

**EmpowerMind®'s Founder -  
Kimberly  
Kassner EmpowerMind®'s Founder -  
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***Passionate about Learning --  
Determined to Make a Difference!***

***A Different Way of Learning***

Kimberly attended accredited schools in Michigan. Year after year teachers described her as a student that: "talked too much ... short attention span... easily bored." She enjoyed school, but it seemed that only Kimberly understood that she learned differently from HOW teachers were teaching! Fortunately, she was determined enough not to give up and wise enough to discover how SHE learned best! Kimberly tapped into her learning strengths and developed – DIFFERENT YET EFFECTIVE – study techniques. Her new methods proved to be successful! Kimberly passed exams, earned good grades, and was accepted into Central Michigan University (CMU).

However, her first semester at CMU presented an even greater challenge. Kim quickly realized that there weren't enough hours in a day/week to keep using her current methods of studying to pass college exams. Her learning style needed to adapt to keep up with the university's work load and get good grades.

Through a lot of trial and error, by her senior year at CMU, she uncovered her first three secrets to effective learning! With just a few new study strategies she was able to take 22 credit hours and earn a 4.0! ALL this without studying past 5:00 p.m. on weekdays or studying at all on the weekends! She graduated Cum Laude with a Bachelor of Science in Communications and Psychology!

The most enlightening point of this experience was Kimberly eventually realized that she was not a slow learner – she just learned differently! Achieving phenomenal grades in less time than ever by using her new study techniques proved she was a bright and intelligent person! Without her consciously realizing it, some of her "out of the box" approaches to studying and learning were born!



***Early Career Successes Achieved by Thinking  
Out of the Box***

In 1982 Kimberly began her career in sales with Pepsi-Cola as a Merchandiser. She was ambitious, eager to learn and advance within the organization. She applied her out of the box learning strategies at work – learning more in less time and achieving superior results! In only seven years, Kimberly's excellent performance enabled her to quickly advance into five different positions, four of which were promotions, and become a National Account District Manager. During this time she was also recognized as a top ten performer in the country in four out of her five positions!

While Kimberly was in her last position at Pepsi-Cola as a National Account District Manager she was ranked eighth in the country and number one in her region two consecutive years! All this while working less than 35 hours a week AND teaching the 14-week Dale Carnegie course, "How to Win

*Friends and Influence People.*" During that same time, she was awarded Young Careerist in

Michigan from the Business and Professional Women's Club.

### ***The Inspiration for EmpowerMind®***

In 1990, Kimberly started her own business in California and began sharing her powerful learning techniques and goal oriented strategies with others through public workshops. She thoroughly enjoyed her work and being able to help others change their lives for the better!

Kimberly's inspiration for *EmpowerMind®* was unexpectedly born after watching a local news story that featured teens dropping out of school, gang violence, and even death. Her heart was so touched by the story it was at that moment she had an epiphany! It was her calling to make a difference in teens' lives. But how? Kimberly immersed herself in as much research and information she could find about how people learn, study skills and strategies, learning differences and the critical role self-esteem plays in the learning process. She was determined to build upon her current repertoire of life experiences and study strategies – and even more determined to help others through her work!

A short-while later *EmpowerMind®* was created. In 1991, the first *EmpowerMind®* workshop was delivered at San Rafael High School in California. The workshop covered topics that included: how to combine study skills, memory techniques, the role of the conscious and subconscious in learning, mental programming, self-awareness, and self-empowerment. The outcome was a success! Troubled teens and honor roll students were transformed by the workshop and were now enjoying the thrill of being able to learning faster, retaining information longer, getting good grades, and feeling great about themselves!

- It proved test grades, attitudes and report card grades can improve in even the most hopeless cases. Results EXCEEDED everyone's expectations! It was a success in every category! *Principal, San Rafael High School, 1991*
- Students who never received A's were now getting good grades. The training really made a difference! *Superintendent – Bayside Middle School, 1993*

### ***You're a Genius and I Can Prove It!®***

In 1994 Kimberly wrote and published her first book, *You're a Genius and I Can Prove It!®* For Baker & Taylor, one of the largest book distributors in the U.S., it ended up being a top seller after only four short months in print!

Kimberly has appeared on more than 100 radio and TV shows promoting her book and the *EmpowerMind®* workshops. Family Talk on NPR San Francisco received the greatest request of their show's tape when she was a guest. She even appeared on two national shows – Mike & Maty and Crook & Chase. *You're a Genius and I Can Prove It!* and *EmpowerMind®* workshops continue to positively change the way people think –how they study – and how they feel about themselves!

### ***EmpowerMind® for Teens***

In 1998, Kimberly released *EmpowerMind® for Teens*, a video and audio-tape learning series to compliment her book; *You're a Genius-and I Can Prove It!* The strength of her learning products and outstanding customer testimonials resulted in award-winning infomercial producers to pilot-test Kimberly and her *EmpowerMind® for Teens* product on national TV with Dick Clark and Barbara Mandrell!

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### ***Discovering Your Child's Divine Purpose – Book & Documentary for 2007***

Currently, Kimberly is busy finishing her second book, *Discovering Your Child's Divine Purpose*

that is planned for release in 2007. It helps parents understand how to break the cycle of dead end or position-less careers for their children by teaching how to create a new learning map for themselves and their children's world! The book also features fascinating interviews from famous and everyday people who are LIVING their purpose with divinity!

There's no doubt 2007 is an exciting year for Kimberly since she is also putting plans in place to film her documentary, *You're a Genius-And I Can Prove It!* The film will illustrate the 16 year story of Kimberly's life with *EmpowerMind*<sup>®</sup> and how she is able to use the power of the mind, body and spirit of children to see his or her own inherit greatness! She proves over and over again that there's no such thing as learning disabilities, but rather we are all unique geniuses!

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### ***The Founder of EmpowerMind<sup>®</sup> -***

### ***A Learning Coach, an Entrepreneur, a Wife, and a Mom!***

Even though discovering and trying out "non-traditional" learning techniques, creating the *EmpowerMind*<sup>®</sup> programs, and coaching others to greatness have been Kim's passion for more than 25 years, she also found a way to balance her professional life with a personal life.

A few years ago Kimberly returned to her home state of Michigan with her husband and son to be closer to her step-daughter. They currently reside in Commerce Township where she is close to her family and friends! Kimberly's life continues to be blessed with the new friendships made with every *EmpowerMind*<sup>®</sup> workshop she delivers!

Thank you for your enormous contribution! Our participants commented that you were, "The gift of the year!" and "Her message must be heard by others!"

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*Judith Briles, PhD,  
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## ***Passionate about Learning -- Determined to Make a Difference!***

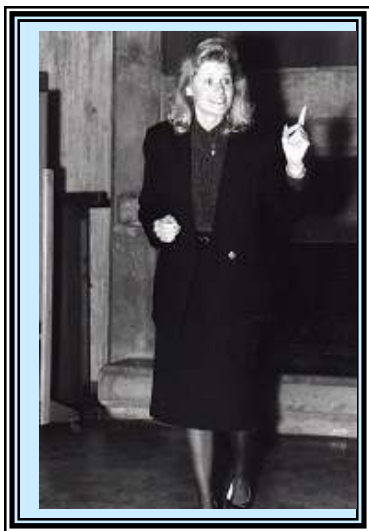
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