



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.



Liz Larson

COGNOMOVEMENT CO-CREATOR

Liz Larson is a co-creator of Cognomovement®, a nervous-system-based modality designed to bridge mind, body, and spirit, so change can be fully integrated and sustained. She is a Master Certified Neuro-Linguistic Programming (NLP) Practitioner with a focus in brain remapping, and she is also a medical intuitive.

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Liz is the author of *Suffering Is Optional* and *The Tiny Book of Big Manifesting*, with her upcoming 2026 release *50 Little Things, to Grow Your Relationship Bonds*. Her search to understand her parents' deaths due to brain illness became a defining force behind

the creation of Cognomovement—and continues to shape how she evolves the modality through new techniques and refinements.

Liz and Bill teach through online self-guided programs, a worldwide network of practitioners, and online and in-person events—including the annual immersive event, CognoConscious. Together, they have been featured on major transformation platforms including Gaia TV, The Shift Network, and Coast to Coast AM, and they co-host New Life Perspectives on the UK Health Radio Network.



Bill McKenna

COGNOMOVEMENT CO-CREATOR

Bill McKenna is a co-creator of Cognomovement®, a nervous-system-based modality designed to bridge mind, body, and spirit—so change can be fully integrated and sustained. Cognomovement was born in 2016 out of Bill's search for a more efficient, lasting way to help his clients create real change, following a mid-life awakening that shifted his life toward service.

Bill is the author of *The Only Lesson* and studied and taught at the Berkeley Psychic Institute. He has also been a speaker for IANDS (International Association for Near-Death Studies) and has shared his work through institutions including the Institute of Noetic Sciences.

Bill has been featured with co-creator Liz Larson on Gaia TV, The Shift Network, and Coast to Coast AM, and he co-hosts New Life Perspectives on the UK Health Radio Network with Liz. Their teaching is rooted in practical, repeatable protocols while still leaving room for the mysterious and the unexplained.

Today, Bill and Liz lead the Cognomovement ecosystem through online self-guided programs, practitioner training, and online and in-person events—including the annual immersive event, CognoConscious.

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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.

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Media Contact

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