



COGNO MOVEMENT

BECOMING WHO YOU WERE
ALWAYS MEANT TO BE

Embrace Infinity: Unlock Your Boundless Potential.

Welcome to the Cognomovement Media Kit. This resource provides an in-depth look at Cognomovement, a transformative mind-body integration system, and introduces its co-creators — Bill McKenna and Liz Larson.

About Cognomovement

Cognomovement is a pioneering system that integrates cognitive processes and cross-body movement to drive significant changes in emotional, cognitive, and physical well-being. Originating in San Diego, California, Cognomovement has grown into a global phenomenon, offering workshops, classes, and training worldwide.

The Visionaries Behind Cognomovement



Liz Larson

Cognomovement Co-Creator

Cognomovement Practitioner Trainer

Author of ***Suffering is Optional*** and ***The Tiny Book of Big Manifesting***

Master NLP Practitioner

Host of New Life Perspectives on UK Health Radio

Liz Larson is more than just a co-creator of the Cognomovement System; she's a dynamic force continually driving its evolution. Her role as an "Idea Generator" and "Mad Scientist" is central to her continuous breakthroughs in reshaping the nervous system and rewiring the brain and body. These ongoing discoveries are at the heart of Cognomovement, consistently introducing new techniques that make the modality not just innovative but deeply personal and ever-expanding. Liz's approach is akin to crafting a universal remote, adeptly addressing and resolving a wide array of issues, blocks, and unwanted patterns.

As an author of impactful e-books like "Suffering is Optional" and "The Tiny Book of Big Manifesting," Liz has established herself as a thought leader in the realm of personal development and wellness. Her mission is ambitious and far-reaching: to relentlessly push the boundaries in consciousness, awareness, self-development, and healing.

Liz's expertise as a Master Certified Neuro-linguistic Programming Practitioner has enabled her to elevate the art of combining effective strategies. She has pioneered unique modalities that seamlessly blend esoteric and spiritual studies with scientific pragmatism, radically transforming the functioning of the brain, mind, body, and spirit. This journey into the brain's capabilities was deeply personal, spurred by her parents' brain illness diagnoses.

Her innovations have redefined the approach to creating rapid and effective change across various life aspects, including health, wealth, finance, relationships, and spiritual consciousness. This work, a deep passion of hers, not only offers a path to end suffering but also explores the essence of enlightenment and the ways to achieve it.

Beyond her professional achievements, Liz delights in exploring enigmatic sites like Mt. Shasta and introducing others to the sacred locales of Sicily. Her life is further enriched through engaging conversations with diverse individuals, always seeking the unusual and thought-provoking.

Based in the scenic Southern Oregon, Liz, alongside her daughter Leah, continually develops materials for the Cognomovement Systems. Crucially, she shares her latest findings not only with existing practitioners but also with students in the Practitioner Certification Program. Her aim? To cultivate highly effective practitioners, equipped with the most cutting-edge tools and techniques in the field.

The Visionaries Behind Cognomovement



Bill McKenna

Cognomovement Founder and Co-Creator

Author of *The Only Lesson*

Co-host of New Life Perspectives on UK Health Radio

As a pivotal figure in the Cognomovement team, Bill McKenna has blended scientific expertise with spiritual insight to revolutionize the field of brain rewiring. His role at Cognomovement reflects not just innovative thinking but also a dedication to transformative healing.

McKenna's multifaceted background is a tapestry of resilience and adventure. From being an ultra marathon runner and helicopter pilot to surviving a near-death skydiving experience, his life story is nothing short of inspiring. These experiences have shaped his approach to both personal growth and professional endeavors.

His journey with Cognomovement began in 2017, driven by a desire to alleviate suffering and enhance the well-being of his clients. McKenna discovered the power of combining brain activation with body focus, leading to profound and lasting changes. This insight was instrumental in the development of the Cogno Ball, a crucial tool in Cognomovement, brought to life with the help of his wife, Michelle.

Bill McKenna's thought leadership in this innovative field has not gone unnoticed. His insights and methodologies have been featured in esteemed publications like Newsweek, The Street, and The Sun. He has also shared his expertise at notable institutions, including the Institute of Noetic Sciences and the International Association for Near Death Studies, while extending his influence through media platforms such as Gaia.com and The Shift Network, in collaboration with co-creator and business partner Liz Larson.

In his former life as an adrenaline enthusiast, McKenna transitioned into a role of spiritual guidance, where he pioneered methods for inducing significant shifts in consciousness and perspective. This transition was marked by a deep exploration into the realms of self-discovery and spiritual awakening.

Today, Bill McKenna continues to inspire and assist individuals globally, leveraging his unique blend of experiences and insights. His contribution to Cognomovement is a testament to his vision of creating lasting positive change in the lives of many.

Educational Background: Marymount Palos Verdes College (AA), St. Mary's College (BA)



Cognomovement Highlights

- **Versatile System:** Effectively addresses a wide array of challenges, from enhancing athletic performance to facilitating trauma recovery, improving academic performance, fostering professional growth, and boosting personal well-being.
 - **Professional Recognition & Global Reach:** Supported and endorsed by a diverse array of healthcare professionals worldwide, and practitioners across the globe.
 - **Proven Results:** Known for improving mental sharpness, emotional balance, physical energy, and enhancing spiritual awareness.
-

Images Approved for Promotional Use





Media Contact

For more information, interviews, or media inquiries, please contact:

Leah Seneff

Chief Coordinating Officer

- info@cognomovement.com
 - 858.251.6999
 - cognomovement.com
-