



# DR. BARBARA BIRSINGER

Creator of the Behavior Decoding Method™

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The Behavior Decoding Expert and NLP Strategist

Creator, *The Behavior Decoding Method™ - A Revolutionary System to Transform Unwanted Beliefs and Behaviors into Lasting Solutions for Self-Care and Personal and Professional Development*

Barbara's passion over the past 3 decades has been helping women to feel free with food and peace with their body. With a UC Berkeley Masters' in Nutrition, she later earned her Doctorate Degree in Spiritual Healing and Energy Medicine, and designed a Randomized Controlled Trial on her novel approach as a successful dissertation. Drawing on her experience of healing an eating disorder 37 years ago, she has helped thousands of others across the continuum of eating and weight-related issues to find their own solutions. Barbara coaches clients globally to self-discover the meaning and purpose in their behaviors, serving as the key to transformation. With a lifelong interest in neuroscience, transformational and Jungian psychology, she attained a Masters' Certification in Transformational NLP studying with legendary Dr. Carl Buchheit for nearly 10 years. Barbara enjoys using stories, metaphors, and humor with her clients, as when we clearly see what our brains are doing, and how—with the right tools and guidance—we can easily make changes. Her online courses are the *Behavior Decoding Method™* Certification Course for Licensed Health Professionals, the *Food & Body Code®* for Coaches, and the *Intuitive Body—The Power WithYin*, for women. And, recently she has created aNEU online Certification Course for professionals on *Mindset*, for personal and professional development. Watch for her new book in 2022!



### CONTACT

- ✉ [Barbara@BarbaraBirsinger.com](mailto:Barbara@BarbaraBirsinger.com)
- ☎ **1+833-322-2633**
- 🌐 [www.BarbaraBirsinger.com](http://www.BarbaraBirsinger.com)
- f **Dr. Barbara Birsinger/  
Barbara Birsinger**
- in **@ IntuitiveTWEAT**

## DR. BIRSINGER'S MOST POPULAR MEDIA TOPICS

### 1 CRITTER BRAIN TRUMPS NEOCORTEX—DON'T TOUCH THAT DIAL! – THE #1 REASON YOU DO WHAT YOU DO—EVEN WHEN YOU REALLY DON'T WANT TO

Brain science shows how the critter neurology fires off survival signals, compelling outdated behaviors, because that feels better (safer) than what came before. Learn how to update the safety patterning to allow your higher-level creative mind to guide your behaviors.

+ **Value add for the audience** – Eliminate unwanted behaviors and replace them with your own solutions for self-care.

### 2 DECODE YOUR HUNGERS, FOOD CRAVINGS, BODY TALK AND WEIGHT

Discover spiritual, archetypal messages, meaning and purpose, to satisfy your intrinsic needs and desires, and transform detrimental but well-intended habits—with respect—into Self-Care Strategies, uniquely your own.

+ **Value add for the audience** – Uncover and revise your beliefs and identity for lasting recovery from disordered eating, body-bashing and weight obsession. An Energetic Transformation of 'Ah-Ha!' experiences.

### 3 THE 5 STEP PROCESS TO TRANSFORM YOUR EATING HABITS AND BODY TALK FOR LIFE

Learn to "program" your body and mind EVERY TIME, like a computer, so that there is no mind-body battle about what you want to eat and what you think you should eat. Trust your body to tell you what and how much feels okay, any time, all the time. It works!

+ **Value add for the audience** – With this system, you don't have to lose or give up anything, those things will actually volunteer to change...on their own!



### PRAISE

"Barbara, you are a genius; you should get a Nobel Peace Prize for all womankind....Your work has inspired my reach and made me available to life."

– Ami, VP Marketing (Multinational Co),  
Atlanta, GE

"It's a fabulous tool, inspiring and novel, to get to the heart of clients' issues quickly and easily; it gives the practitioner a big jump in understanding the psychology and metaphysics behind behaviors."

– Ellen, CED-RD, Master Reiki and  
NLP Practitioner, Raleigh, NC

"Such an easily structured framework to work with clients, empowering them to be their own healer...so much gets unpacked in just one session, with lasting changes!"

– Julie, Life Coach, NLP Practitioner,  
Santa Rosa, CA

"There is enough rich material here to work with clients for over 6 months, out of one session!"

– Carol, PhD Psychologist and  
Exec Coach, Seattle, WA