from 1:00-3:00pm! Click here to learn more.

Watch Lainey and Laim conquer negative thoughts with the power of positive affirmations!



Winter and Spring Workshops now posted!

Your favorites from 2018 are back by popular demand and we've added new ones to better meet your needs and help your family thrive! Our workshops are open to parents, grandparents, teachers, caregivers, and other providers to learn more about the challenges our children face, discover insights on skill-building opportunities, and acquire strategies to carryover progress at home, in school and around the community. Click on the picture below to learn more about our upcoming workshops!

Mini Minds in the Community

Our clinicians are also available to come to you to present on any of the below topics at your school, church, or other community organization. For further booking details, please contact info@miniminds.org.

Co-Owner Megan recently presented on anger and anxiety in children during a Facebook Live interview with Dr. Nancy from Cooper Family and Pediatric Chiropractic. This ten minute talk is just a taste of the information parents will gain when they attend one of our Saturday workshops.

Click the image above to watch Megan explain the connection between anger and anxiety during an interview with Dr. Nancy

Now Offering Nutrition Services

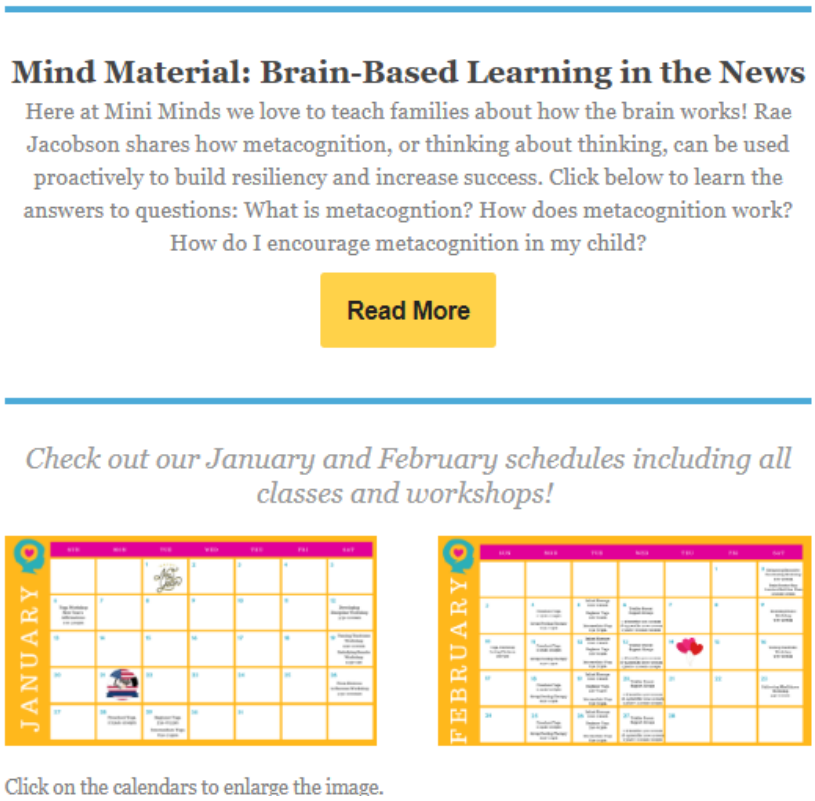
Care of the whole body begins with a holistic approach to addressing the symptoms of underlying nutritional deficits and food sensitivities. Consultations begin with identifying cognitive and behavioral symptoms that can possibly be managed through a multidisciplinary look at cause and effect, beginning with how we fuel our bodies. A nutritional program can identify the symptoms and also help to establish the root of the problem. Our nutrition is more than just weight management, it's the foundation of how our bodies work mentally, physically, and emotionally. What we put in our bodies has a way of coming out in the way we think, act and feel. That means, better food results in better outcomes!

Our Registered Dietician, Anna Busenberg, RD, CSP, CD is now accepting individual clients and is able to bill through Anthem insurance. She will also be leading cooking classes. View her classes here. Be sure to register for her February 2nd workshop "Brain Booster Bag Lunches" from 11:30am-1:00pm! Email info@miniminds.org to sign up now.

"My son and I had a blast at the Healthy Holiday Creation cooking class. Ever since, my son has been more engaged in helping with the grocery shopping, picking out the ingredients to make his favorite recipes from that class, and exploring other ideas he comes up with. We have started cooking at home together as a family, and he even requested his own kitchen tools!"

-Mini Minds Parent

Registered Dietitian Anna has been working closely with our team to enhance our feeding and nutrition programs!



Mind Material: Brain-Based Learning in the News

Here at Mini Minds we love to teach families about how the brain works! Rae Jacobson shares how metacognition, or thinking about thinking, can be used proactively to build resiliency and increase success. Click below to learn the answers to questions: What is metacogntion? How does metacognition work? How do I encourage metacognition in my child?

Read More

Check out our January and February schedules including all classes and workshops!

Click on the calendars to enlarge the image.

Figure 1. Mini Mind's February e-newsletter.

mini minds

What is Mini Minds?

We are a multi-disciplinary pediatric clinic utilizing a whole brain, whole child, whole family, approach to help children and their families thrive! We offer services including mental health therapy, speech therapy, feeding therapy, occupational therapy, nutrition counseling, art therapy & yoga. To learn more about our services click here.

Workshops Designed for You

We offer a variety of workshops for parents, grandparents, teachers, caregivers, and other providers to learn more about the challenges our children face, discover insights on skill-building opportunities, and acquire strategies to carryover progress at home, in school and around the community.

All workshops are facilitated by our licensed clinicians. Each workshop will be a

total of 90 minutes in length, including time for your specific questions after. Price per session is $25.

Picky Eater or Problem Feeder?

Saturday March 2nd
9:30-11:00am

Led by Meghan Crouse, MS, CF-SLP

Email info@miniminds.org to reserve your spot today!

Do you and your child dread mealtime? This workshop is for parents of preschool to early elementary children, struggling with anxiety at mealtime, a limited food repertoire, or who simply want to introduce more foods into their child's diet. We use the Sequential Oral Sensory (SOS) approach to assessing and treating children with feeding difficulties in a fun, non-stressful environment. This approach assesses the whole child - organs, muscles, behavior and cognition, learning, oral-motor skills, development, sensory processing, the environment and nutrition – to focus on increasing your child's comfort level through exploring and learning about the different properties of food. By learning to expand your child's repertoire in a pressure-free environment, and providing ways you can incorporate these methods at home, we empower parents to decrease negative behaviors during mealtime and provide a pleasant dining experience for the entire family.

Developing Discipline: Learn How To Calm The Chaos & Nurture the Maturing Mind

Saturday March 9th
9:30-11:00am

Led by Megan Peck, MEd, MSW, LCSW

Email info@miniminds.org to reserve your spot today!

Ever wonder what's going on inside your child's head? Ever pondered what is so tragic about not having something seemingly trivial, or debated why your child makes decisions that appear completely illogical? This workshop will explain the latest research behind how your child's brain is constructed and how it develops. Explore how moments of frustrations are opportunities for growth and begin to formulate evidence-based solutions. This workshop will provide research-proven strategies to effectively communicate with your

"emotionally hijacked" child and engage your child's cooperation in coping with challenging thoughts and feelings.

Taming Tantrums: Transforming Your Toddler

Saturday March 16th
9:30-11:00am

Led by Jennifer O'Rourke, LMFT

Email info@miniminds.org to reserve your spot today!

Tantrums, outbursts and meltdowns...oh, my! Every parent knows that feeling of panic when a child starts to lose it, usually at the most inopportune time. Join our class to learn how to turn that tantrum into an opportunity to connect with your child, while making the situation more bearable for everyone. This workshop equips parents with the knowledge to understand the brain science behind a meltdown and the tools to provide calm and comfort to a child experiencing one. If you have been struggling with meltdowns, wondering if your child's outbursts are normal, or want to get a foundation in place before experiencing tantrums, reserve your spot in this popular class for parents of children ages birth to five years.

From Distress to Success: Recognizing & Understanding Sensory Struggles

Saturday March 23rd
9:30-11:00am

Led by Jennifer Cloud, MOT, OTR

Email info@miniminds.org to reserve your spot today!

The brain attempts to use information about sights, sounds, textures, smells, tastes, and movement in an organized way, allowing us to assign meaning to our experiences, and helping us to know how to respond and behave accordingly. When a child's brain is unable to integrate and use sensory information, they then struggle to comprehend a reliable and predictable picture of the world and their place in it. Learn how helping your child to self-regulate is the foundation for all social and emotional development. Become more aware of how your child's negative moods or behaviors may be inappropriate or ineffective ways of self-regulating. Create a list of fun and engaging sensory activities for your child and family that will help everyone stay regulated and in control of their thoughts, feelings, and actions.

"You must be the change you wish to see in your child"

How can we help empower you to raise children who thrive? We are reflecting on our workshop service line and are reaching out to YOU to help us design more effective ways to support your family. Please click the blue button below to share your opinions in a short, 3 minute, survey.

Survey

Take Advantage of Our All New ART THERAPY CLASSES

Art therapy is an established mental health profession that uses the creative process of art making to improve and enhance the physical, mental and emotional well-being of children and parents. It is based on the belief that the creative process involved in artistic self-expression helps children resolve conflicts and problems, develop interpersonal skills, manage behavior, reduce stress, increase self-esteem and self-awareness, and achieve insight.

Our art therapist uses a strength-based philosophy that focuses on psychological wellness. Using art materials alongside, reflecting upon the creative process, and discussing a finished product empowers clients to increase self-awareness, gain self-esteem, learn social cues and norms, identify non-literal and non-verbal language, and advance comfortable interpersonal relationships.

Screen Detox Art Therapy

Saturdays from 11:30am-1:00pm

March 2nd-March 23rd

In the age of technology, parents have to be more diligent than ever about the use of games by their children. Getting your child to understand why limitations are important can be challenging. In this class, led by art therapist and brain expert Jessica Buescher, we teach your child about the neurology of the brain on games, and work with various art mediums to re-engage parts of the brain that aren't being utilized with video games. This important class explores which games are appropriate and for how long before the can become damaging. By limiting screen time and exercising other parts of the brain, kids are able to boost their brainpower and increase their thinking, language and memory. Cost is $95 per four-week series.

Exceptional Children & Parents Group

Saturdays from
10:00-11:00am

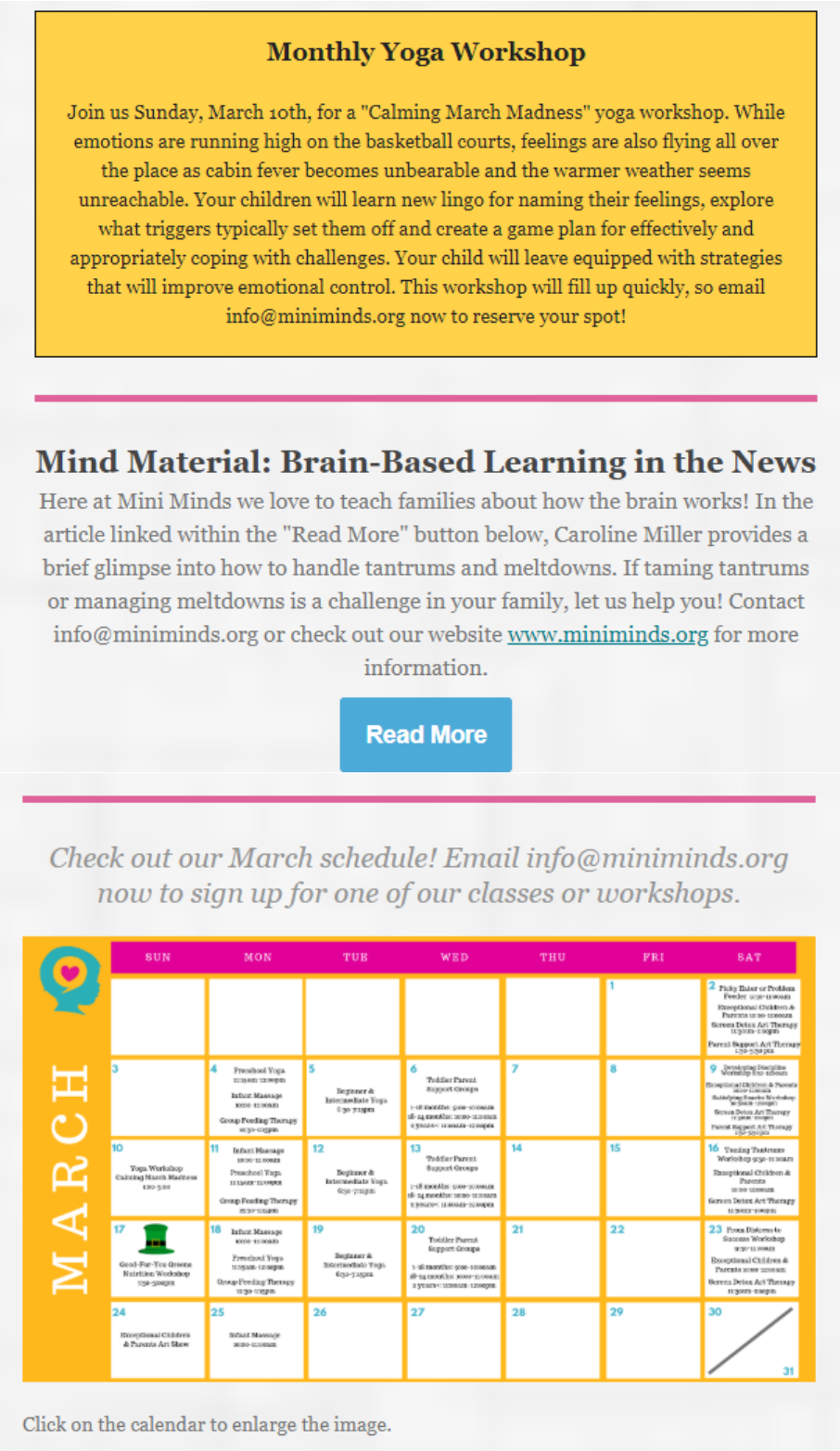
March 2nd-March 23rd
Art Show March 24th

Art therapy provides a visible map for understanding your child's inner dynamic. Allow your child to freely and safely express their uniqueness in this class where we explore the expressive therapy continuum. Led by Jessica Buescher, MA ATR-BC, we will utilize each amazing child's particular skill level and individual needs. Following the first session, where we will meet with parents-only, children will engage in hands on activities and direct interaction with their parent and peers. We will learn and discuss when certain art materials are appropriate to introduce and provide sensory interests for exploratory learning. Our final session will include an art show, to celebrate your child's talent and showcase their new skills. Cost is $95 per four-session series.

Parent Support Art Therapy Group

Saturday March 2nd
& March 9th
1:30-3:30pm

Parents of children with special needs aren't just regular parents, they are SUPERHEROES! But being a superhero can be overwhelming. In this art therapy class designed for parents, we will provide a safe, supportive environment to release emotions and engage with other parents in a judgement-free space. We will work on specific art directives to move intangible feelings out and project them onto something tangible. By creating unique cloaks, we not only display one's individual superpowers, but also provide a metaphorical armor to allow parents to let their guard down and release, with people who understand. Led by art therapist Jessica Buescher, this class is for adults who want to improve their physical, mental and emotional well-being, while building lasting relationships with a group of supportive peers and professionals. All materials are provided. Cost is $95 per two-week series.



Monthly Yoga Workshop

Join us Sunday, March 10th, for a "Calming March Madness" yoga workshop. While emotions are running high on the basketball courts, feelings are also flying all over the place as cabin fever becomes unbearable and the warmer weather seems unreachable. Your children will learn new lingo for naming their feelings, explore what triggers typically set them off and create a game plan for effectively and appropriately coping with challenges. Your child will leave equipped with strategies that will improve emotional control. This workshop will fill up quickly, so email info@miniminds.org now to reserve your spot!

Mind Material: Brain-Based Learning in the News

Here at Mini Minds we love to teach families about how the brain works! In the article linked within the "Read More" button below, Caroline Miller provides a brief glimpse into how to handle tantrums and meltdowns. If taming tantrums or managing meltdowns is a challenge in your family, let us help you! Contact info@miniminds.org or check out our website www.miniminds.org for more information.

Read More

Check out our March schedule! Email info@miniminds.org now to sign up for one of our classes or workshops.

MARCH

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Click on the calendar to enlarge the image.

Figure 2. Mini Mind's March e-newsleter.

mini minds

What is Mini Minds?

We are a multi-disciplinary pediatric clinic utilizing a whole brain, whole child, whole family, approach to help children and their families thrive! We offer services including mental health therapy, speech therapy, feeding therapy, occupational therapy, nutrition counseling, art therapy & yoga. To learn more about our services click here.

"You must be the change you wish to see in your child"

How can we help empower you to raise children who thrive? We are reflecting on our workshop service line and are reaching out to YOU to help us design more effective ways to support your family. Please click the blue button below to share your opinions in a short, 3 minute, survey.

Click here to take the survey

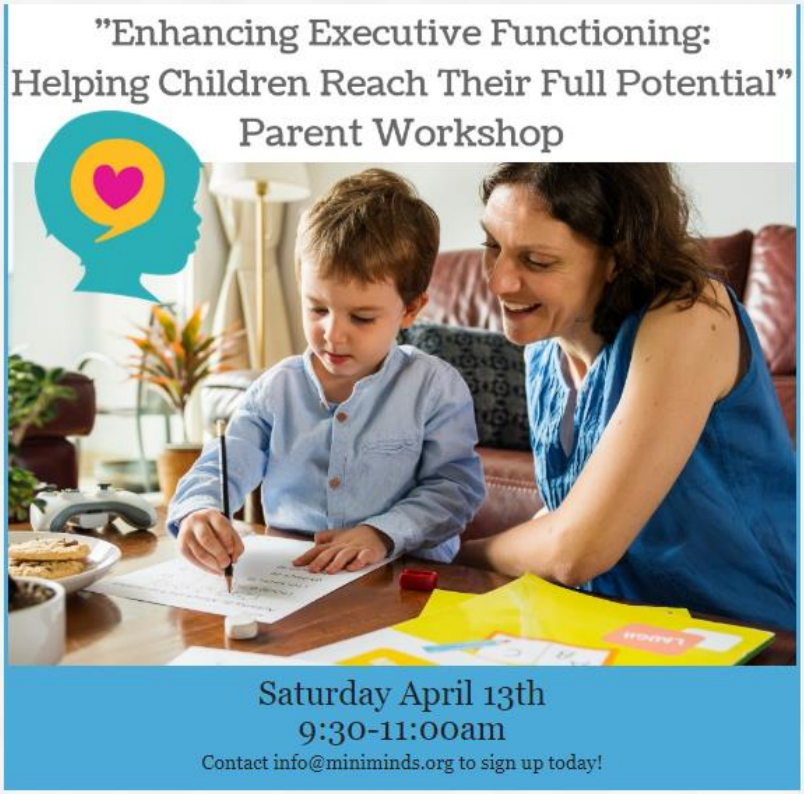
Occupational Therapy Services Expanded

Please welcome Abby Schumann our newest Occupational Therapist! Abby comes to the Mini family with a wealth of knowledge from the Neonatal Intensive Care Unit (NICU) and other medical settings. She has also worked in Applied Behavior Analysis (ABA) Centers and other pediatric clinics and schools. Abby enjoys helping her clients discover successful self-regulation strategies and sensory integration techniques so that they can be successful in a wide variety of environments, from home to school to play dates! She is passionate about exercise & wellness, and loves to incorporate those interests in to her occupational therapy practice.

April Workshops

We offer a variety of workshops for parents, grandparents, teachers, caregivers, and other providers to learn more about the challenges our children face, discover insights on skill-building opportunities, and acquire strategies to carryover progress at home, in school and around the community. Our clinicians are also available to come to you to present on any of the below topics at your school, church, or other community organization. For further booking details, please contact info@miniminds.org.

All workshops are facilitated by our licensed clinicians. Each workshop will be a total of 90 minutes in length, including time for your specific questions after. Price per session is $25.



Feeding Therapy

Many parents worry if there child is eating enough or getting the nutrients they need to grow and thrive. But many of us don't always know the best ways to get our kids to eat the right foods. This class, led by Meghan Crouse, MS, CF-SLP, and Jenny Cloud, MOT, OTR, uses the SOS (Sequential Oral Sensory) approach to effectively assess and address problematic feeding behaviors. By incorporating all body and system functions into our assessments, along with nutrition and the environment, we increase your child's comfort level around new and different foods by exploring and learning about them in ways that engage and stimulate.

We work in small groups, so that children can model for each other (you know, like when your kid won't eat something at home but suddenly devours it at a friend's house), and introduce new foods in a playful, non-stressful atmosphere. Your child will first begin to tolerate the new food being near, then move to touching and kissing the food, and eventually tasting and eating. Sign up today to turn mealtime into a positive experience and ensure that your child is getting the food they need to grow and perform at their best!therapy is an established mental health profession that uses the creative process of art making to improve and enhance the physical, mental and emotional well-being of children and parents. It is based on the belief that the creative process involved in artistic self-expression helps children resolve conflicts and problems, develop interpersonal skills, manage behavior, reduce stress, increase self-esteem and self-awareness, and achieve insight.

Cost is $125 for this four-week series. Contact info@miniminds.org to sign up now!

Nutrition Workshop

Easter is just around the corner and that means lots of egg-cellent treats and egg hunts. Come to Mini Minds to learn more about the edible egg and all the nutrition packed in this egg-cellent food. Registered Dietitian, Anna Busenburg is here to teach you why you should include eggs in your daily diet and creative ways to enjoy this delicious food item.

Email info@miniminds.org to sign up for this workshop today!

April Yoga Workshop

We all share this beautiful planet called Earth! How often do we have the opportunity to take a moment and soak in our surroundings together? Pausing to appreciate nature's wonders can improve mood, as well as focus and attention. On this Yoga Hike, your child will learn grounding exercises to weather any storm while working as a team to overcome obstacles in our paths.

Contact info@miniminds.org to reserve your spot todafy!

Please note this class is outside (weather-pending) at Cool Creek Park

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Mind Material: Brain-Based Learning in the News

Mindfulness can be a powerful tool in managing anxiety, regulating emotions, and decreasing stress in our daily lives. In the article linked within the "Read More" button below, Juliann Garey shares how mindfulness can help kids become less anxious and more focused.

Teaching mindfulness to children of all ages and abilities is our passion! Let us help your family calm the chaos and raise children who thrive. Contact info@miniminds.org or check out our website www.miniminds.org for more information.

Read More

Check out our April schedule! Email info@miniminds.org now to sign up for one of our classes or workshops.

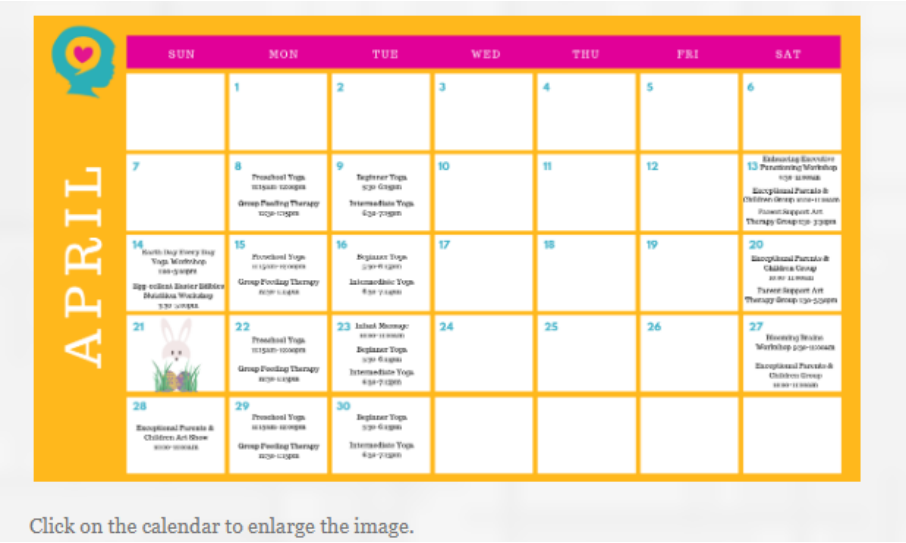
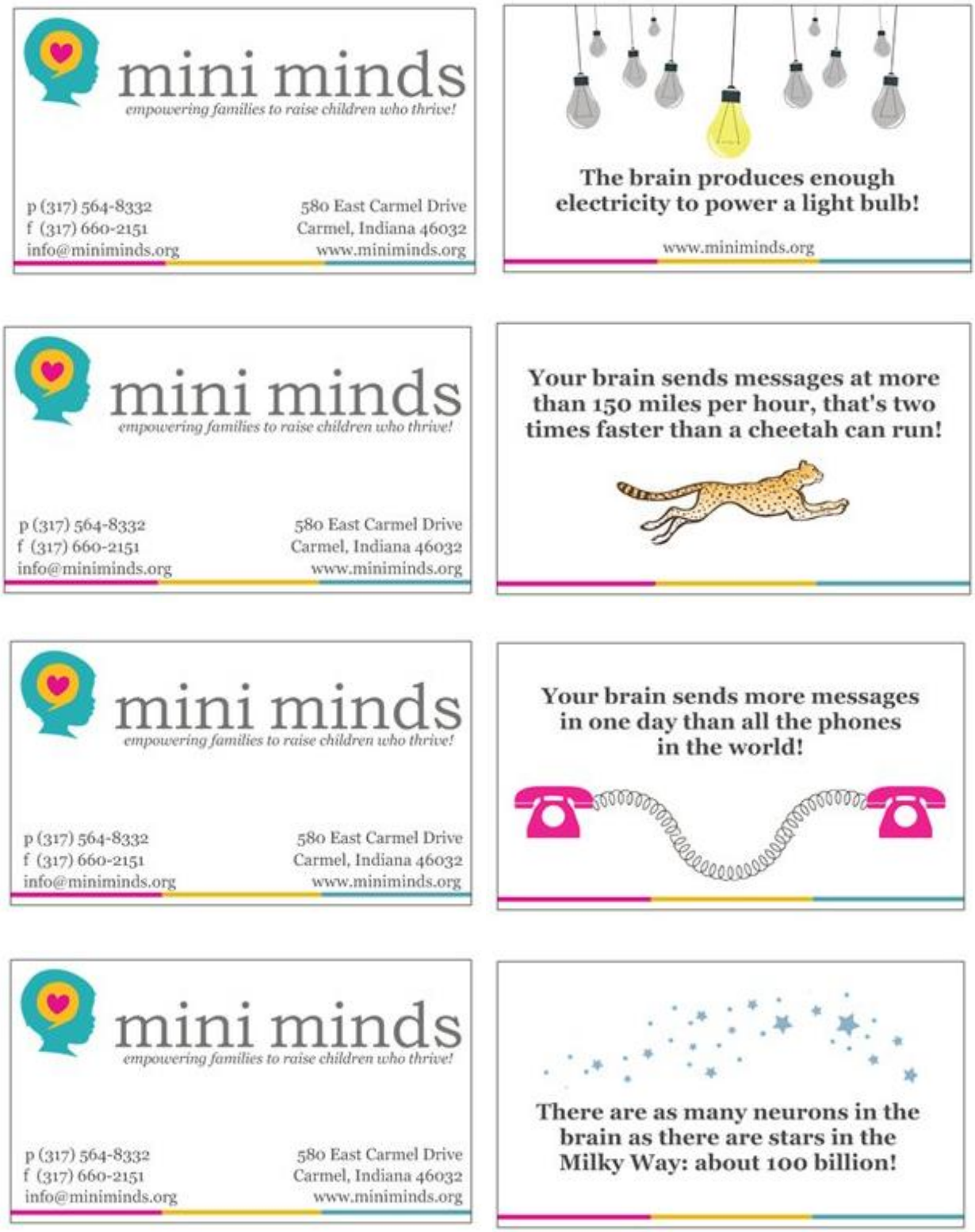


Figure 3. Mini Mind's April e-newsletter.

Appendix E


mini minds
empowering families to raise children who thrive!
p (317) 564-8332
f (317) 660-2151
info@miniminds.org
580 East Carmel Drive
Carmel, Indiana 46032
www.miniminds.org
The brain produces enough electricity to power a light bulb!
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Your brain sends messages at more than 150 miles per hour, that's two times faster than a cheetah can run!
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Your brain sends more messages in one day than all the phones in the world!
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580 East Carmel Drive
Carmel, Indiana 46032
www.miniminds.org
There are as many neurons in the brain as there are stars in the Milky Way: about 100 billion!

Appendix F

Canva
Canva
mini minds
Visit www.miniminds.org/classes for more information
INFANT MASSAGE
Ages: 6 weeks to pre-crawling
Tuesdays 10:00-11:00am
- Create healthy attachment
- Promote better sleeping
- Relieve colic
- Increase digestion
- Immune system enhancement
LED BY CERTIFIED INFANT MASSAGE INSTRUCTOR JENNIFER O'ROURKE, MA, LMFT

mini minds

Visit www.miniminds.org/classes for more information

TODDLER PARENT SUPPORT GROUP

Wednesday Mornings
Ages 1-18 months 9:00-10:00am
Ages 18-24 months 10:00-11:00am
Ages 2 and up 11:00am-12:00pm

Focus on one topic per week including sleep issues, creative play, tantrums, and more

LED BY CERTIFIED INFANT MASSAGE INSTRUCTOR JENNIFER O'ROURKE, MA, LMFT

Canva
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Canva
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TODDLER PARENT SUPPORT GROUP
Wednesday Mornings
Ages 1-18 months 9:00-10:00am
Focus on one topic per week including:
- sleep issues
- creative play
- tantrums
- and more
LED BY CERTIFIED INFANT MASSAGE INSTRUCTOR JENNIFER O'ROURKE, MA, LMFT

mini minds
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TODDLER PARENT SUPPORT GROUP
Wednesday Mornings
Ages 18-24 months 10:00-11:00am
Focus on one topic per week including:
- sleep issues
- creative play
- tantrums
- and more
LED BY CERTIFIED INFANT MASSAGE INSTRUCTOR JENNIFER O'ROURKE, MA, LMFT

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TODDLER PARENT SUPPORT GROUP

Wednesday Mornings
Ages 24+ months 11:00am -11:00pm

Focus on one topic per week including:

- sleep issues
- creative play
- tantrums
- and more

LED BY CERTIFIED INFANT MASSAGE INSTRUCTOR JENNIFER O'ROURKE, MA, LMFT

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SCREEN DETOX ART THERAPY GROUP

Saturdays
11:30am-1:00pm

Re-engage parts of the brain that aren't being utilized during screen time. Benefits include:
- Boost in brainpower
-Increase thinking, language, and memory

LED BY CERTIFIED ART THERAPIST JESSICA BUESCHER, MA ATR-BC

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Visit www.miniminds.org/classes for more information

EXCEPTIONAL CHILDREN & PARENTS ART THERAPY GROUP

Saturdays
10:00-11:00am

Exploration of the expressive art therapy continuum to help understand your child's inner dynamic

LED BY CERTIFIED ART THERAPIST JESSICA BUESCHER, MA ATR-BC

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Visit www.miniminds.org/classes for more information
PARENT SUPPORT THERAPY GROUP
Saturdays
1:30-3:30pm
Work on specific art directives to release emotions and engage with other parents in a safe and supportive environment
LED BY CERTIFIED ART THERAPIST JESSICA BUESCHER, MA ATR-BC

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Visit www.miniminds.org/classes for more information

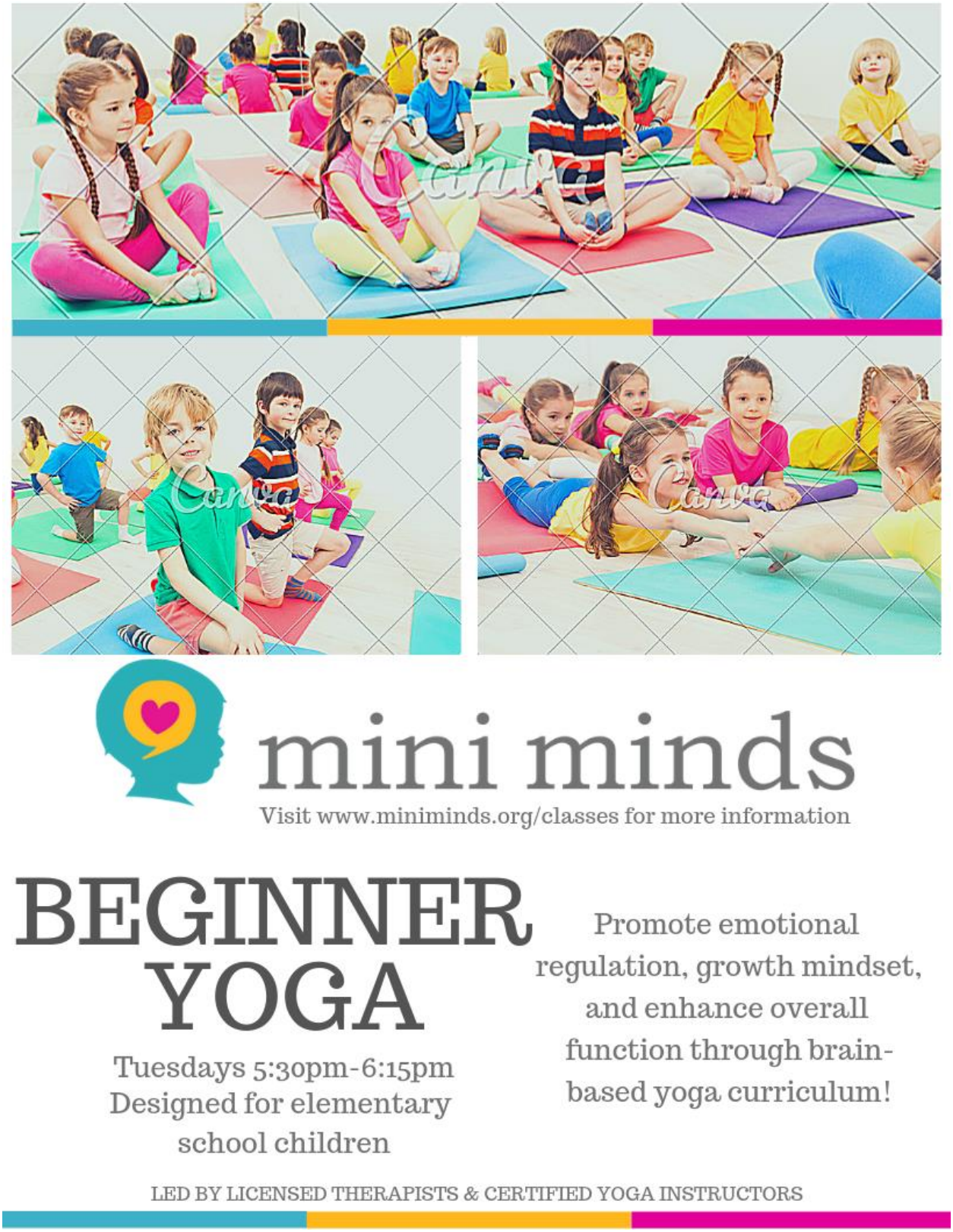
PRESCHOOL YOGA

Mondays 11:15am-12:00pm
Movement-based sensorimotor class

Themed classes to promote:

- Proprioceptive abilities
- Balance skills
- Eye-hand coordination
- Fine motor development

LED BY LICENSED THERAPISTS & CERTIFIED YOGA INSTRUCTORS


mini minds
Visit www.miniminds.org/classes for more information
BEGINNER YOGA
Tuesdays 5:30pm-6:15pm
Designed for elementary school children
Promote emotional regulation, growth mindset, and enhance overall function through brain-based yoga curriculum!
LED BY LICENSED THERAPISTS & CERTIFIED YOGA INSTRUCTORS

mini minds

Visit www.miniminds.org/classes for more information

INTERMEDIATE YOGA

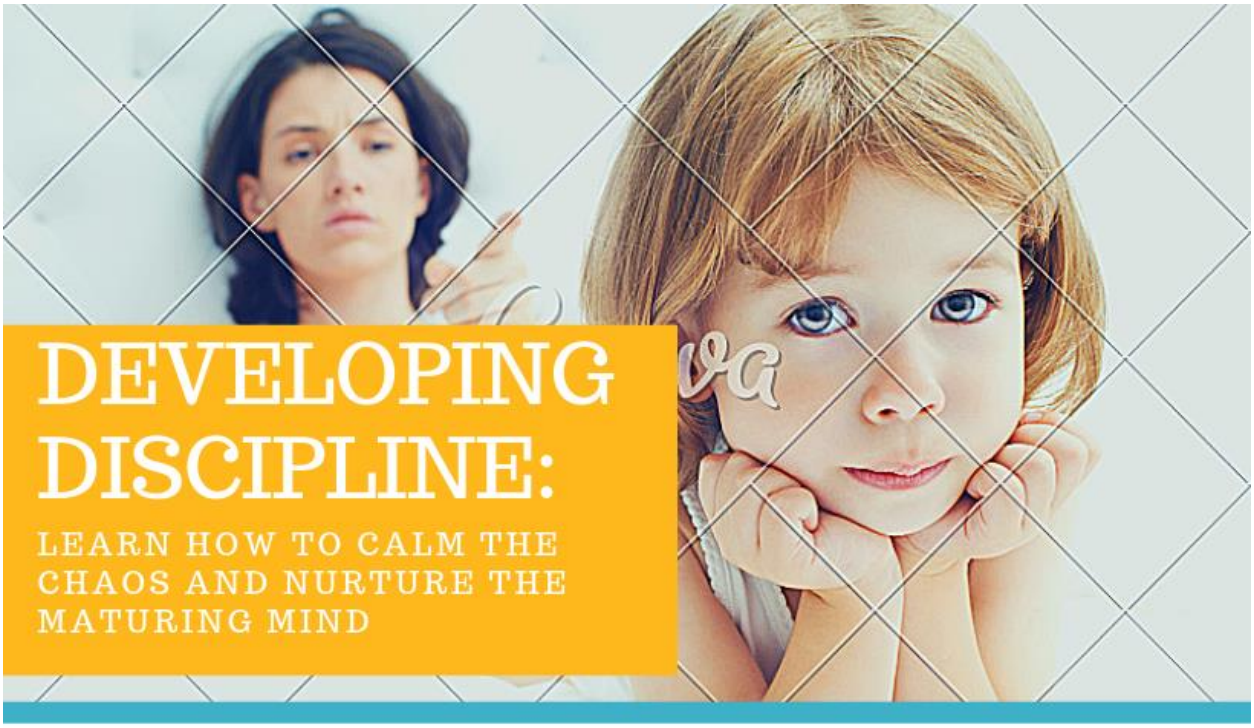
Tuesdays 6:30pm-7:15pm

Designed for elementary school children

Promote emotional regulation, growth mindset, and enhance overall function through brain-based yoga curriculum!

LED BY LICENSED THERAPISTS & CERTIFIED YOGA INSTRUCTORS

Appendix G

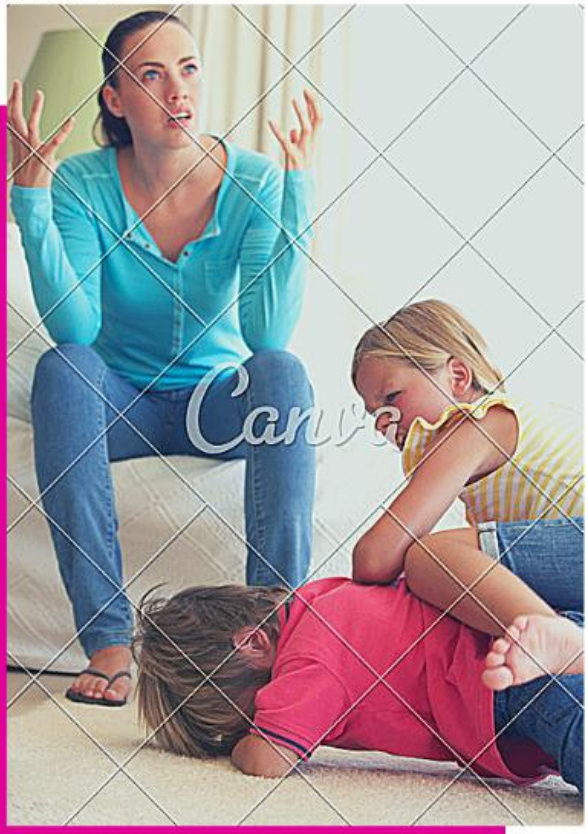


DEVELOPING DISCIPLINE:

LEARN HOW TO CALM THE CHAOS AND NURTURE THE MATURING MIND

LED BY: MEGAN PECK, MEd, MSW, LCSW

Ever wonder what's going on inside your child's head? Ever pondered what is so tragic about not having something seemingly trivial, or debated why your child makes decisions that appear completely illogical? This workshop will explain the latest research behind how your child's brain is constructed and how it develops. Explore how moments of frustrations are opportunities for growth and begin to formulate evidence-based solutions. This workshop will provide research-proven strategies to effectively communicate with your "emotionally hijacked" child and engage your child's cooperation in coping with challenging thoughts and feelings.



FOR MORE INFORMATION VISIT www.miniminds.org

LED BY: JEN O'ROURKE, LMFT

Tantrums, outbursts and meltdowns…oh, my! Every parent knows that feeling of panic when a child starts to lose it, usually at the most inopportune time. Join our class to learn how to turn that tantrum into an opportunity to connect with your child, while making the situation more bearable for everyone. This workshop equips parents with the knowledge to understand the brain science behind a meltdown and the tools to provide calm and comfort to a child experiencing one. If you have been struggling with meltdowns, wondering if your child's outbursts are normal, or want to get a foundation in place before experiencing tantrums, reserve your spot in this popular class for parents of children ages birth to five years.

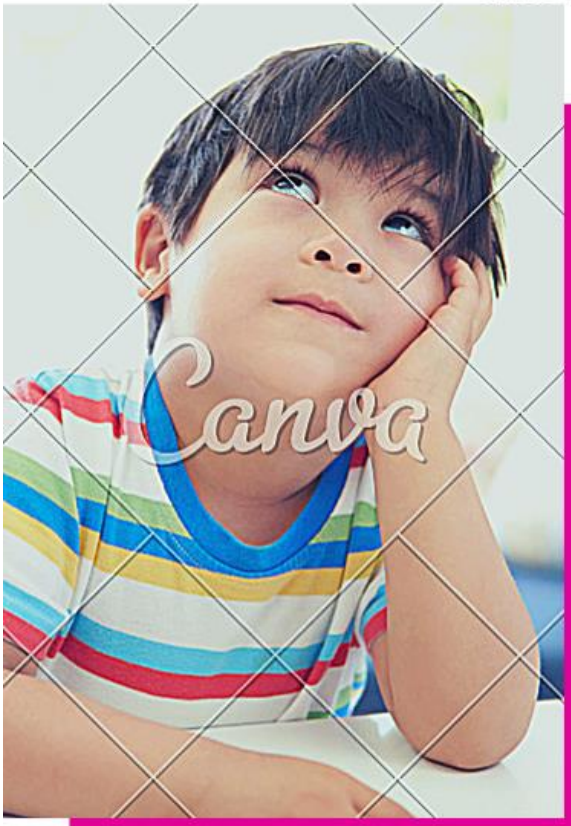
FOR MORE INFORMATION VISIT www.miniminds.org

LED BY: JENNIFER CLOUD MOT, OTR

The brain attempts to use information about sights, sounds, textures, smells, tastes, and movement in an organized way, allowing us to assign meaning to our experiences, and helping us to know how to respond and behave accordingly. When a child's brain is unable to integrate and use sensory information, they then struggle to comprehend a reliable and predictable picture of the world and their place in it. Learn how helping your child to self-regulate is the foundation for all social and emotional development. Become more aware of how your child's negative moods or behaviors may be inappropriate or ineffective ways of self-regulating. Create a list of fun and engaging sensory activities for your child and family that will help everyone stay regulated and in control of their thoughts, feelings, and actions.

FOR MORE INFORMATION VISIT www.miniminds.org

LED BY: KRISTIN KOUKA, MA, CCC-SLP



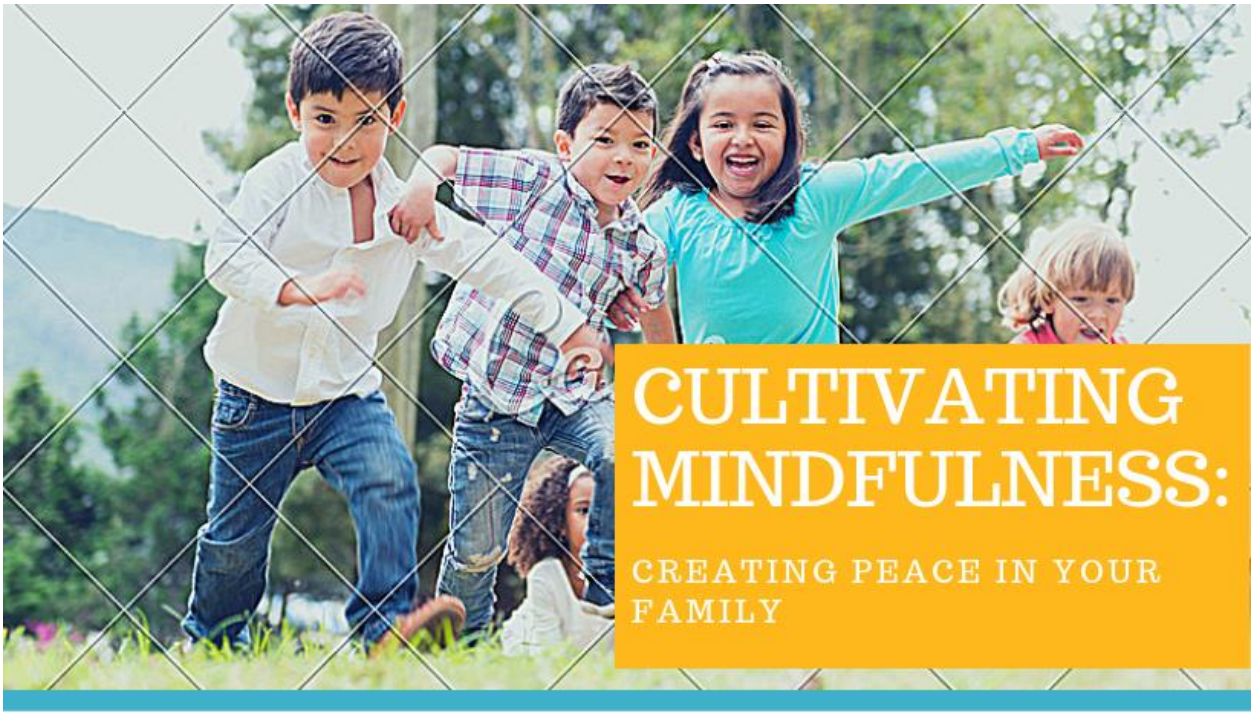
It's so frustrating to watch your child struggle with everyday responsibilities like writing down their language arts assignment, remembering to take their science book home, or finish their homework before bedtime. It's discouraging to receive feedback from your child's teacher that he has trouble sitting at his desk, following classroom directions without constant reminders, and resisting the impulse to engage with his peers during instruction times. You know your child has the heart to succeed, but he may be lacking the fundamental brain-based skills to get organized, initiate a task, stay on the task, inhibit impulses, and regulate his emotions. Want the good news? There's a lot you can do to help your child reach their potential. Learn the basics of your child's brain and how to help your child use the executive function capacities of their prefrontal cortex to respond mindfully rather than react impulsively.

FOR MORE INFORMATION VISIT www.miniminds.org

LED BY: MEGAN PECK, MEd, MSW, LCSW

Recent advances in neuroscience have shown us that the brain is far more malleable than we ever knew. The concept of brain plasticity demonstrates how connections between neurons can change with experiences and that we can increase our neural growth by the actions we take and the habits we create. We now understand there is a strong link between mindsets and achievement. It turns out, if you believe your brain can grow, you behave differently. Children who are taught that intelligence is malleable and shown how the brain grows with effort show an increase in motivation and achievement. In addition to teaching children about malleable intelligence, research also shows us that the way the adults in a child's life speak to them also have a big impact on mindset. Feedback given to children can either encourage a child to choose a challenge and increase achievement or look for an easy way out. For example, studies on different kinds of praise have shown that telling children they are smart encourages a fixed mindset, whereas praising hard work and effort cultivates a growth mindset. Walk away from this workshop with a new blueprint for more encouraging communication with your children.

FOR MORE INFORMATION VISIT www.miniminds.org



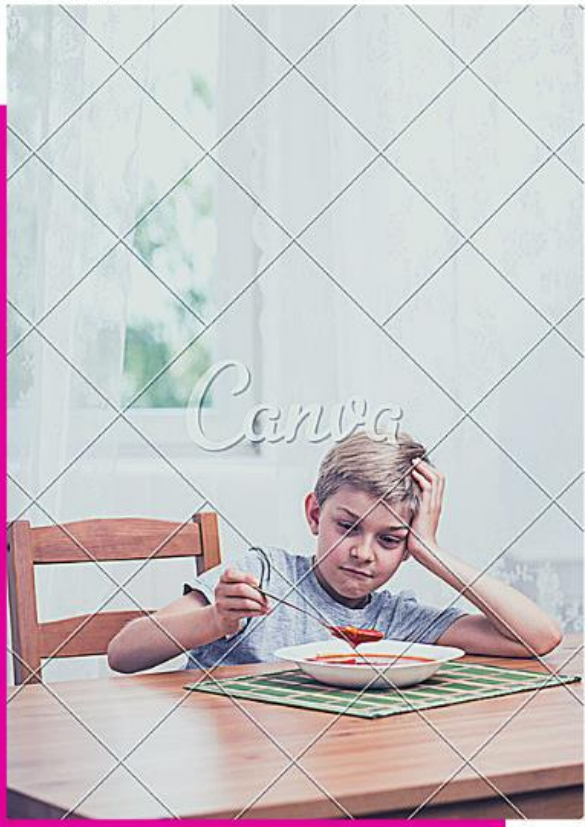
LED BY: MEGAN PECK, MEd, MSW, LCSW

In the last few years, mindfulness has emerged as successful strategy for helping children with conditions ranging from stress, anxiety, autism spectrum disorders, ADHD, and depression. While the concept is rooted in the science of the brain, the practice is extremely simple yet highly effective. Research has shown that mindfulness practices stimulate the prefrontal cortex of the brain and regular stimulation of this part of the brain helps us feel happier, healthier, calmer, and makes it easier for us to concentrate and think clearly. We understand the realities of raising a family in our fast-paced, frantic world. Walk away from this workshop with dozens of easy-to implement mindful solutions that will help you raise children who thrive.

FOR MORE INFORMATION VISIT www.miniminds.org

LED BY: MEGHAN CROUSE, MS, CCC-SLP

Do you and your child dread mealtime? This workshop is for parents of preschool to early elementary children, struggling with anxiety at mealtime, a limited food repertoire, or who simply want to introduce more foods into their child's diet. We use the Sequential Oral Sensory (SOS) approach to assessing and treating children with feeding difficulties in a fun, non-stressful environment. This approach assesses the whole child - organs, muscles, behavior and cognition, learning, oral-motor skills, development, sensory processing, the environment and nutrition – to focus on increasing your child's comfort level through exploring and learning about the different properties of food. By learning to expand your child's repertoire in a pressure-free environment, and providing ways you can incorporate these methods at home, we empower parents to decrease negative behaviors during mealtime and provide a pleasant dining experience for the entire family.



FOR MORE INFORMATION VISIT www.miniminds.org

Appendix H

1. What are your most common parenting challenges? Types as many topics as you wish.

2. What are the top three parenting challenges for which you would seek out advice?

3. Through what methods do you typically seek out advice?
   - Books
   - Websites
   - Conversation with friends/family
   - Conversation with professionals (pediatrician, therapist, etc.)
   - Blogs
   - YouTube/Videos
   - Other (please specify):

4. What books or websites have you purchased/visited for advice?

5. If you purchased books, have you read them?
   - Yes
   - No
   - Not applicable

6. If you have purchased books, and not read them, what has prevented you from reading them?

7. What is the best way for you to receive advice/support?
   - Attending a 1.5-hour workshop on a weeknight
   - Attending a 1.5-hour workshop on a weekend
   - Attending a 30-minute workshop on a weeknight
   - Attending a 30-minute workshop on a weekend
   - Live videos with the ability to ask real time questions
   - Downloadable videos that you can watch at your own pace
   - Other (please specify):

8. Which of our current workshops (www.miniminds.org/workshops) are of most interest to you?

9. What has prevented you from attending a workshop in the past?

10. The purpose of our workshops is to help parents, teachers, and other caregivers to build a foundation of knowledge for growth and change. What other feedback do you have as to how we can best achieve this mission?