



**BrainBuilders
Health** by **CFDI**
Applied Neuroscience & Integrative Wellness

Welcome!

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- In the Village Shops
- Outside the JCPenney Entrance



Staying Sharp:

Brain Boosts for Everyday Life



What Does “Staying Sharp” Mean?



Staying sharp means your brain can:
take in information → hold it → use it → follow through

Not just remembering—
functioning effectively in real time



TAKE IT IN

Notice and understand what's happening.



HOLD IT

Keep it in mind long enough to work with it.



USE IT

Apply it to decisions, actions, or problem solving.



FOLLOW THROUGH

Carry it out and stay with it to completion.



**Sharp is *not* what you know—
*it's what you can do with it.***



NOT SHARP vs SHARP



The difference isn't intelligence. It's how your brain works *in the moment*.

NOT SHARP



LOSES TRACK

Mind wanders.
Loses place in conversation
or task.



STARTS BUT DOESN'T FINISH

Gets distracted.
Leaves things incomplete.



HEARS BUT IT DROPS

Information goes in...
then disappears.



OVERWHELMED EASILY

Too much at once.
Shuts down or gives up.



SHARP



STAYS WITH IT

Stays present.
Keeps track of conversations,
details, and next steps.



FOLLOWS THROUGH

Stays on task.
Finishes what they start.



HEARS, HOLDS, AND USES

Takes it in, holds it,
and uses it at the right time.



HANDLES WHAT MATTERS

Filters what's important.
Stays calm and adapts.



Sharp is *not* about knowing more—
it's about working better in the moment.



**Over time, the whole system
is not working together...**



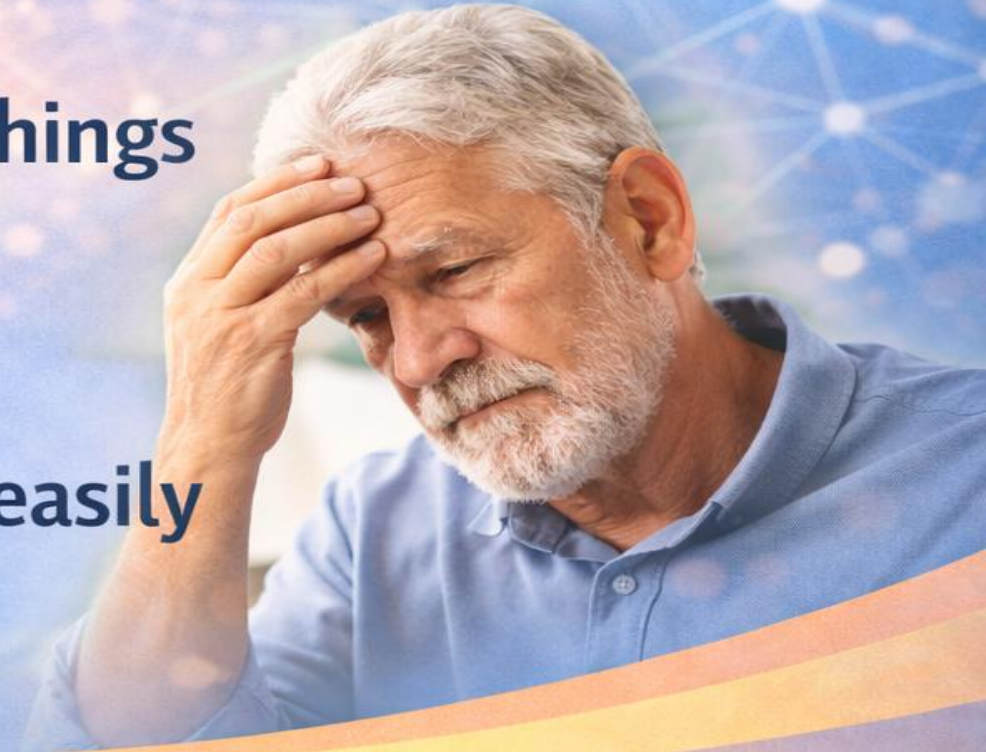
It's Not Just Aging

- ✓ The brain becomes less efficient
- ✓ Systems don't coordinate as well
- ✓ Regulation drops—
everything feels harder



What Changes First

- ✓ **Losing track mid-task**
- ✓ **Taking longer to complete things**
- ✓ **Avoiding complexity**
- ✓ **Feeling overwhelmed more easily**



Neuroplasticity

The Capacity to Change

No matter your starting point, the brain is capable of adapting and improving.



- ✓ Your **current reality** isn't permanent.
- ✓ **Challenges** don't have to stay.
- ✓ You can build habits that make a difference.

The brain can improve. People can change.

What the Brain Needs to Stay Strong

- ✓ The right level of challenge
- ✓ Variation (not repetition)
- ✓ Coordination across systems
- ✓ Engagement + recovery



Number Columns

Add 2 to each number – go across and skip a column for more challenge

2

0

4

8

7

6

3

1

5

0

6

1

3

2

4

7

5

8

6

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3

0

2

4

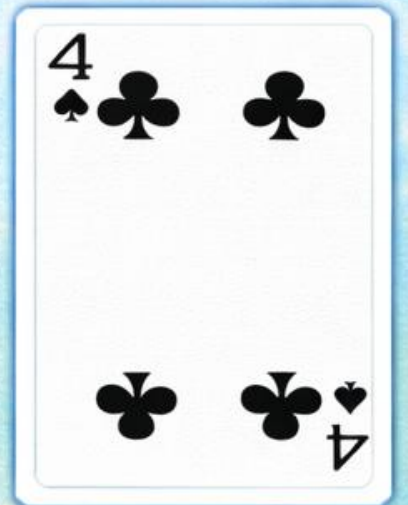
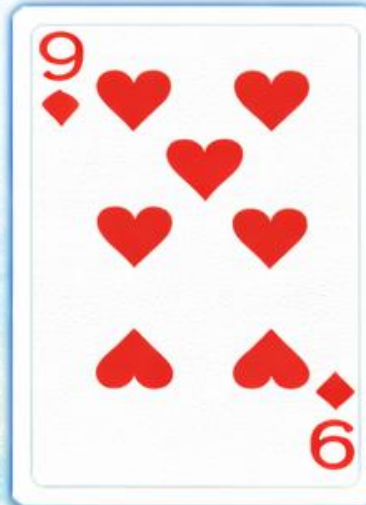
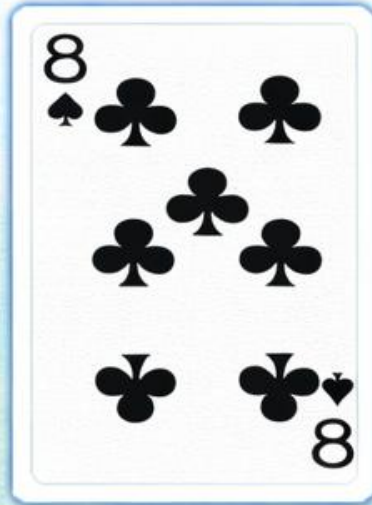
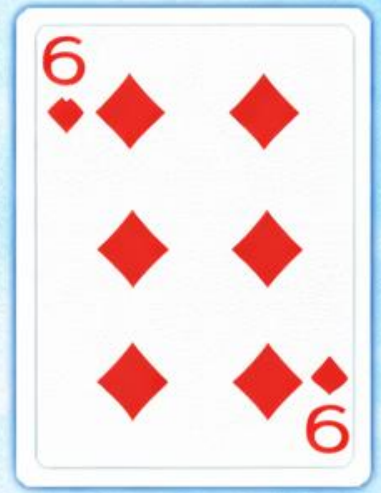
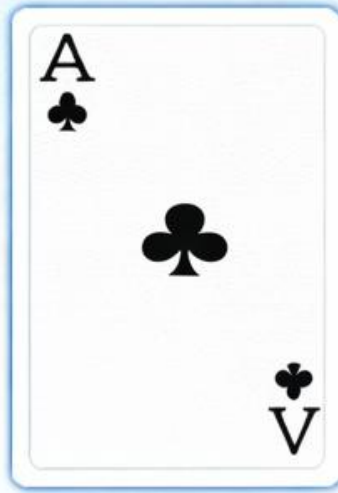
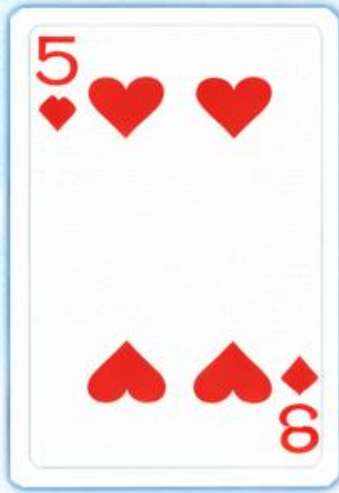
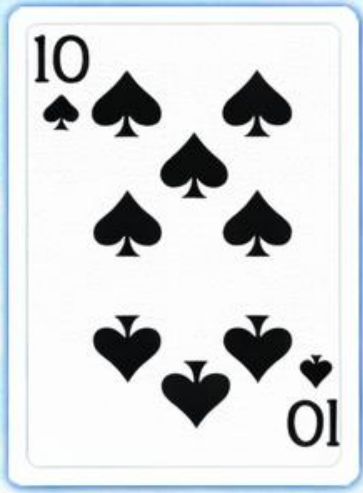
8

5

7



Clap – Tap – Snap



STROOP EXERCISE

Say the COLOR of the word, not the word itself.

Go row by row. Do your best!

RED

BLUE

GREEN

YELLOW

PURPLE

BLUE

YELLOW

PURPLE

RED

GREEN

GREEN

RED

BLUE

PURPLE

YELLOW

YELLOW

GREEN

RED

BLUE

PURPLE

PURPLE

YELLOW

RED

GREEN




BLUE

Great job! That's your brain in action.

Brain Boosts for Everyday Life






1 Change One Small Thing

-  Use a different hand
-  Change the order
-  Add a simple twist





2 Just Enough Challenge

-  Not too easy
-  Not overwhelming
-  Right at your edge





3 Use More Than One System



-  Movement + thinking
-  Talking + doing



4 Pause, Then Re-engage

-  Short break matters
-  Come back clearer



 Small shifts in how you engage your brain can create **meaningful change** over time. 



1. PLAYING CARDS (ADD A MEMORY LAYER)



1 LOOK AT 3–5 CARDS

Study them.



2 PUT THEM DOWN

Set the cards aside.



3 DO SOMETHING ELSE

5 – 10 minutes



4 COME BACK AND RECALL THEM

Write them down, then look.



5 ADD THE VALUES OF THE CARDS TOGETHER

Check your total.



WHY IT WORKS:

This simple exercise strengthens **memory**, **attention**, and **mental math**—all in one.





2. WALK + RECALL (ADD A THINKING LAYER)



1 CHOOSE A CATEGORY

Animals • Foods • Cities



2 START WALKING

Normal pace. Stay relaxed.



3 NAME ITEMS OUT LOUD

One at a time.



4 ADD A RULE

No repeats • Alphabetical order
Or every item must start with the same letter.



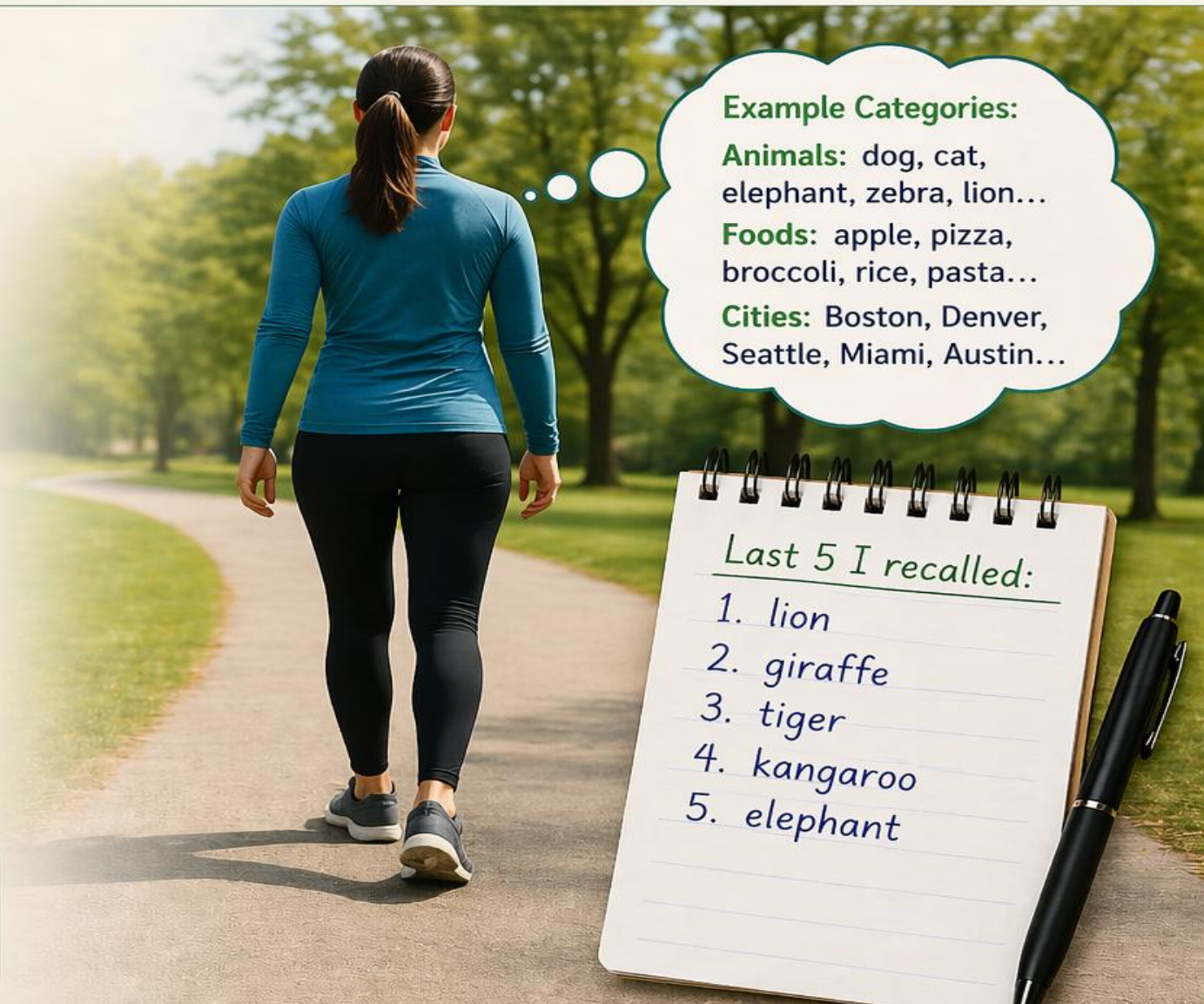
5 PAUSE AND RECALL

Stop walking.
Recall the last 5 items you said.



WHY IT WORKS:

Combines **movement** + **thinking**,
keeping the brain active and engaged.



Example Categories:

Animals: dog, cat, elephant, zebra, lion...

Foods: apple, pizza, broccoli, rice, pasta...

Cities: Boston, Denver, Seattle, Miami, Austin...

Last 5 I recalled:

1. lion
2. giraffe
3. tiger
4. kangaroo
5. elephant



Staying Sharp PRACTICAL, REAL-LIFE EXAMPLES



3. DO SOMETHING → COME BACK + RECALL (TEST YOUR MEMORY)



1 SEE OR HEAR A SHORT LIST
3–5 items.



2 GO DO A CHORE
Laundry, tidy up, get mail, etc.



3 WAIT 5–15 MINUTES



4 COME BACK AND WRITE
What do you remember?



5 CHECK AND SEE
How many did you get?



WHY IT WORKS:
Builds working memory and recall
through **real-life interruption**.



SMALL CHALLENGES. **BIG BENEFITS.**

KEEP YOUR BRAIN ENGAGED.





Staying Sharp is possible!

Staying independent is possible
when we support how the brain is functioning

Where These Activities Come From



These examples are drawn from our work in
**Cognitive Function Development Therapy
(CFDT)**

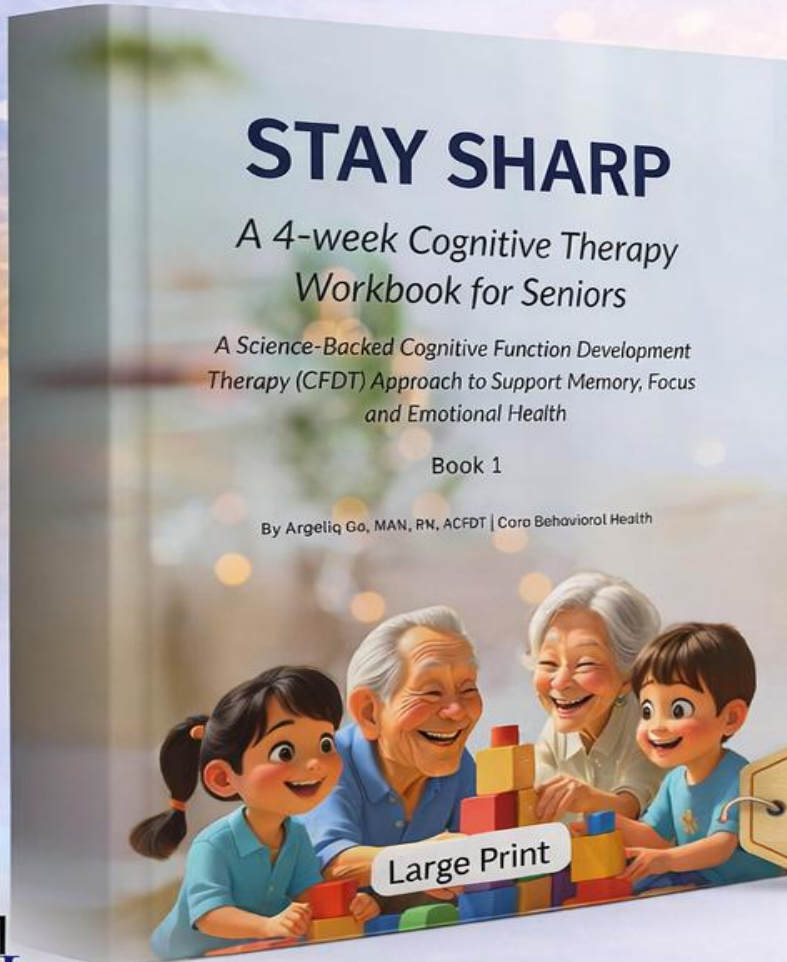
*A hands-on, applied neuroscience approach
focused on improving how the brain functions in real time.*



Small, targeted inputs →
measurable changes in function.

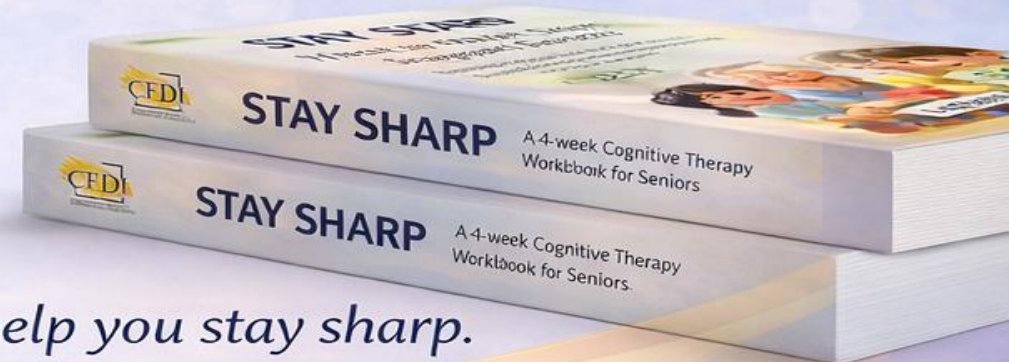


Workbooks Available Today!



- ✓ A 4-week, science-backed journey designed for seniors.
- ✓ Practical, brain-boosting exercises you can do at home.
- ✓ Helps improve memory, focus, and emotional health.

\$20 each



Get your copy for \$20! It'll help you stay sharp.

How We Build Better Brain Function



A *practical, neuroscience-based* framework focused on how your brain works *in the moment*.



Target the Essentials

We focus on the core mental processes your brain uses every day.



Engage with Purpose

Structured activities challenge your brain just enough to strengthen key functions.



Apply in Real Life

Better brain function shows up in real conversations, decisions, and daily tasks.

— The result: stronger, more reliable brain function. —



Clearer Focus

Notice what matters.



Stronger Control

Stay with it and keep it working.



Better Problem Solving

Use information more effectively.



Greater Follow Through

Finish what you start.

— Small steps. Repeated with intention. Built for real life. —

If This Resonates With You...

You don't have to figure this out on your own.


At Brain Builders Health & CFDI, we work with:

- Individuals who want to stay sharp and independent
- Those noticing changes in focus, memory, or follow-through
- Caregivers supporting someone they care about

We offer:

- Individualized cognitive function assessments
- Guided, hands-on sessions
- A structured approach to **strengthening** how the brain functions

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 www.BrainBuilders.Health

Start with a conversation. No pressure.