How far could you go, if being social weren’t such a struggle?

For many with social cognition deficits, reading facial expressions and knowing how to start conversations are daily challenges that limit relationships and life goals.

Cognitive neuroscientists, clinicians and game developers at the Center for BrainHealth® at The University of Texas at Dallas have created Charisma™, a virtual learning platform to help adults and young people who face social difficulties reach their social goals and personal aspirations.
“If you can succeed in virtual reality, you can do it for real. I wouldn’t have been able to interview and do what I’m doing if it weren’t for the training. I have also made real, long-lasting friends. I now truly understand what friendship means and value its importance.”

CARLY MCCULLAR, social cognition research participant
Charisma™

A virtual learning platform to help you manage social situations in the real world.
In a virtual learning environment, changeable identities and surroundings create limitless scenarios where individuals are motivated to master social strategies.

**What’s included in the Charisma™ experience?**

**SOCIAL SKILL ASSESSMENTS**
Before and after training assessments measure social cognitive abilities and progress.

**10 HOURS OF CUSTOMIZED GUIDANCE AND REAL-TIME COACHING WITH A CLINICIAN**
Learn science-based social cognition strategies that encourage:

- Initiating and maintaining conversation;
-Recognizing and responding to social pressure situations;
-Responding to the likes and interests of others;
-Identifying thoughts, emotions, and intentions of others;
-Understanding quality of relationships and interactions; and
-Discovering healthy responses to authority figures.

**PERSONALIZED REPORT AND RECOMMENDATIONS**
Receive a social cognitive performance report and personalized strategies to reinforce and build upon social successes achieved during the five-week training.

**Who can benefit?**

**INDIVIDUALS AGES 8 THROUGH ADULTHOOD WHO:**

- Withdraw or become isolated in social settings
- Experience fear when faced with starting a conversation
- Struggle with collaboration or social problem solving
- Have trouble expressing positive emotions to others
- May be identified with autism, ADHD or learning delays
Charisma™ Training

In a virtual learning environment, guidance and coaching from a clinician can help you build social skills and manage relationships in the real-world.

Individuals practice initiating conversations, dealing with confrontation and peer pressure, asking someone out on a date, interviewing for a job and more.

Headquartered at the Center for BrainHealth’s Brain Performance Institute, programs are offered to individuals, small groups and through partnerships with local schools for students with learning differences, The University of Texas at Dallas Office of Student AccessAbility (OSA) and the nonPareil Institute.

Please contact us for pricing and more information.

centerforbrainhealth.org  972.883.3310   lindsay.reese@utdallas.edu
Real-World Results

Magnetic resonance imaging from our research partners at Yale University’s Child Study Center show increased brain activation in social brain networks after completing Charisma™.

Social Brain Activation†

THREE-MONTH FOLLOW-UP RESULTS

Direct Improvement of Social Competencies*

71% Starting a conversation | 100% Maintaining a conversation

86% Understanding other points of view | 86% Establishing relationships

90% IMPROVED at recognizing emotions

75% NEARLY DOUBLED their ability to understand others’ intentions

We live in a highly social world that puts more emphasis on knowing somebody than work or brain power. The best thing about this program is that it’s a very low-stakes way to practice interacting in everyday ways with others. It provides five to six years of social training in just a few sessions.

CLARK THURSTON, social cognition research participant