

OCTOBER 2010

The Promise of Change

While the American mid-term elections are just around the corner, "The Promise of Change" isn't a cheesy campaign statement, instead it is the promise and hope of neuroplasticity – the very concept that the Z-Health Performance system is founded on. If you ask anyone who works for Z-Health why they work here, you will hear talk about the belief in change, and that we can all be better and achieve our potential. We can be who we want to be – and it's never too late. Every day is some version of a do-over – should we choose to take it.

NEUROPLASTICITY: WHAT IS IT?

Where does the word neuroplasticity come from?

It's a combination of two terms: neural and plasticity. Let's look at each.

Neural. This refers to the nervous system – an incredibly complex network of cells that live throughout our body. That network of cells tells us everything from how much light is in the room, to which way is up, to how badly our boss just annoyed us. The nervous system's control center (we call it a map) lives in the brain. If you think about the movie the Matrix, the nervous system is our Matrix.

Plasticity. The word "plastic" sounds pretty stiff and inflexible, but in the science world "plasticity" actually indicates malleability and the ability to change or transform. Any external stimulus will cause a change.

So, the term neuroplasticity means that our brains are constantly changing and adapting – to everything. At a base level, neuroplasticity is our survival mechanism. We quickly incorporate our past experiences (physical, mental, and emotional) so we are better able to predict what is going to come next. And, unfortunately, our brains aren't smart enough to throw out the bad experiences and only learn from and keep the good – the brain learns from all of it.

EXAMPLE: INJURY REHAB

Neuroplasticity is why you can read stories about how someone had the "movement center" of their brain destroyed in a horrible accident, but still learned to walk or run again. Within seconds of that injury, the brain is already trying to figure out how to fill in the missing gaps in the map, and is just waiting for the body to feed it the missing information.

It's like someone spilled a cup of coffee on the map, and the directions became fuzzy and unreadable. The brain knows that is a very dangerous situation for it to be in, so it starts looking for answers and ways to fill in the fuzzy areas.

Z-HEALTH PRECISION

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EVENTS CALENDAR

Be sure to check [our website](#) regularly for updates.

Essentials of Elite Performance

El Segundo, CA
November 12-14

Orlando, FL
December 10-12

Phoenix, AZ
January 21-23

Atlanta, GA
February 18-20

San Diego, CA
March 4-6

Seattle, WA
April 8-10

Denver, CO
April 15-17

Boston, MA
May 13-15

Cleveland, OH
June 10-12

San Francisco, CA
June 24-26

R-Phase

Bridgeport, CT
February 11-13 & March 18-20

Los Angeles, CA
February 18-20 & March 25-27

Orlando, FL
April 8-10 & May 13-15

Phoenix, AZ
May 13-15 & June 10-12

Seattle, WA
June 24-26 & July 29-31

When it comes to filling in the map, the precision of Z-Health is key. If you were giving someone directions to your house, would you say, "go straight on that one road, turn at that brick house with the garage, and then go up a bit and make a right?" No, instead you would be very precise, detailing exactly where to turn, complete with road names and quite possibly landmarks to aid navigation. Z-Health is the same – instead of just telling people to move to get better, we are quite precise in exactly what we do and how we do it. The more precise and targeted the information, the faster you can put together a high-quality map.

While we talked here about injury rehab, the same concept applies to improving your athletic skills, performing your job better, and improving the quality of your relationships with everyone around you. Feed your body and brain high-quality information, and you will be positively rewarded.

Next time you hear, "people can't change" know it's not true. They do, every single day.

If you have any questions about anything in this article, give us a call at 888-394-4198 or email us at info@zhealth.net and we can give you a hand.

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Announcing the Newest Z-Health Master Trainer

I wanted to take a quick moment to let you all know that Luis Hernandez has just completed all of the tasks and testing required to achieve the designation of Z-Health Master Trainer.

As a part of the Z-Health Master Trainer Program, anyone who hadn't achieved Master Trainer status at the live training event in January was given a very demanding set of tasks, study and testing that would be required to achieve the designation.

Luis worked diligently to complete his training: re-attending multiple certifications, additional certification material study, and intense rapid fire testing.

Please join me in congratulating Luis on his well-earned status of Z-Health Master Trainer!

Keep Moving, Dr. Cobb

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See Dr. Cobb and Dan John at NPE Mega Training

Are you a personal trainer looking to grow your business?

Then you won't want to miss the NPE Mega Training in Orlando next weekend.

Dan John, former S&C Coach, elite athlete, motivational speaker, and all-around nice guy will be keynoting the event, plus, our own Dr. Cobb will be speaking on "**Pain Relief and Peak Performance PROFIT CENTERS Unlike Any Other**".

[Click here for more details](#)

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2011 Calendar

I-Phase

Copenhagen, Denmark
October 28-31

San Francisco, CA
December 9-12

Phoenix, AZ
February 3-6

Bridgeport, CT
May 19-22

Los Angeles, CA
June 24-26

S-Phase

Phoenix, AZ
October 14-17

Phoenix, AZ
February 10-13

T-Phase

Phoenix, AZ
November 4-7

Phoenix, AZ
March 31-April 3

9S Certification Series

9S: Speed
Phoenix, AZ
December 2-5

Master Trainer

Live Training
Phoenix, AZ
January 3-8

Dates are filling fast!

Last month we did what we thought was a soft launch of our calendar. We updated the web site without telling anyone, because some of the dates and locations were still tentative.

It turns out that an awful lot of you were looking for that 2011 calendar. No sooner did it go up than the phone started ringing and certifications started filling. So, as a team we scrambled to finalize the calendar and put together the rest of the dates. 2011 dates are in the sidebar of this newsletter or you can find the [calendar online](#).

If you know you will be attending a certification in 2011, we recommend you call us NOW to make a deposit to save your spot. In many cities we need to limit attendance due to the facility constraints and would hate to make anyone travel to some place they prefer not to go.

CITIES FOR 2011

- Atlanta, GA
- Boston, MA
- Bridgeport, CT
- Cleveland, OH
- Copenhagen, Denmark
- Denver, CO
- Los Angeles, CA
- Phoenix, AZ
- San Diego, CA
- San Francisco, CA
- Seattle, WA

SIGN UP

Online: [Register Online](#)

Email: info@zhealth.net

Phone: 888-394-4198

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Newsletter Archive

Did you miss an issue of the Newsletter? Our regular newsletter is filled with interviews, articles, reviews, and all of the goodness that is Z-Health Performance.

Are you receiving our Training Tips? These brief training nuggets will be sure to enhance all of your activities.

Catch up on all of [our back issues](#) on the Z-Health web site or click on the "Manage your Subscription" link on the bottom of this email to ensure you are getting the latest news.

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Become a Fan on Facebook

Z-Health is on Facebook, and right now it's the ONLY place where you can see photos of the Z-Health Performance Training Center and recent certifications.

If you are already on Facebook, [become a fan](#), write on our Wall, or ask a question on our Discussion board. We'd love to hear from you.

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Learn More on YouTube

Interested in the science and theory behind Z-Health?

Want some athletic performance tips and tricks?

Check out our growing video library on [YouTube](#). Our most popular clips include:

- [Hamstring vs. the Running Shoe](#)
- [Jump Landing Training](#)
- [Z-Health in 3 Minutes](#)

Enjoy!

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