



neurozone®

White Paper

EFFECTIVENESS OF **NEUROZONE**®

JANUARY 2017

INTRODUCTION

Neurozone® has developed an tool which aims to direct behaviour in order to achieve ultimate brain/body system optimization. This intervention consists of a diagnostic with personalized recommendations hosted on an online platform.

OBJECTIVES

The objective of this study is to evaluate the levels of compliance that a sample group shows to the **Neurozone®** intervention as well as the impact these behavioural changes has on the outcomes of Resilience, Learning Capacity, Self-Leadership and Innovation Capacity.

METHODOLOGY

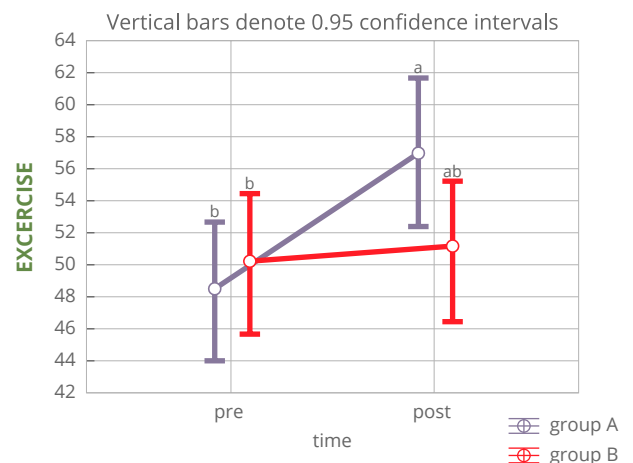
Three companies were involved in the research project. They represented the fields of financial services, manufacturing and insurance. Each company was asked to provide 60 participants. The total sample thus amounted to 180 participants. Participants were asked to complete a paper and pencil assessment (BPD). Half of the participants (Group B) were assigned to be controls, meaning they only completed the assessment once (no intervention) and then three months later. The test group (group A) completed both assessments and also received the intervention. The mean difference in the first measurement (PRE) and second measurement (POST) was thus investigated.

RESULTS

A statistically significant change was found across treatment groups for Exercise ($F(1,123) = 8.67, p = .004$); Nutrition ($F(1, 123) = 14.65, p = .000$); Silencing the Mind ($F(1,123) = 31.999, p = .000$); Collective

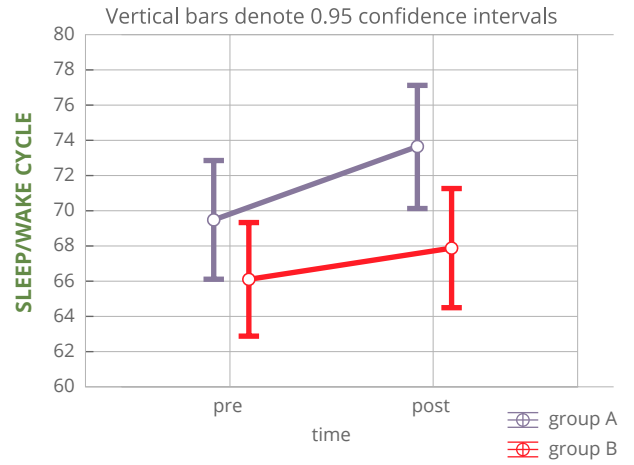
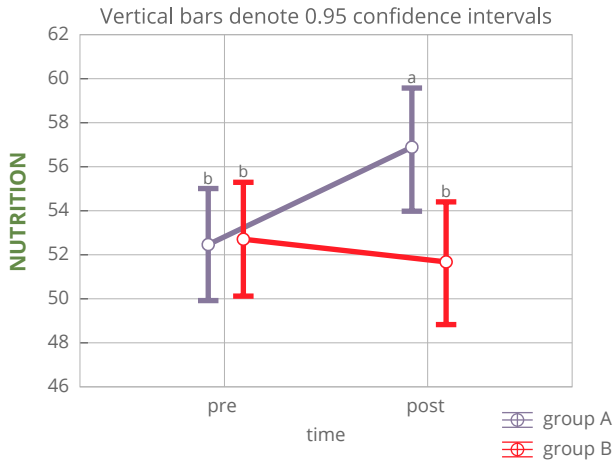
Creativity ($F(1,123) = 6.09, p = .015$); Learning ($F(1, 123) = 4.16, p = 0.434$); Executive Function ($F(1,123) = 14.78, p = .000$); Innovation Capacity ($F(1,98) = 5.171, p = .025$); and Self-Leadership ($F(1,98) = 5.369, p = .023$).

The differences across treatment groups for Sleep/Wake Cycle ($F(1,123) = 1.57, p = .213$); Social Safety ($F(1, 123) = 2.057, p = .154$); Goal Directedness ($F(1,123) = .756, p = .386$); Abstraction ($F(1, 123) = .50, p = .483$); and Resilience ($F(1, 98) = .636, p = .427$) was not found significant. Generally, there was however a positive trend. The results are visible in the figures and tables below.



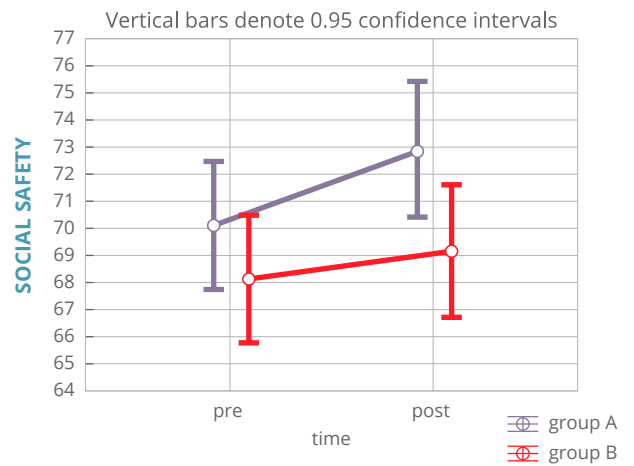
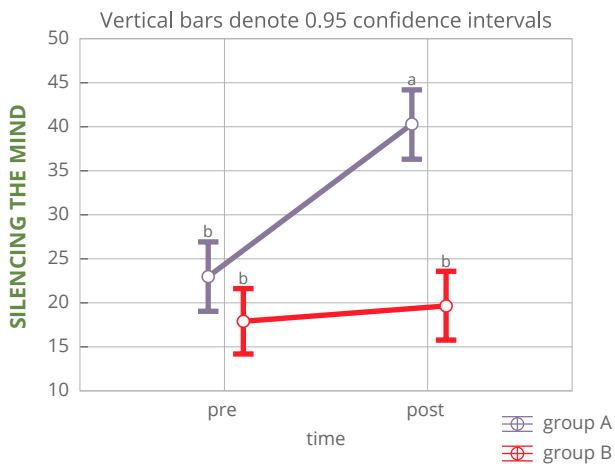
EXERCISE				
Group	Time	N	Mean	SD
A	Pre	81	48.67	21.12
A	Post	61	58.69	18.72
B	Pre	81	49.70	21.73
B	Post	68	49.27	23.13

RESULTS



NUTRITION				
Group	Time	N	Mean	SD
A	Pre	81	52.49	11.80
A	Post	61	57.29	11.68
B	Pre	81	52.62	12.96
B	Post	68	50.84	12.52

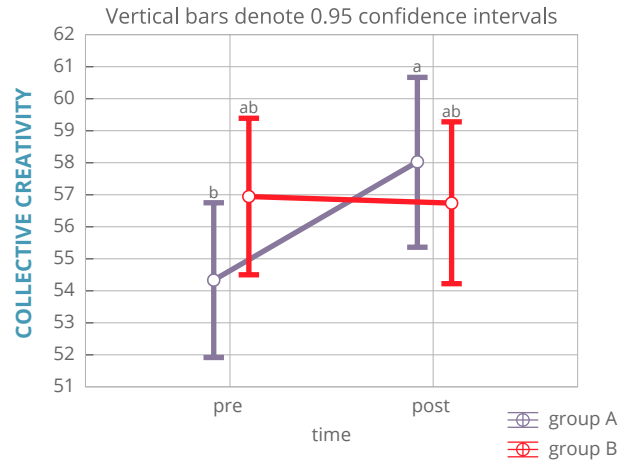
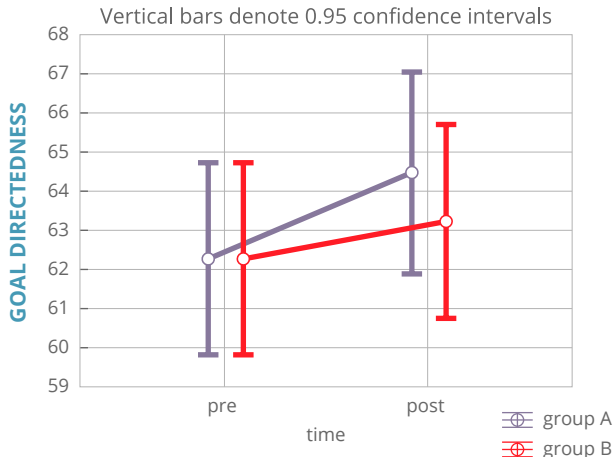
SLEEP/WAKE CYCLE				
Group	Time	N	Mean	SD
A	Pre	81	69.28	15.15
A	Post	61	74.16	13.77
B	Pre	81	66.02	15.28
B	Post	68	68.88	15.06



SILENCING THE MIND				
Group	Time	N	Mean	SD
A	Pre	81	23.04	16.76
A	Post	61	39.64	18.71
B	Pre	81	18.04	14.03
B	Post	68	19.54	16.72

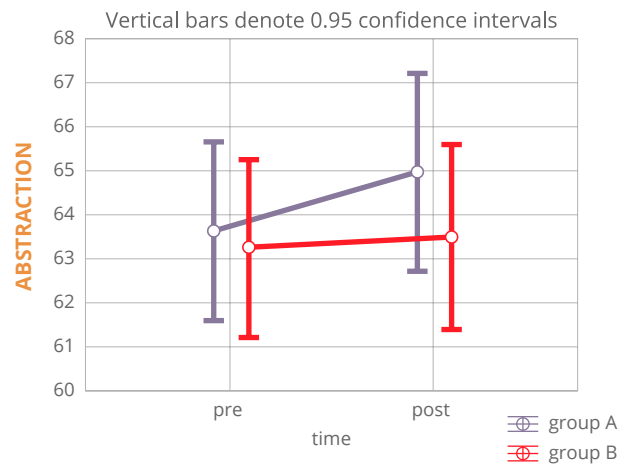
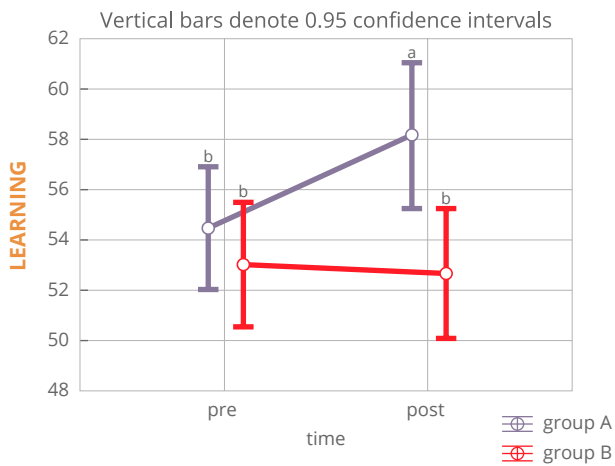
SOCIAL SAFETY				
Group	Time	N	Mean	SD
A	Pre	81	70.26	9.71
A	Post	61	72.44	9.93
B	Pre	81	68.11	10.77
B	Post	68	68.51	12.32

RESULTS



GOAL DIRECTEDNESS				
Group	Time	N	Mean	SD
A	Pre	81	62.40	9.90
A	Post	61	64.13	11.07
B	Pre	81	62.15	11.47
B	Post	68	63.12	12.82

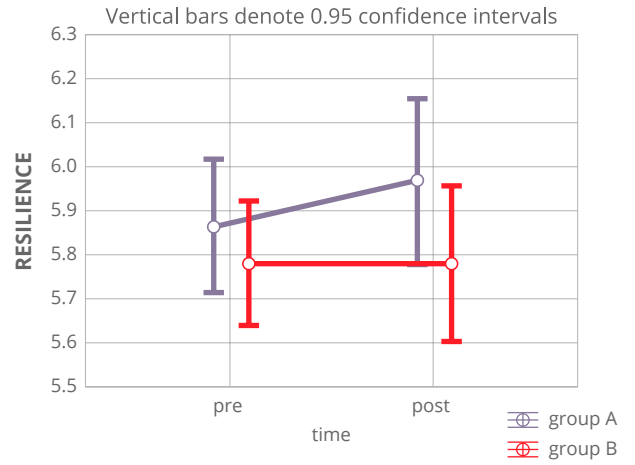
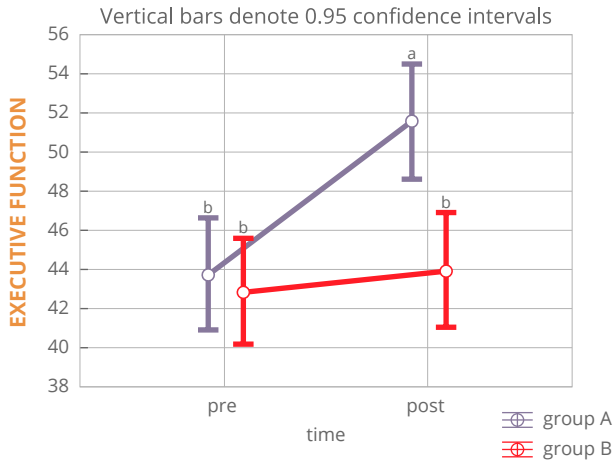
COLLECTIVE CREATIVITY				
Group	Time	N	Mean	SD
A	Pre	81	54.59	11.01
A	Post	61	57.72	10.54
B	Pre	81	57.00	10.96
B	Post	68	55.79	11.99



LEARNING				
Group	Time	N	Mean	SD
A	Pre	81	55.08	10.46
A	Post	61	58.10	11.74
B	Pre	81	53.00	12.41
B	Post	68	51.97	14.03

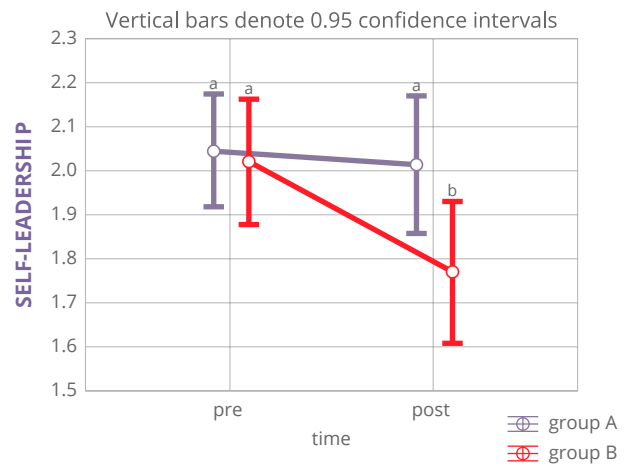
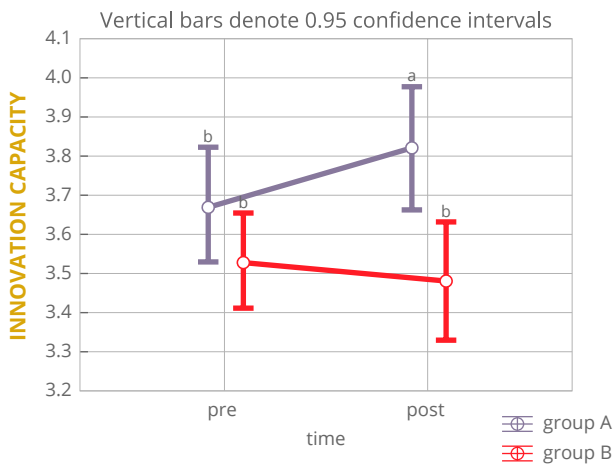
ABSTRACTION				
Group	Time	N	Mean	SD
A	Pre	81	63.70	8.40
A	Post	61	65.18	9.54
B	Pre	81	63.19	9.47
B	Post	68	62.93	10.93

RESULTS



EXECUTIVE FUNCTION				
Group	Time	N	Mean	SD
A	Pre	81	43.67	12.10
A	Post	61	51.48	14.32
B	Pre	81	43.01	11.57
B	Post	68	43.81	13.06

RESILIENCE				
Group	Time	N	Mean	SD
A	Pre	74	5.91	0.56
A	Post	49	5.91	0.87
B	Pre	80	5.78	0.59
B	Post	55	5.72	0.61



INNOVATION CAPACITY				
Group	Time	N	Mean	SD
A	Pre	74	3.63	0.62
A	Post	49	3.89	0.62
B	Pre	81	3.55	0.64
B	Post	55	3.42	0.64

SELF-LEADERSHIP				
Group	Time	N	Mean	SD
A	Pre	81	2.03	0.53
A	Post	55	2.02	0.69
B	Pre	75	2.02	.60
B	Post	49	1.71	0.59