

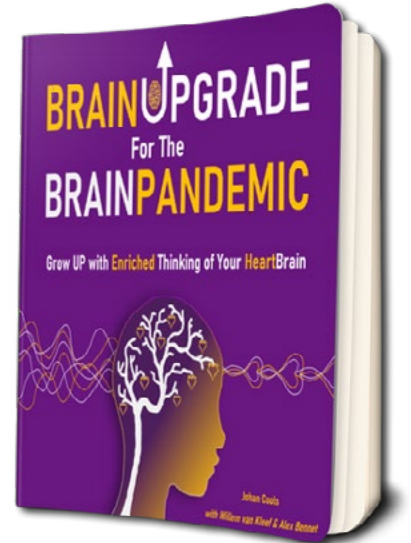


“As a psychology professor focused on global coherence, I wholeheartedly recommend this book for its clear blueprint in enhancing cognitive skills and societal harmony.”

Stephen B. Shafer – Emeritus Professor Psychology

“BrainUpgrade for the BrainPandemic is exclusively available on yourbrainupgrade.com

A free teaser and a condensed animated version of the book is available for free as well”



Unveiling the Mind’s Revolution

JOHAN COOLS

Exploring Cognitive Health, Societal Transformation, and the Path to Collective Enlightenment

Johan Cools delves into his visionary work, addressing the Brain Pandemic, offering tools for transformation, and envisioning a harmonious society through cognitive evolution.

Hailing from the picturesque city of Gent, Belgium, Johan Cools emerges as a luminary in the realms of cognitive health, mental transformation, and societal evolution. Born in Belgium, Cools embarked on a profound journey intersecting diverse fields—from cancer and health research to the exploration of natural healing and vibrational medicine. However, it is his relentless pursuit of understanding the human psyche, neuroplasticity, and the subconscious mind that sets him apart as a visionary in the

modern era. Cools’ odyssey into the intricacies of cognitive well-being culminated in the creation of transformative literary works, poised to revolutionize how we perceive and nurture our mental faculties. As the curtains unveil on his upcoming masterpiece, ‘Modern Lifestyle Kills,’ slated for release in 2024, readers are invited to embark on a voyage of self-discovery and societal rejuvenation.

Central to Cools’ discourse is the ground-breaking concept of the “Brain Pandemic,” a poignant metaphor illuminating the pervasive

cognitive crisis gripping humanity. Drawing parallels to the urgency witnessed in medical pandemics, Cools advocates for a collective awakening to the imperative of mental well-being. Through his profound insights, he unveils a roadmap for personal and societal transformation, offering practical tools and methodologies to navigate the tumultuous landscape of the modern mind.

Embedded within the fabric of his narrative are the endearing characters of the cartoon family The Knewits, serving as beacons of wisdom in a sea of complexity. Through their trials and triumphs, readers are beckoned to confront their own cognitive landscapes, fostering empathy, understanding, and resilience along the way.

Yet, Cools’ vision extends far beyond individual enlightenment,

resonating with the pulse of a harmonious society. At its core lies a call to action—a call to embrace empathy, collaboration, and social responsibility. Through the synergy of hearts and minds, he envisions a world where authenticity reigns supreme, and humanity thrives in interconnectedness.

As readers delve into the pages of Cools’ magnum opus, they are not merely passive spectators but active participants in a profound paradigm shift—one that transcends the boundaries of the self and ushers in an era of collective evolution. With every turn of the page, a symphony of transformation unfolds, echoing the resounding truth that within each individual lies the power to reshape not only their reality but the fabric of society itself.

How did you come up with the

concept of a Brain pandemic and what inspired you to address this topic in your book?

The term Brain Pandemic suggests a widespread cognitive health crisis necessitating urgent action, akin to the global mobilization seen in medical pandemics. It serves as a metaphor for pervasive mental challenges, highlighting the importance of mental well-being and the transformation of thought processes. By evoking the recent COVID-19 experience, I intended to create cultural resonance, emphasizing the danger of passive conformism and learnt helplessness, while expressing the need for a collective, transformative response to the real challenges humanity and our society is facing by enhancing cognitive functioning.

Can you elaborate on the practical tools and methods you provide in the book for personal and societal transformation?

This book offers the readers techniques to recognize and restructure habitual thought patterns that operate beneath conscious awareness. Moving beyond the confines of routine thinking is facilitated by the concept of the 6E ORBIT, which encourages stepping out of one’s mental comfort zone and dispelling the illusions created by virtual reality. To cleanse the subconscious mind, I introduce Mental Transformation Animations (MTAs), which leverage a blend of visualizations, affirmations,

and meditation technologies, such as BrainTap, to rewire mental pathways. For those seeking heightened productivity and perfor-

What motivated you to incorporate the characters of The Knewits in your book, and how do they contribute to the narrative?

The Knewits add a narrative layer, making complex ideas more accessible and engaging by giving readers characters to relate to and learn from. Through the family’s experiences, the book’s concepts are vividly demonstrated in real-life scenarios, enhancing reader engagement and making the material more enjoyable and memorable. Readers often form an emotional bond with the characters, which can increase their motivation to integrate the book’s lessons into their own lives. Furthermore, the storytelling approach aids memory retention, as the Knewit cartoons can act as mnemonic devices for recalling key points. The insights that the family members experience or the challenges they face underscore the messages of personal growth. Light-heartedness and humour in the narrative help to soften the delivery of serious content, while the diverse viewpoints within the family reflect a range of controversial perspectives, emphasizing the need for an open mind.

Johan Cools’ visionary insights illuminate paths to personal growth and societal harmony, forging a brighter future through cognitive revolution.*

How do you suggest individuals can effectively apply the principles discussed in the book to their daily lives for tangible results?

Firstly it’s essential to set inten-

tions that extend beyond the self and foster deeper connections with others. This starts with finding back your authentic self and connection with yourself. Then you set goals that reflect a commitment to broader societal engagement. Small, intentional actions can gradually expand your circle of positive influence, fostering the confidence to enact more significant transformations. Mindfulness and an open mind become crucial, not just for self-awareness but also for discerning the impact of external influences, such as the fear mongering mass media and the pressure of societal conformism. By integrating these principles and insights into your daily life, you cultivate habits that counteract the narrow focus of self-centeredness. The tools provided in this book should be used while keeping your intentions aligned with a greater purpose of contribution, and not limited to personal progress. It is also important to keep educating yourself with an open mind by seeking out authentic sources of information that challenge false narratives. Within these processes patience and persistence are important because societal change and personal change unfold gradually. Finally, it’s important to celebrate not only personal milestones but also the small or bigger accomplished changes which contribute towards a loss polar, more connected and empathic world.

What do you hope readers will take away from the book in terms of enhancing their cognitive abilities and contributing to a more harmonious society?

In terms of enhancing cognitive abilities, this book aims to empower readers with a mindset geared towards continuous learning, by applying metathinking and stepping out of their comfort zone. By reflecting on the way thoughts and emotions create your reality you gain the power to reshape

your reality. So I encourage the development of critical thinking, a crucial skill in discerning truth in an age of mass media manipulation. Mindfulness is presented as a tool for increasing self-awareness and managing cognitive biases. If the reader understands neuroplasticity then they have a tool to reshape their limiting beliefs, their lives and their reality. The idea is to empower the reader and to bring them the insight that they are not a helpless drop on a hot plate, but a drop in a powerful wave of increased consciousness that can transform society in a more human friendly direction.

For contributing to a more harmonious society, the book underscores the importance of empathy in recognizing and valuing diverse perspectives, leading to more compassionate interactions. It also stresses the significance of effective communication, enabling individuals to share ideas and listen to understand, which is essential for creating trust. Collaboration is key, as many societal challenges are best addressed through united efforts. A sense of social responsibility is encouraged, emphasizing the impact of individual contributions to the community. The book promotes global awareness, recognizing the interconnectedness and interdependence of all living creatures in our ecosystem and a new way of thinking using the brain-heart to compensate for a left brain dominated technocratic society which is leading to degeneration and regression of humanity to digital slavery.