

What is ‘Working Memory’ and why is it important?

Working memory is an essential cognitive function necessary to keep information in your mind for several seconds, manipulate it, and use it in your thinking. It is the ability to keep information in your mind for a short time, focus on a task, and remember what to do next. It is central to concentration, problem solving, and impulse control. Poor working memory is the source of many problems related to attention and is often linked to ADHD, and other learning disabilities.

Common Symptoms of poor working memory:

- School-children who struggle to read, write, calculate.
- Disparity between a student’s intelligence and their actual academic performance.
- Difficulty reading
- Omission, distortion of words, substitution (trip for journey, fast for speed, or cry for weep) etc

What is Cogmed Working Memory Training Program?

Cogmed is an evidence-based, computerized training program designed by leading neuroscientists to improve attention by effectively increasing working memory capacity over a 5 week training period.

Features & Benefits

- The easy-to-use software adjusts complexity level for each exercise in real time for maximal training effect
- Training is overseen by a national network of Coaches who are qualified by Cogmed
- Client is assisted by a Cogmed coach, who leads the training, tracks results, and gives support and motivation
- Client or client’s family sets the training schedule with the Cogmed coach, with ample flexibility
- Cogmed gives all users online access to their training results and progress status.
- Cogmed Extension Training (100 free sessions, 15 minutes each) allows the individual to further sharpen the acquired capacity and to verify how the results hold over time

Do the results last?

Yes, our research and our clinical experience show that the effects of Cogmed Training last after training. The reason is that once working memory capacity increases, you naturally continue to use it at its new level, which serves as constant maintenance training. Each Cogmed user also has access to optional Cogmed Extension Training at no extra cost.

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So what's in it for you?

Cogmed Coach Training and Certification is mandatory for Professionals who would like to offer Cogmed Working Memory Training to their clients. Following is included in the price:

- Cogmed RM User ID (to you to use for training and familiarization)
- All training materials
- Cogmed Coach Certification
- Cogmed promotional Sell Sheets
- Posters

Registration Fee: INR. 6580/- (six Thousand Five Hundred and Eighty Rupees)

Referral Bonus: Cogmed Coaches

- Cogmed Coaches will receive 20% incentive on the list price of Cogmed for reference and coaching.
- List price: **Rs. 4361/-**
- Incentives @ 20%: **Rs. 872/-**

Structure of the Cogmed Coach Training Workshop

Morning Session

- Concept of Working Memory
- Training Effects
- Training Programmes
- Cogmed Training Web
- Cogmed Coaching Method

After Noon Session

- Working Memory – further discussions
- Research Overview
- Communication Guidelines
- Review of Cogmed Coach Training
- Cogmed Training Web – further examples
- Supporting Cogmed Coaches

Terms and Conditions

- The candidate for the Cogmed coach training must practice at least 3 online sessions at home before coming to Cogmed coach training to get familiar with the software.
- The Certificate to the Cogmed Coach will be sent within 15 business days after participation in the Cogmed coach training.
- Referral bonus will be paid after the 25 day Cogmed training of the referred users.

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