

# Marketing your Dakim BrainFitness program to residents and prospects



# Welcome to Dakim BrainFitness!

You're about to begin a cognitive exercise program in your community that can empower your residents and make a real difference in their wellness and quality of life. Dakim BrainFitness will enable them to easily and comfortably get a rigorous cognitive workout every day—one they'll really enjoy, and one that can help them improve cognitive performance, preserve their brain health, and enhance their quality of life.

Using Dakim is easy for most seniors, and that makes it easy for you too. For most high-functioning residents, all you'll have to do is show them how to get started on their first session. From then on, they'll probably be able to do it on their own—you won't have to be involved in their daily sessions.

Some residents who are hesitant to try Dakim for the first time may need a little extra encouragement. Once they do try it, they'll realize it's fun, easy, entertaining, and most of all beneficial. After residents get started, your continued encouragement will play a crucial role in the success of your brain fitness program, and in the quality and impact of the experience on your residents.

Dakim BrainFitness can compliment your community's marketing and PR efforts, and has proven to be an effective census-building tool. By incorporating Dakim BrainFitness into your marketing initiatives, you'll have one more tool for growing and retaining census, building relationships with referral sources, and expanding community outreach programs.

Our goal is to help you get the greatest return on your investment in Dakim BrainFitness. To that end, we have created this booklet that provides best practice tips on how to launch, sustain, and market your Dakim BrainFitness program.

# What people are saying about Dakim BrainFitness!

“The three people who use the program the most at our retirement center are all physicians. We medical folks recognize that this is a good program.”

Norval Christi, M.D.,  
Dakim BrainFitness User

“I am really excited about this program. It is a very delightful way of keeping one’s mind active across a variety of activities... I absolutely love it and I am so happy that I have this opportunity to keep my brain active...”

Marie Petrie, Dakim BrainFitness User

“Dakim BrainFitness enables us to offer residents in all of our care settings, a powerful brain fitness program—whether they live in our affordable housing communities or in our continuous care retirement communities.”

Kari Olson,  
Front Porch Communities

*“This product is life-changing.”*

Wendy Traffie,  
Director of Resident Services, Ecumen

“As a result of doing the Dakim program, I have at times suddenly realized that I can more easily remember pieces of information I need. That is really satisfying. I do consider myself an organized person; however, I think the Dakim program has helped me improve in this regard. Thank you for this program.”

Barbara Arn, Dakim BrainFitness User

**“We have seen improved memory in our residents. They do feel the self esteem results that come from keeping your brain and body fit, and of course, they report feeling much sharper all day if they start off challenging and achieving! We count Dakim as a great asset to our facility, and we look forward to a long relationship with your company.”**

Pam Sandberg, Bethany Convent

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# Preparing Your Community for Dakim BrainFitness

## TEAM PREPARATION

Identify your brain fitness team and lead contact(s) to communicate with Dakim Customer Service or Technical Support. A successful team usually includes an Executive Director, Marketing Director, and Activities Director or Care Coordinator. Designate one team member as the **Lead DakimADMIN Administrator** and provide Dakim with their contact information.

The Lead DakimADMIN Administrator is the person on your staff who will be able to create other usernames and passwords, using **DakimADMIN**, an online application to create user profiles and track usage, for additional DakimADMIN administrators. If you are the lead DakimADMIN Administrator and did not receive your initial username and password from Dakim, please call Support at (800) 853-7289.

To register players and print usage reports go to [www.dakimadmin.com](http://www.dakimadmin.com) to access DakimADMIN. Click on the large button that reads, **Launch DakimADMIN** and follow the on-screen instructions to create user profiles for your residents. A DakimADMIN Guide was included with your Dakim BrainFitness System. For your convenience a link to download the **DakimADMIN User Guide** can be found at the bottom of the [www.dakimadmin.com](http://www.dakimadmin.com) web page.

# Marketing Your Dakim BrainFitness Program

For your Dakim program to achieve its full potential, you need to manage and market the program. Marketing your Dakim program is the key. And the marketing process starts by making the importance and value of the program clear to both residents and staff.

## OVERVIEW: THE KEY TO SUCCESS

To help with your marketing, Dakim provides turnkey marketing programs, with step-by-step marketing plans, and ready-to-use materials, like brochures, posters, postcards, table tents. The print materials, like brochures and table tents are provided as finished digital files, ready for printing on your own color printer, or if you don't have a color printer, you can print them at a local print shop. Instructions for printing are included in this guide.

**NOTE: The press-ready pdf files are available for download at <https://www.dakim.com/support-pro/#marketing>**

## FIVE OPPORTUNITIES

Essentially, there are five opportunities to market your Dakim program:

1. **Launching the Dakim BrainFitness Program** - Market directly to your residents to sign up as many as possible on the days before you launch the program. Make sure the Dakim unit is ready for use and have a meeting where you show how easy it is to use.
2. **Sustaining Your Dakim BrainFitness Program** - Regular re-marketing to your residents maintains interest and usage of the program. As with any fitness regimen it's easy to slack off for a few days, which could turn into weeks. We recommend re-marketing the program twice a year to reinvigorate resident commitment.
3. **Alerting Residents That They Can Now Use Dakim BrainFitness on Their Own PCs, Macs, and iPads** - If you're a legacy Dakim BrainFitness community, using only Dakim Touchscreen computers, you'll want to alert your residents to this exciting new opportunity.
4. **Building Census** - Show prospects and their families touring the community a commitment to the brain health of your residents with Dakim BrainFitness. It's also a chance to set your community apart from the one down the road...
5. **New Residents** - Depending on the factors that influenced their choice of residence they may not even be aware the community offers a memory care program. Be sure to introduce the Dakim BrainFitness program to each new resident as he/she joins the community.

6. **Outreach** - Feature Your Dakim program in your outreach efforts—as an important part of your resident wellness initiatives to help attract prospects and build census.

# Launching the Dakim BrainFitness Program

The launch is an opportunity to get as many people started as you can. Generally, we've found there are two kinds of residents, those who sign-up for any program, even though they might not end up being active participants, and then the folks who will ultimately end up being the die-hard participants. Some of these might not sign-up in the beginning and may take a little prodding. The more participants you sign up at the beginning the easier it will be to sustain the program long-term.

# Sustaining your Dakim BrainFitness Program

## RE-MARKETING THE PROGRAM

Participation in any program, with the possible exception of dinner, may fall-off over time. Your Dakim program is no exception. Some users may start to play less often; some users may become too frail; some may leave your community or pass away. Periodically re-marketing the program, using the marketing materials provided by Dakim ([www.dakim.com/support](http://www.dakim.com/support)) will help to keep usage and participation at high levels.

Re-marketing the program twice a year helps to re-motivate users whose usage has flagged, and interest residents who have never tried.

# Switching residents from *only* Dakim Touchscreens to PCs, Macs, and iPads

Enabling residents to use Dakim BrainFitness on their own PCs, Macs, and iPads is a great benefit to them, and because it makes Dakim more convenient to use—in the privacy of their own room, and on their own schedule, it's likely that they'll use it more often. And the more you use clinically proven Dakim BrainFitness, the more effective it is in helping you keep your mind sharp.

Making the switch is easy, but you need to alert your residents to this new opportunity.

**Note:** Special marketing materials have been developed to support this transition. They are available on Dakim's Marketing Support webpage, under the heading— *3. Materials for Legacy Communities Converting from Dakim Dakim Touchscreens to PCs, Macs, and iPads.*

# Building Census

Today, more than ever, programs offered by a senior living community to help residents maintain their wellness and quality of life are an important consideration when evaluating a senior living community

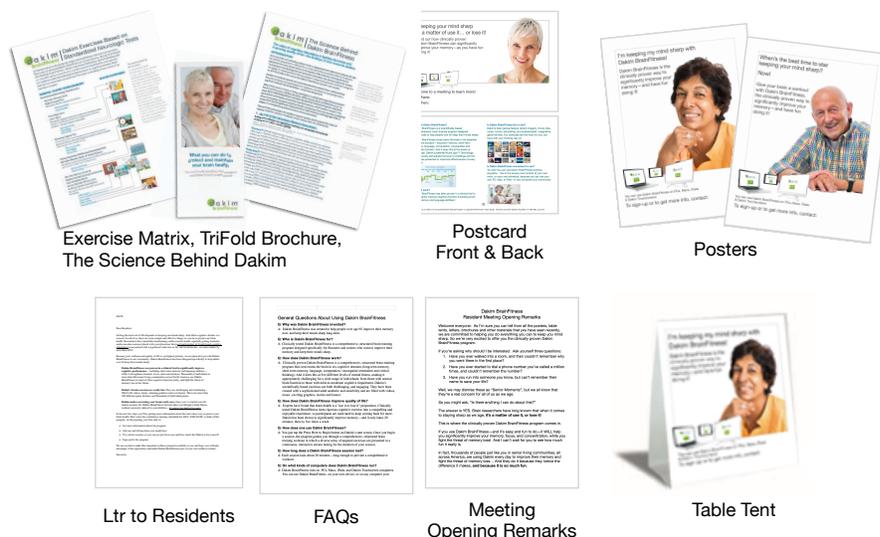
## MARKETING TO POTENTIAL RESIDENTS AND THEIR FAMILIES

By making prospects and their families aware of your Dakim BrainFitness program you'll be underscoring your community's commitment to helping your residents stay healthy and maintain their quality of life with tangible, evidence-based programs—an important reason to choose your community as their home.

Dakim's peer-reviewed clinical trial report, *The Science Behind Dakim BrainFitness* and the *Exercise Matrix* will illustrate how Dakim's cognitive exercise program relates to current scientific studies. Be sure to include a tri-fold brochure describing the Dakim BrainFitness program with the other materials you may be providing and let them try a demo session.

The Demo sessions are only about five to seven minutes long and make it easy to show prospects how stimulating and entertaining Dakim BrainFitness is! There is a demo at an appropriate level of challenge for virtually any prospect.

If a potential resident with high cognitive function is touring your community, have them try a demo at Level 2. For those who may be experiencing memory loss, start them at level 3 and if the session is too challenging you can always hit the pause button, choose to quit the session, and start them at a lower level. To begin a demo session, just tap the **Press Here to Begin** button on the start screen, and when you're asked to log in, type in the initials, **DA for level 1, DB for level 2, DC for level 3, DD for level 4.** When it asks, *are you Demo A?, Demo B?, Demo C?, or Demo D?* tap the **Yes** button and begin the demo session.



# Introducing Dakim BrainFitness to New Residents

When a new resident moves in it's probably fairly typical to give them a tour of the community. Make sure you tell them about your Dakim BrainFitness program and give them a chance to try it out if they haven't already. They may have chosen your community for a variety of factors and were never introduced to Dakim BrainFitness. Dakim BrainFitness is very useful not only at improving memory and language ability but can help at building confidence, something we can all use when being thrust into an unfamiliar environment.

## Outreach

Use the Dakim program in your outreach sales and marketing efforts, to stand out from your competition. In today's competitive environment the programs offered by a community to help residents maintain their wellness and quality of life are becoming an ever-more important consideration in choosing a senior living community.

Here are some of the ways to market your Dakim program for outreach.

- Feature your Dakim BrainFitness program and feature Dakim's resident video on your website.
- Include Dakim's tri-fold brochure in mailings to prospects and at events.
- Have a computer or iPad available so prospects can try Dakim BrainFitness for themselves.

Dakim also offers images and copy for Download from Dakim's support page, so you can create your own community branded Dakim BrainFitness page on your website. Dakim BrainFitness can be an effective business development tool and a cost-effective way to help build and maintain census while differentiating your community from your competitors.

# The components of your community marketing campaigns

The marketing campaigns to introduce Dakim BrainFitness to your residents, get them to sign-up, and then stay motivated has two components:

1. Printed Materials to inform and motivate residents.
  - **Posters, and table tent cards**—multiple versions, for three purposes:
    - Promoting the program while providing staff contact information so residents know to whom to speak about any questions they might have, and to sign-up for the program
    - Promoting the program while announcing the location and time of a Resident Meeting
    - Announcing the opportunity for residents (in legacy communities using only Dakim Touchscreens) to use Dakim BrainFitness on their own PCs, Macs, and iPads.

Each type of poster is available with a variety of images and headline alternatives

- **Postcards**—for distribution in resident mailboxes are available for three purposes:
  - Promoting the program while providing staff contact information so residents know to whom to speak about any questions they might have, and to sign-up for the program
  - Promoting the program while announcing the location and time of a Resident Meeting
  - Announcing the opportunity for residents (in legacy communities using only Dakim Touchscreens) to use Dakim BrainFitness on their own PCs, Macs, and iPads.

Each type of postcard is available with a variety of images and headline alternatives

- **Letter to Residents** is provided as a MS Word document, so it can be modified as you see fit, and then printed on your community letterhead
- **TriFold Brochure**—one version
- **Dakim BrainFitness FAQs**—one version
- **The Science Behind Dakim BrainFitness**—one version

- **Dakim BrainFitness Exercise Matrix**—one version

You can use these same materials to introduce Dakim BrainFitness to your residents, and to re-market to them twice a year.

All you have to do is print the finished pdf files, either in-house or at your local print shop, and distribute them around your community. The posters and tent cards have an area at the bottom to place the contact information for the Dakim program administrator for residents who would like to sign-up for the program. Others have space to designate a meeting location and time.

2. Resident Meetings where you can introduce (and re-introduce) the program to your residents in-person, and provide a demonstration, distribute printed materials, answer any questions, and sign-up residents

# Printing your Dakim-supplied Marketing Materials

## TENT CARD PRINTING INSTRUCTIONS

We have created several different tent cards, each with a unique message that match our poster and postcard layouts. You can send the PDF files to your local printer specifying which page numbers to print, or you can easily do the printing in-house.

## GENERIC IN-HOUSE PRINTING INSTRUCTIONS:

We recommend using **Adobe Acrobat** to open and print the tent cards. Please read all printing instructions before you begin printing.

The tent cards are formatted so they will print two at a time on tabloid size (11" x 17") paper. You may need to experiment with your printer settings before you print a full run.

Use a heavy paper stock for a better presentation (100 lb. paper stock) in bright white. Make sure your printer can handle the extra thickness before you begin.

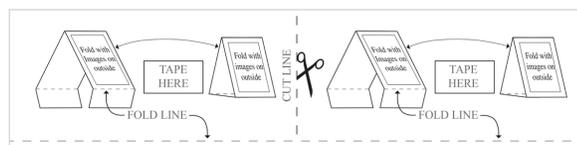
Not all desktop printers or copiers use the same margins for top, bottom, and sides, it's important to use the **Page Setup** under the **File** menu to select the correct printer and paper size. To print 11" x 17" spreads you might have to change the paper size in the Page Setup to 11 x 17 or *Tabloid* size. You may also have a setting on your printer that needs to be adjusted for the heavier paper you will be using to create your tent cards.

Open the **Print** menu and specify one page, or a range of pages (example: 1-2 or 5-8) if you want to make several different tent cards. To print your tent cards full size, select *none* under *Page Scaling*.

Once you have printed the tent cards, cut the finish sheet down the middle. The finish trim size is 5.5" in width by 17" in height. Fold each sheet at the midpoint and then along the top and bottom at the dotted line. Join the bottom flaps together with double-sided tape or a rolled up piece of single-sided tape.



Tent Card 4-Up 11" X 17"



Tent Card Assembly Instructions

## POSTCARD PRINTING INSTRUCTIONS

We have created several different postcards. Each has a unique image/headline on the front, and a general explanation of Dakim BrainFitness and its benefits on the back. You can send the PDF file to your local printer, specifying which page numbers to print. Remember to include a front and back (eg. 1, 2, or 7,8, with the odd number page representing the front, and the even number page representing the back). Or you can easily do the printing in-house if you have a color printer.

### GENERIC IN-HOUSE PRINTING INSTRUCTIONS:

We recommend using **Adobe Acrobat** to open and print the postcards. Please read all instructions before you begin printing.

The postcards are formatted so they will print two at a time on each 8.5" x 11" sheet of paper. You may need to experiment with your printer settings before you print a full run.

Use a heavy paper stock for a better presentation (100 lb. paper stock) in bright white. Make sure your printer can handle the extra thickness before you begin.

Choose a postcard front cover from the odd numbered pages, the back postcard covers are on the even numbered pages. We recommend you experiment a little with your printer before you print a large run.

As not all desktop printers or copiers use the same margins for top, bottom, and sides it is important to use the **Page Setup** under the **File** menu to select the correct printer and paper size. If there is 8.5" x 11" paper installed in your printer then your printer is already set up for that paper size. You may also have to adjust a setting on your printer for the heavier paper stock you will be using to create your postcards.

Open the **Print** menu and specify a range of pages (example: 1-2 or 5-6) or specify two non-consecutive pages by separating them with a comma (example: 1,8 or 3,5). Select *none* under *Page Scaling* when printing your posters or postcards to print them full size. If your printer supports *duplex* (double-sided) printing then you can print both the front and back at the same time. If your printer does not support duplex printing you will have to print the front first, then flip the paper over, place in the paper feed tray and print the back of the card.

If you notice the border is cut off at the bottom or top of the page then your printer may not be capable of printing the full image or you may need to check the settings in the Page Setup in the File menu and make sure the printer you are using is specified (not default). You can also experiment with the Page Scaling option found in the Acrobat Print menu but this is a last resort as the pages will print best without changing the print size .

Once you have printed the front and back, cut the finish sheet across the middle. The finish trim size is 8.5" in width by 5.5" in height.

**Try Dakim BrainFitness. You'll notice your memory improving as you use it!**  
 Find out how clinically proven Dakim BrainFitness can significantly improve your memory—as you have fun doing it!




**Come to a meeting to learn more!**  
**Where:**  
**When:**

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**Come to a meeting to learn more!**  
**Where:**  
**When:**

**What is Dakim BrainFitness?**  
 Dakim BrainFitness is a scientifically-based, comprehensive, brain-training program designed specifically to help people over 65 keep their minds sharp!  
 Dakim BrainFitness cross-trains the brain in six essential cognitive domains—long-term memory, short-term memory, language, computation, visuospatial, and executive function. And it does this at five levels of challenge. Dakim's patented NeuroLogic™ Technology continuously self-adjusts the level of challenge and the exercises presented to maximize effectiveness of every session.



**Does it work?**  
 Dakim BrainFitness has been proven in a clinical trial to significantly improve cognitive function (including short-term memory and language abilities).<sup>1</sup>

1. Miller K et al. Effect of a Computerized Brain Exercise Program on Cognitive Performance in Older Adults. American Journal of Geriatric Psychiatry 21:766-665, July 2013

**Is Dakim BrainFitness fun to use?**  
 Dakim's brain games feature vibrant imagery, movie clips, music, humor, storytelling, and sophisticated, imaginative game formats. Our exercises are the most fun you can have with your thinking cap on!



**Is Dakim BrainFitness convenient to use?**  
 You bet! You can use Dakim BrainFitness anytime, anywhere... like in the privacy and comfort of your own room, on your own schedule, because you can use your own PC, Mac, or iPad—or any computer your community provides for public use.



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 Dakim BrainFitness is a scientifically-based, comprehensive, brain-training program designed specifically to help people over 65 keep their minds sharp!  
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**Is Dakim BrainFitness convenient to use?**  
 You bet! You can use Dakim BrainFitness anytime, anywhere... like in the privacy and comfort of your own room, on your own schedule, because you can use your own PC, Mac, or iPad—or any computer your community provides for public use.



Postcard Front and Back 8.5" X 11"

## POSTER PRINTING INSTRUCTIONS

We have created several different posters, each with a unique message that match our table tent and postcard layouts. You can send the PDF files to your local printer specifying which page numbers to print, or you can easily do the printing in-house.

### GENERIC IN-HOUSE PRINTING INSTRUCTIONS:

We recommend using **Adobe Acrobat** to open and print the posters. Please read all instructions before you begin printing.

The posters are formatted so they will print one at a time on 8.5" x 11" sheet of paper. You may need to experiment with your printer settings before you print a full run.

You can use a standard weight paper stock, in bright white.

Choose a poster or posters you wish to print. We recommend you experiment a little with your printer before you print a large run.

As not all desktop printers or copiers use the same margins for top, bottom, and sides it is important to use the **Page Setup** under the **File** menu to select the correct printer and paper size. If there is 8.5" x 11" paper installed in your printer then your printer is already set up for that paper size.

Open the **Print** menu and specify the pages you wish to print. Select *none* under *Page Scaling* when printing your posters to print them full size.

If you notice the border is cut off at the bottom or top of the page then your printer may not be capable of printing the full image or you may need to check the settings in the Page Setup in the File menu and make sure the printer you are using is specified (not default). You can also experiment with the Page Scaling option found in the Acrobat Print menu but this is a last resort as the pages will print best without changing the print size.



Poster 8.5" X 11"

# Campaign Implementation— Placement and Timing

These timing guidelines provide general direction, but if in doubt, print and distribute more materials, and leave them up longer!

**Posters** should be placed in high traffic areas, where the maximum number of residents will see them. Put up lots of posters, as frequent sightings will pique resident curiosity and interest. Leave posters up for at least two weeks. Posters announcing a scheduled resident meeting should be in place a week before the scheduled event.

**Table Tents** should be placed not only in dining and cafe settings but on tables and counters throughout the community. Table tents should remain up for at least two weeks at a time. Table tents announcing a scheduled resident meeting should be in place a week before the scheduled event.

**Postcards** placed in resident mailboxes are high impact marketing materials. Deliver postcards a week after posters and table tents have been implemented. Postcards announcing a scheduled resident meeting should be delivered a week before the scheduled event.

**Brochures** can be distributed to residents individually, when they inquire about the program; during resident meetings; and delivered in resident mailboxes.

**Letter to residents** should be delivered to resident mailboxes.

**FAQs** can be distributed to residents individually, when they inquire about the program; during resident meetings

# Setting Levels of Challenge

## **GUIDELINES FOR ASSIGNING USERS TO AN INITIAL LEVEL OF CHALLENGE**

The following guidelines are intended to help administrators of the Dakim program assign users to a starting level of challenge that matches their abilities, to assure a positive *initial* experience.

The cognitive abilities of most individuals vary by cognitive domain (i.e., short-term memory, long-term memory, language, visuospatial, executive function and critical thinking). That's why the Dakim BrainFitness system self-adjusts the level of challenge for each individual cognitive domain, so users are at the optimum level of challenge in each domain.

However, when a user first starts on the Dakim BrainFitness system you must assign them to a generalized level of challenge. Use the guidelines below for reference.

Because folks are sensitive about subjects like this, information regarding assignment to a level of challenge should not be shared with users.

**NOTE: These guidelines should be used when selecting the appropriate demo session for prospects and new residents.**

### **LEVEL OF CHALLENGE 1 (HIGHEST)**

Individuals able to comfortably perform Dakim exercises at Level of Challenge 1 can be described as follows:

- “Sharp as a tack!”
- Independent living
- Excellent higher education
- Well-read and well-traveled
- High exposure to arts, politics, world news, etc.
- Can manage complex and detailed content
- Can hold complex details in their head for long periods of time
- Curious; interested in continuing to learn
- Less fearful about getting answers wrong

## **LEVEL OF CHALLENGE 2**

Individuals able to comfortably perform Dakim exercises at Level of Challenge 2 can be described as follows:

- “Smart”
- Independent living
- Good, solid, average high-school or college education
- Moderately well-read, well-traveled, and exposed to arts, politics, world news, etc., but not so much as L1
- Can manage moderately complex and detailed content
- Can hold complex details in their head for long periods of time
- Somewhat curious; somewhat interested in continuing to learn
- Somewhat fearful about getting answers wrong

## **LEVEL OF CHALLENGE 3**

Individuals able to comfortably perform Dakim exercises at Level of Challenge 3 can be described as follows:

- May or may not be in assisted living
- Good, solid, average education; ranging primarily from 4th grade to high school, or may be well-educated, worldly, and smart (like L1s/L2s) but with more “senior moments”
- Aware of cognitive impairment
- Fearful of making wrong answers/mistakes
- Low-grade anxiety about cognitive impairment is probably noticeable

## **LEVEL OF CHALLENGE 4**

Individuals able to comfortably perform Dakim exercises at Level of Challenge 4 can be described as follows:

- Most likely in assisted living
- Good, solid, average education; ranging primarily from 4th to 8th grade
- Anything that requires critical thinking, focused attention, or analysis will likely be affected
- Problems finding words or names—noticeable to family or close associates
- Decreased ability to remember names when introduced to new people
- Performance issues in social or work settings noticeable to family and friends

- Reading a passage and retaining little material
- Losing or misplacing a valuable object
- Decline in ability to plan or organize
- Aware of cognitive impairment
- Highly sensitive to wrong answers/mistakes
- May not get the humor in things unless it is simple and direct
- Noticeable and increasing anxiety about cognitive impairment

### **LEVEL OF CHALLENGE 5**

Individuals able to comfortably perform Dakim exercises at Level of Challenge 5 can be described as follows:

- “In the moment”
- Reduced memory of personal history
- Subdued and withdrawn, especially in socially or mentally challenging situations
- Reserved demeanor
- Concerned about embarrassment; lost sense of identity
- May not generally take the initiative on executive activities; difficulty with decision-making
- Needs comfort, security, non-threatening, and sense of value
- Difficulty with general thinking (focus, attention)
- May not get the humor in things unless it is simple, direct, and mostly visual