

The background features a stylized mountain range in shades of light blue and grey. Silhouettes of hikers are scattered across the scene: one sits on a peak on the left, another stands with arms raised in the center, and others are climbing or resting on various ridges on the right. Several birds are depicted in flight against a white sky. The overall aesthetic is clean and modern, with a focus on outdoor adventure and personal growth.

Ceeekr

Mind Mastery Immersive Program

Embark on a transformative journey using a time-tested approach. This will guide you in constructing your own sustainable cognitive structure, benefiting both yourself and others.

Why Choose the 3M Program?



"We are the product of our minds' workings, which, in turn, are guided by our deepest motivations. This course provides a scientific and well-researched template for understanding our minds' workings and channelizing them in the most productive manner possible."

Arunabh Mitra
Chief Continuity Officer, HCL
Hyderabad



"If you want to achieve more, you need to control your choice-making mind. You must enroll in this program."

Kharrthikheyam T N
Leadership and Career Coach
Chennai



"This program delves into the details of every aspect of your life at all levels. It helps you clear your mind, identify the gaps that need to be filled, and find the best way to feel more balanced and aligned with your goals."

Dr. Jinane Chaaban
Coach
Lebanon

The Emerging Challenges

AI & Robotics

In an era dominated by AI & Robotics, the skills humans need are evolving. **Mind Literacy** is the only answer for human beings to stay relevant and live well.

Mental Health Crisis

1 in 7 grapple with depression or anxiety*. 16% of all disabilities are mental challenges. The estimated annual economic impact is USD 5 trillion^.

Socio-economic Culture

In the pursuit of growth, conflict and high stress have become unwelcome companions, pushing people to burnout.



Mind Literacy: The Path Forward

Managing CAS

The way everyone knows their weight, everyone will monitor their CAS.

Building SCS

The way learning maths and language is essential. Everyone will learn how to use their mind.

Ceekr predicts that in the next decade, schools, universities and organizations will be teaching mind literacy. It would be an essential learning.



CeeKr

**UNDERSTANDING
CAS**

[CLICK HERE TO PLAY THE VIDEO](#)



The Foundation of Choices

Crafting Mental Maps

From childhood, we construct mental maps and rules, influenced by our surroundings.

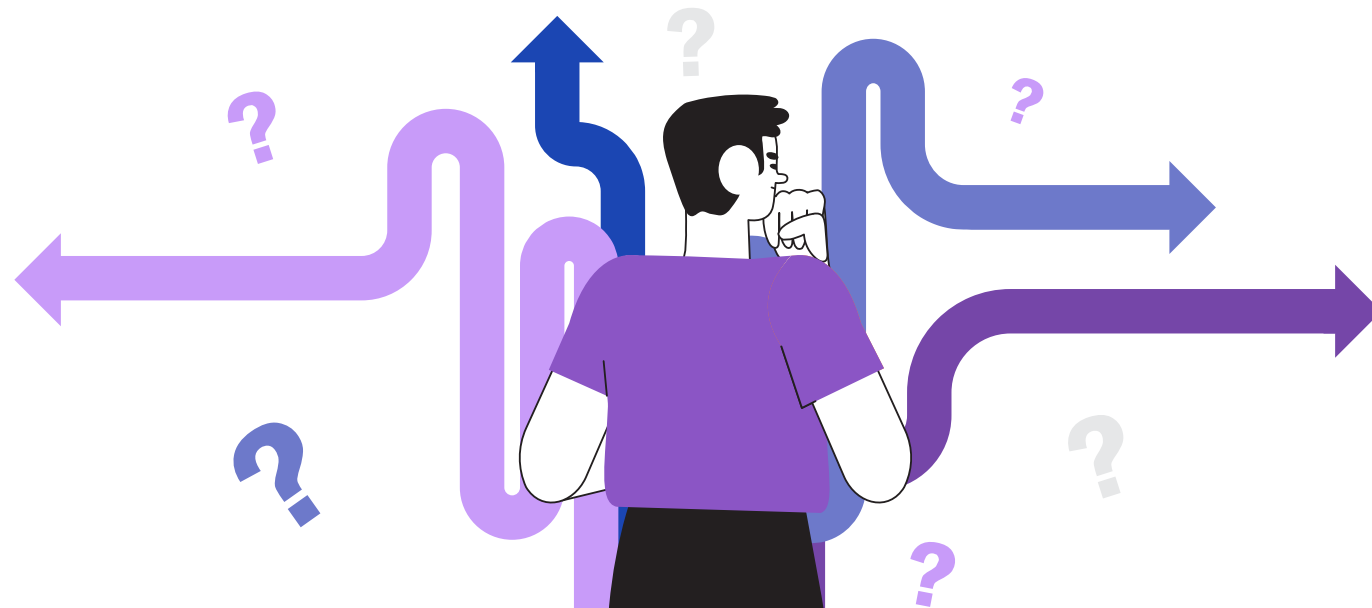
Guiding Choices

These maps guide our choices, shaping our reactions and decisions.



The Four Pathways of Choices

Emotional Decisions	Biased Decisions	Domain Cognitive Structure	Choice Making Challenge
<p>We make emotional and impulsive choices for situations where we don't have a mental map. These lead to unpredictable outcomes and unforeseen challenges.</p>	<p>Many parts of our mental maps are flawed or incomplete. These lead to unpredictable outcomes & unforeseen challenges.</p>	<p>Decisions rooted in well-tested, comprehensive maps, lead to consistent success for one aspect of your life, for example, health or work.</p>	<p>Since we don't build a system for choice making, we are forced to rely on emotions too often.</p>



Sustainable Cognitive Structure (SCS)

Complete Choice Making framework

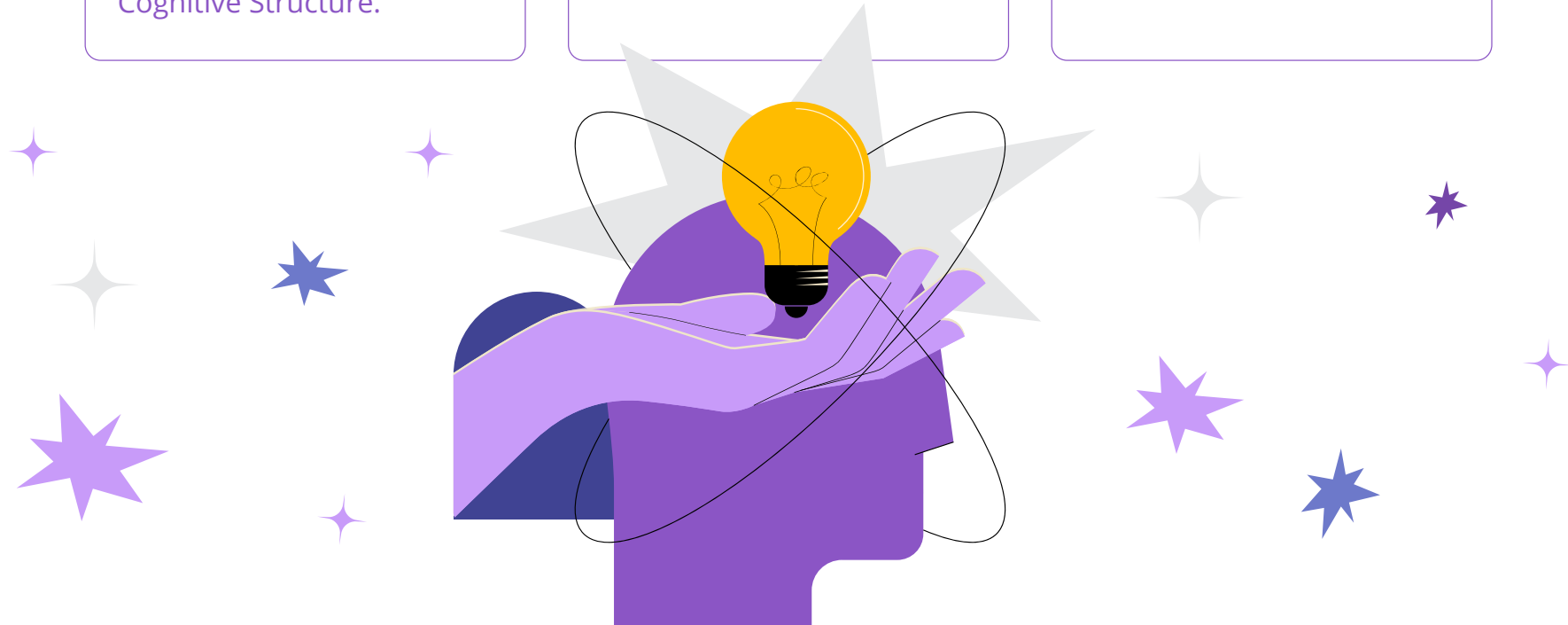
Once we develop mature mental maps regarding how to make choices, our life starts falling into place. We call this the Sustainable Cognitive Structure.

Signature of Top Performers

Every individual at the pinnacle of their field possesses a Sustainable Cognitive Structure.

Blueprint of Success

SCS is the secret blueprint behind their consistent success



MIND MASTERY MENTOR PROGRAM

The Path to Building Your Own SCS

Program Structure

Orientation
 Program Introduction

Introduction and expectations from the program. Understand CAS and its impact on various aspects of life. Sangha Allocation for collaborative learning.

1

2

3

Week 1
 System of Life (SOL)

Is there a system to life or is it always random? Are there any ways to monitor where I am now and where I am headed? Are there any rules to live by? Is living life independently, a selfish act or there's more to SWATANTRA.

Week 2,3
 System of Mind (SOM)

Are you really making the choices? Is there a Choice Making Mind (CMM) that makes choices? Is there a choice making process? Learn how you can apply the CMM to different life situations.

4

Learn about the types and levels of attention. How do they impact the choice making process? Setting yourself up for success and excellence, using the right attention formula.

Week 4,5

System of Attention (SOA)

5

How to interpret reports for yourself and clients? Bring measurability and root cause analysis to your behaviour-changing skills. Learn the detailed diagnosis of CAS and its effects through the AI tool- YogiMeter.

Week 6, 7

System of Diagnosis (SOD)

6

Is there a system to thinking? How to know what to think and what not to? Learn the types of thinking and how to spot and course correct for successful life outcomes.

Week 8

System of Thinking (SOT)

7

Week 9

Three Primordial Motivations

The science behind our motivations that move us to take or not take any action. The root cause analysis of attention and how it plays out in our lives, based on ancient wisdom.

8

How does physiology impact the biology and cognitive attention? What is the relationship between the body, attention, choices, wellness and life outcomes? What is AMS or the Attention Management Remedies? How do these simple interventions, yield such massive results?

Week 10

System of Solutions (SOS) -
The Science of Remedies

9

What is it that one can do as a daily practice? Equip the mind with navigation tools. Learn to distinguish paths leading to long-term success or failure. Steer towards a Sustainable Cognitive Structure for excellence and success.

Week 11, 12

System of Solutions (SOS) -
Observation SADHANA

10

What do these words mean? How do they impact you? Learn the methodology to derive your goals as per your individual blueprint. Learn to build your Sustainable Cognitive Structure to achieve all that matters to you.

Week 13

System of Solution (SOS) -
SWADHARMA - SATKARMA

11

How to deepen and continue the practice for self and the mentees? Understanding and practicing mentoring with CAS framework. Building a Sustainable Cognitive Structure for behaviour change. Learn how to become a Mind Mastery Mentor with Ceekr.

Week 14

Way Forward

Learning Methodology

- 100 hours of learning.
- Pre-reading material and audio/ video content before and after the sessions.
- Group and individual assignments.
- Personal Mentoring + Sangha Support.
- CAS report reading and mentoring.
- Three live sessions per week:

The Main Learning Session:

Recordings are made available through Ceekr Academy.

The Q&A Session:

Recordings are made available through Ceekr Academy.

The Sangha:

Co-learning sessions with the mentors. If recorded, shared by mentors only.

Important Notes

Communication Channels:

Two WhatsApp groups will be formed:

- **General Discussion Group:** Open for all course participants to discuss and deliberate on the subject.
- **Sangha Group:** For Sangha members and leaders.

Session Access:

All recorded sessions are exclusively shared through Ceekr Academy.

Session Details:

Zoom links and session timings are provided in the WhatsApp group description.

Live Participation:

It's recommended to attend sessions live for a more interactive and enriching learning experience.

Sangha Meetings:

Meeting schedules are decided by Sangha members and leaders. Information and links are shared in the Sangha WhatsApp group. Some meetings may be recorded.

Weekly Learning:

Attend the 2-hour Learning Sessions live on Thursdays from **6.30-8.30pm IST**. These sessions may include breakout rooms for live interactions.

Doubt Clearing:

One-hour Q&A sessions every Saturday from **6.00-7.00pm IST**.

Live attendance is beneficial for learning from peers.

Questions can also be posted on the WhatsApp Groups, and the answers can be provided during the session so participants can check it in the recordings.

Important Notes

Coach Dashboard:

Dashboards will be set up for participants to access detailed mentee reports. A unique link will be provided for test references, and 26 test reports for the System of Diagnosis module will be added.

Starter Pack:

After submitting the 26 test reports, you'll receive 10 complimentary starter pack codes. Use these for supervised practice sessions with friends and family. At least 3 out of 10 of these sessions will be recorded and assessed for mentor certification.

Assignment Submission:

Share your Gmail IDs for Google Drive folder creation, where you can submit and store all the 3M course assignments.

Certification Requirements:

100% completion of individual assignments.

Participation in Sangha discussions (at least 50%).

Successfully passing the Viva and rapid fire rounds.

Endorsement from your Sangha leader.

Takeaway

Build a Sustainable Cognitive Structure.

Harness the Cognitive Attention Score (CAS) for self-improvement and progress tracking.

Master your choice-making and empower clients to do the same.

Decode root causes and subconscious patterns from AI-generated CAS reports.

Explore the yogic path to excellence.

Acquire custom remedies that directly address root causes, facilitating a thorough transformation.



"My biggest learning was how to think. I also learned how to be in the present moment and pursue everything because that's the best state to be in."

Shweta Anand
Mindfulness Coach, Ex-Banker
Pune



"How the brain actually works, how to shift focus, figure out what is going on inside to course correct, what works, what doesn't, and many more."

Ritu Lal Kumar
Councillor
Hyderabad



"Ways to master one's mind with the help of CAS."

Sharath Kumar R N
Co-founder and CEO of 5-Swans
Pune



"To be objective in thinking and to have a goal in my life instead of following desires."

Mary Abi Nader
Graphic Designer
Lebanon

Gain

measurability in coaching practice

improve your decision-making skills

enhance leadership and resilience

improve your effort reward ratio

improve your task completion rate

increase prosperity through lasting impact

become a part of a global community of like-minded Ceekrs



"CAS is a revolutionary assessment tool that analyzes our bio-rhythms and helps us understand our minds. It functions as a diagnostic mechanism, similar to what a blood report does for a doctor, saving a lot of time in diagnosis for a coach."

Rosama Francis
Mind Mastery Coach
Bengaluru



"The CAS tool is quite interesting for gaining insights into a person's mind. My report gave me the confidence that the training I have been giving my mind is heading in the right direction."

Harmeet Kaur
Founder of Fermata
Bengaluru



"The YogiMeter equipped me with tools and remedies to assist both myself and my clients. This practice helped expand our minds and achieve self-mastery."

Payal Karnik
Success & Clarity Coach
Singapore



"I was able to observe my own reactions and easily shift my score while practicing the offered remedies."

Dr. Jinane Chaaban
Coach
Lebanon

Overcome

Stress and burn out

Uncertainty and anxiety

Ambiguity in coaching practice

CeeKr



"I overcame challenges such as insomnia and anxiety."

Geetanjali
Research Scientist (Gold Medalist, AIIMS)
New Delhi



"I have overcome the challenges imposed on me by my own mind, and I have taken command of my mind."

Carson Kelly
Technology & Business Executive
California



"I could face life's challenges with better balance and a deeper understanding of life's rules."

Srinivas Rao
Consultant & Coach
Hyderabad



"I had several blind spots about the way I used to process, interact, and respond to stimuli in my professional and personal lives. CeeKr unravelled those for me, enabling me to be more aware and also providing me with the tools to fix them."

Arunabh Mitra
Chief Continuity Officer, HCL
Hyderabad

The Mind Mastery Community

Personal mentorship for mind mastery

Movement fostering growth and support

Collaboratively address complex issues faced by peers

Relevant opportunities are shared based on individual profiles

Supportive network of like-minded individuals

Offers shared learning and mutual encouragement

Ceekr



"They are always ready to answer my questions. Their attention to detail and excellent style of team cooperation aimed at helping people is one of a kind and among the best I have seen."

Dr. Jinane Chaaban
Coach
Lebanon



"There is a sense of belonging and connection that has been incredibly enriching, offering opportunities for shared learning, growth, and mutual encouragement."

Geetanjali
Research Scientist (Gold Medalist, AIIMS)
New Delhi



"Being part of the Mind Mastery community is like being in a family. You can count on them for any support required for your growth and achievement."

Kharrthikheyam T N
Leadership and Career Coach
Chennai



"Doesn't let anyone slip into a downward spiral. The community ensures that you hold on tightly, and everybody has your back."

Bharti Jain
Education Entrepreneur
New Delhi

The Mind Mastery Movement

ADD CONTEXT AND TONE NEEDS TO BE INSPIRATIONAL

Become the Torch Bearer: Lead the way in promoting mind literacy.

Spread the Knowledge: Integrate mind literacy into homes, communities, and educational institutions.

Empower Organizations: Champion the cause in workplaces and organizations.

A Research-Driven Initiative: The movement is rooted in rigorous research.

Join the Movement: Be a part of this transformative journey and make a difference.

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"In today's world, where most people are disillusioned and experience miseries despite material success, this is a revolutionary method for improving human well-being!"

Naresh Tanwani
Tech Leader at Shell
Bengaluru



"CAS has shown me that my physical health is just as important as my mental and emotional health. They are all interconnected and should be worked on simultaneously."

Asia Myers
Life Coach and Teacher
Kakamigahara, Japan



"We definitely need to teach this at the school level. It's a brilliant program where children can be spared from depression and many other diseases, and they can be shown how to set their goals early in life by mastering their minds."

Kharrthikheyam T N
Leadership and Career Coach
Chennai



"If you want to be in the behavior change industry, you have to learn Mind Mastery."

Nazia Parwin
Yoga Teacher
Delhi

Growth Impact



"I was going through major organizational decision-making, which I was not handling well when I started this program. The learning from this program helped me manoeuvre through them successfully. The journey has provided me with a very efficient and effective foundation and tools to become impactful as a coach/entrepreneur in all aspects of my life."

Sharath Kumar R N
Co-founder and CEO of 5-Swans
Pune



"The Mind Mastery Mentor program helped me understand the functioning of the mind in a structured manner. This program not only aided me in better self-regulation but also introduced a new way of supporting my clients on their journey towards better mental well-being. I am now able to observe patterns and behavior from a third-person context, which empowers me significantly. By practicing observer sadhana, I can see a marked difference in the way I operate."

Rahul Gupta
ICF Professional Certified Coach (PCC)
Mumbai



"I learned the importance of 'Attention of the Mind' and what controls this attention. If we want to make a change in our habits or lifestyle, we have to work on our attention. This knowledge will also benefit me in my profession as a career counsellor. The CAS tool is quite interesting for gaining insights into a person's mind. My report gave me the confidence that the training I have been providing to my mind is heading in the right direction."

Harmeet Kaur
Founder of Fermata
Bengaluru

Experience Before You Mentor

For a mentor, firsthand experience of the benefits of a program is paramount. It's not just about knowing; it's about living the transformation. This ensures genuine, empathetic, and effective guidance to those they mentor.



"The efficacy of the CAS framework can only be truly understood after experiencing its benefits firsthand. Only then can we genuinely help others."

Monika Jain
Adult Learning Facilitator & Life Coach
Delhi



"My Ceekr journey started in March 2021 as a skeptic. By June 2022, my YogiMeter score had moved from the 60s to the 90s. The Ceekr remedies freed me from my diabetes medication, and I was coaching people from 4 countries using CMM and CAS."

Kishore Kumar Thakur
Life Coach & Mentor, ICF-PCC
Chennai



"No one teaches us what our mind is and how to use it. Once you learn this new language, your life will never be the same. It will change all your relationships and all your transactions."

Shivani Modi
Co-founder, Ceekr
New Delhi

Who Should Join?

WHO SHOULD DO IT?

WHO SHOULD NOT DO IT?



"If you can't commit to 100 hours of transformative learning. If you aren't willing to take that journey yourself."

Monika Jain
Adult Learning Facilitator & Life Coach
Delhi



"Those who aren't ready to set clear goals or who are resistant to change."

Mary Abi Nader
Graphic Designer
Lebanon



"Those who want to be at the top of their game and seek super resilience."

Shweta Anand
Mindfulness Coach, Ex-Banker
Pune



"This program would benefit everyone seeking growth and an enhanced life. Scientific people who want to understand the science behind anything they study will find this program right for them."

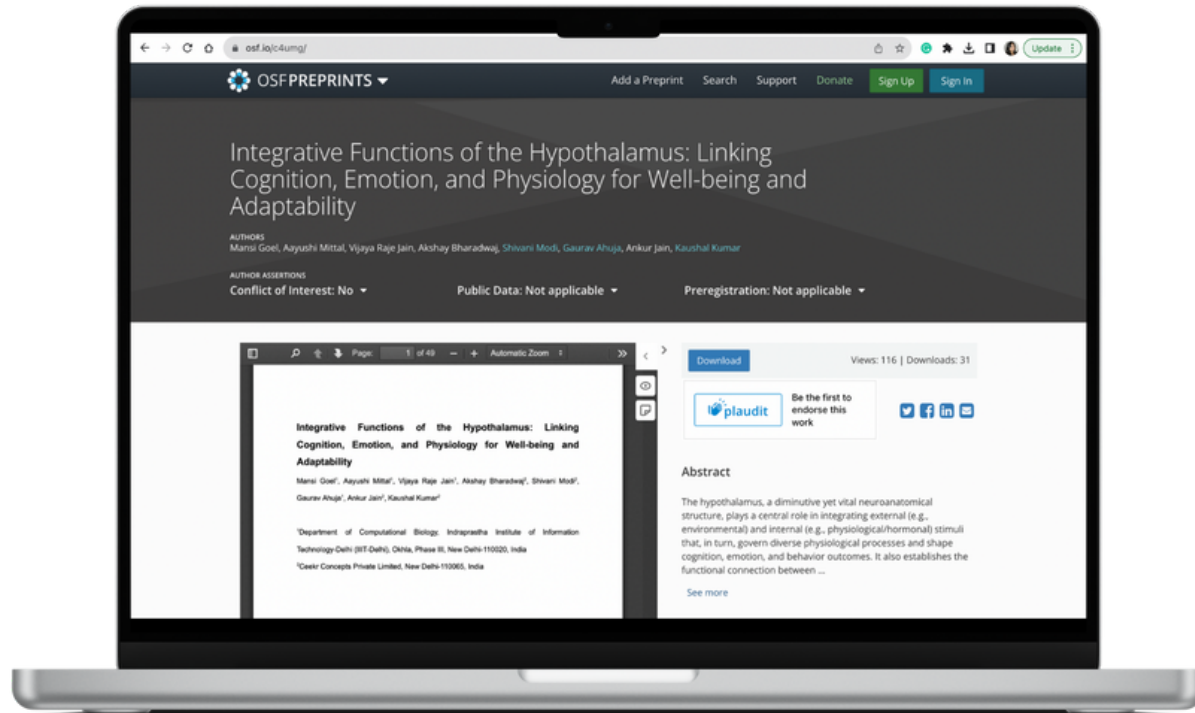
Dr. Jinane Chaaban
Coach
Lebanon



"All beings, no matter where they are in their lives."

Ritu Lal Kumar
Councillor
Hyderabad

Ceekr's Paper on **Biology of Choice Making**



5000-year-old Yoga & Vedanta Psychology Advanced Through Modern Analytics and Corroborated by Neurobiology.

[Download now!](#)

Join The Journey

[Register HERE](#)

Reach out to us today. Be part of a movement that's reshaping the way we understand, nurture and utilize our minds.



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