

SOFOS Associates

SOFOS Associates is London's first personal "cognitive optimisation" clinic. Traditional learning and development methods typically focus on skill acquisition and behaviour change. SOFOS Associates focuses on improving the brain's functionality to drive performance at Board level. Curating a range of disciplines from functional medicine, psychological techniques and neuroscience the programme focuses on Clients' "brain health" to deliver 'pioneering' performance enhancement.



“Leveraging the full power of the brain to achieve whatever the individual wants to achieve is closer in reach”

In an executive setting, little is currently undertaken to develop cognitive ability, despite how important this is to success. Organisations (and individuals) spend millions of pounds and dedicate huge amounts of time and resource to professional development, but limit this to skill acquisition and behaviour change. However, this approach rarely impacts the real driver of performance – brain function.

One Annual Programme

Annual programmes are highly customised and we take the time to get to know each unique individual and how they operate, guided by the three pillars of cognition; physiology, psychology and environment.

Providing an integrated approach to clients' overall brain health, SOFOS is pushing boundaries in the space of neuroenhancement in high performance, highly motivated individuals. Bringing to market a service that currently remains unparalleled, the team have been pioneering performance enhancement through functional medicine, psychological techniques and neuroscience.

The Programme: Upon applying for consideration to take part in this programme, once accepted, initial functional and psychological (including cognitive) tests and lifestyle assessments are carried out to inform a highly bespoke data driven itinerary of activity over the course of the year. SOFOS Associates is focused on targeting senior decision-makers, entrepreneurs, c-suite, HNWI's and professionals across all industries.

Client Results

Below are just some of the results achieved to date;

- Faster thinking speed, mental clarity and acuity, improved focus and concentration and for longer periods of time
- Improved memory,
- Improved well-being; significantly reduced anxiety, vastly improved sleep quality, notably higher energy levels

Case Study – Client R

When Client R approached SOFOS Associates about working together, she felt that whilst she was healthy and high performing, she was only operating at 65% of her capacity. She had recently taken on a demanding interim director role and was balancing this with her personal commitments and family life. Her baseline tests showed her to be fatigued, mentally overworked (and stretched) with above average levels of stress and anxiety. Cognitively, there was much she could do to enhance her performance. The SOFOS team worked closely with Client R tailoring her enhancement program and collecting results throughout the entire duration and we were thrilled with her remarkable progress. **By program completion Client R had increased 18 points on an intelligence test and 13 points on a creative thinking test. She had been promoted into a larger role and was set to double her salary.** Client R noticed that she was thinking quicker and clearer than she had previously. She was able to stay energised for longer periods of time and focused on complex tasks where previously she would have fatigued and struggled to concentrate. She noted an increase in her ability to think strategically and innovatively. There was also improvement in her overall well-being and significantly reduced anxiety. She says of her experience, *“I had high expectations of the programme and these were all exceeded! The preliminary tests were rigorous, the experts were exceptional, the programme was truly tailored to my life and for me the results were astounding. I can feel and see a huge difference in my life and the test results provide quantitative proof of the changes that have occurred... Results included:*

- *Clearer and calmer problem solving and thinking*
- *Accelerated ability to learn, absorb and use information*
- *Improved sleep and physical health*
- *Higher levels of energy*
- *An increase in creative thinking and creativity”*