EXTRAORDINARY IN EVERYONE
CONTENT WHM ACADEMY

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HEALTH, STRENGTH & HAPPINESS. THE RIGHT AND DUTY FOR EVERYONE
INTRODUCTION


EVER SINCE HE BEGAN HIS PRACTICE, WIM HAS BEEN WELL AWARE OF THE POWER OF THE METHOD. IN SHARING HIS TOOLS WITH THE WORLD, HE HAS MADE IT HIS MISSION TO MAKE SURE HIS KNOWLEDGE GETS GLOBALLY DISSEMINATED. IN ORDER TO ACHIEVE THIS, HIS METHOD IS NOT ONLY ACADEMICALLY TESTED; HE ALSO PROVIDES WORKSHOPS AND TRAINING SESSIONS AND OFTEN MEETS WITH THE NATIONAL AND INTERNATIONAL PRESS.

THIS DOCUMENT WILL GIVE FURTHER INSIGHT IN THE WIM HOF METHOD. TO KICK OFF, WE WILL DIG DEEPER INTO THE (PRELIMINARY) SCIENTIFIC FINDINGS OF THE WHM. AFTER THIS, A DISQUISITION AND EXPLANATION OF ALL THE DIFFERENT COMPONENTS OF THE METHOD WILL FOLLOW. SUBSEQUENTLY, THE WHM TRAINING PROGRAMS WILL BE OUTLINED EXTENSIVELY, WHEREBY EVERY FIELD OF STUDY IS THOROUGHLY EXPANDED UPON. IN ADDITION, WHEN THE PARTICIPANT HAS COMPLETED THE ENTIRE WHM COURSE, WE WILL DELVE INTO FUTURE OPTIONS.
‘THEY CALL ME CRAZY AND THEY ARE RIGHT, CRAZY ABOUT LIFE’
HISTORY

For many decades, Wim Hof has been training his body and mind in the most extreme wintry conditions and oftentimes in wild, uninhabited areas. Under these conditions, he has learnt that breathing, as well as the overall mind set, work more effectively, which in turn results in greater endurance to extreme coldness. Hence, this increase in efficiency leads to greater penetration into one’s physiology. Through the years, Wim has further developed and perfected his techniques by consistently examining his body and mind and by continuously expanding his own boundaries.

Besides a great deal of exposure, his spectacular stunts secured him the nickname of The Iceman. Thus far, he has been listed over twenty times in the Guinness World Book of Records, including one for taking the longest ice bath, another for climbing Kilimanjaro in nothing but a pair of shorts, and yet another for running marathons in the Arctic region.

In 2007, Wim Hof’s feats were scrutinized at the Feinstein Institute. The results showed that Wim has developed the capacity to influence his autonomic nervous system. Thus, he is capable of reducing inflammation in his blood. Ever since he fully realized this, he has made it his goal to share his findings with the world. To silence critics and to delve deeper into the possibilities of the method, he has intensified collaborations with the academic world.

SCIENCE

In 2010, experiments and research accumulated at a rapid pace. At the Radboud University, more specifically the physiology department, scientists conducted further research to examine the validity of his method. Led by professor Hopman, Wim immersed himself into ice baths, with each session lasting 80 minutes, while various measurements took place. Given the promising preliminary findings, the researchers soon initiated additional investigation.

The following year this led to an experiment with Endotoxine. During this research, they injected a cell wall with the E. coli bacteria. Under normal conditions, this should trigger an overreaction in the immune system and activate flu symptoms. Hof however, only suffered a mild headache. In addition, the results revealed how Hof produced only half the number of defense proteins compared to the experimental subjects that participated in the test. Once again, the outcome determined that Hof has the potential to influence his autonomic nervous system.

On the 16th and 30th of May 2011, another experiment took place. This time, scientists investigated to what extent Hof is capable of controlling his cardiovascular system. More specifically, they wanted to know how he consciously widens and contracts his vasculature. And again, research confirmed that Hof is adept at influencing both his autonomic nervous system and his immune system. Naturally, the researchers were curious to find out if other people could replicate the results using the same method. The deliberate interference with the immune and autonomic nervous systems could have significant implications in the areas of health and illness.

Considering health is a serious matter and to make sure people are not given false hope, we decided to work in close cooperation with the Radboud University. In 2013, a research team consisting of M. Kox and P. Pickkers examined whether others were also capable of influencing their immune system and autonomic nervous system by practicing the Wim Hof Method. The blood results of the group trained by Wim Hof unequivocally demonstrated that the autonomic nervous system and immune system can be influenced.

Currently, we continue to work closely with Radboud University and other institutions to see what the effect of the WHM is.
ACADEMY

The Academy consists of 3 modules:

• Module I – Basic (equivalent to the online video course)
• Module II – Advanced
• Module III – Master

In order to become proficient in the method and to make sure you fully master all the tools, there is a strong focus on implementing the techniques in an integral fashion. Before you can enroll in Module III – Master, it is mandatory to complete the first two modules. It’s also a requirement that participants already have some coaching skills or experience in teaching. In addition, we expect you to be dedicated and to study the theory and practice the techniques on a daily basis.

To ease this process, we also ask everyone to keep a journal throughout the entire course. At the end of the training, you then hand the final report over (as your final report). When the course is completely finished, you receive the official WHM certificate, with which you are authorized to pass the teachings on for the period of one year. Automatically, you also become the ‘face’ of the WHM. In order to guarantee quality, there will be a refresher course scheduled (online or physically) every year in which all the techniques will be reviewed.

Following the online video course (Module I), we expect you to have basic knowledge of the WHM. Also, we expect you to have practiced the WHM exercises on a daily basis before Module II.

PHILOSOPHY, VISION & MISSION

Philosophy of WHM:
Making a better connection with body and mind

Vision of WHM:
Give people more control over their body and mind through a natural method. Through optimal circulation and conductivity surpassing physical and mental boundaries

Mission of WHM:
Strength, Health and Happiness for everyone
In the first sessions, emphasis will be laid on the ground principles and benefits of the WHM. More specifically, we will delve into the practical side of the method, by implementing the tools right there and then.

Wim: “During the Basic Course, participants will get to experience how the nervous system, the cardiovascular system and immune system works and more specifically, what it can do for you. Without forcing, we penetrate deeper into these complexities to learn and become fully aware of the innate processes of these systems. Consciously connecting and experiencing wholeness is one of the main purposes of the basic course. In the end, it all comes down to physiological logic. Or as I always phrase it: fully experiencing equals understanding. To get to that stage, we use a number of exercises and techniques, such as physical activities combined with breathing exercises. In result, this will magnify awareness and subsequently will effect in greater governance over the body. More so, these targeted breathing exercises will make it easier to reach deep into the nervous system. On top of this, unenforced exposure to coldness will help to bring the cardiovascular system and the overall circulation back to their natural capacities. The mind also becomes more aware and eruit awake of its influence on the body. This growing consciousness accordingly lowers the barrier to fully focus and exacerbate into deeper layers of the body. The benefits are legion. Yet first and foremost, the tools will intensify in unparalleled consciousness and innate power. If anything, we, meaning our body and mind, are capable of reaching far beyond ourselves.”

The Contents of the Course:

The theoretical fundamentals of the WHM techniques
- Breathing exercises
- Teachings in the physiology of coldness
- Sharpening the mind/gaining focus/resetting the mindset

Basic Course: the practice of the WHM techniques
- Breathing exercises [in combination with physical exercises]
- Gradual exposure to the cold
- Intensifying the mindset [concentration]

Developed competences after completing Module I:
- Basic principles and theoretical knowledge on the three WHM components
- Basic principles and practical knowledge on the three components of the WHM
- Basic principles used for practicing the fundamentals of the WHM

This module has a focus on attaining more insight in techniques centered on boosting your concentration, improving your breathing as well as more physical exercises. By mastering these techniques, it becomes easier to reach into the nervous system and the immune system. In addition to this, you also boost the blood circulation and magnify your focus. The body is capable of so much more than we oftentimes think!

Study (material) after Module I – Basic Course
- Activities to do at home: practicing the exercises in preparation of Module II
- Literature to read in preparation of Module II
MODULE II / ADVANCED

In the first sessions, emphasis will be laid on the basic principles and benefits of the WHM. More specifically, we will delve into the practical side of the method by implementing the tools right there and then.

THE CONTENT OF THE COURSE

The theoretical fundamentals of the WHM techniques (see also Wim Hof Explained)
- Breathing exercises
- Gradual exposure to the cold
- Sharpening the mind/ gaining focus/ resetting the mindset

Biological and physiological information
- Autonomic nervous system
- Immune system (Chapter 22, Biology Now)
- Cardiovascular system

Risks and warnings training
- Training with the cold
- Breathing exercises

Module II - Advanced Course: the practice of the WHM techniques
- Breathing exercises (in combination with physical exercises)
- Gradual exposure to the cold
- Intensifying the mindset [concentration]
- Evaluating the process

Developed competences after completing Advanced Module
- Theoretical knowledge of the three WHM components
- [Basic] theoretical information about the autonomic nervous system, immune system and cardiovascular system
- Basic principles and practical knowledge of the three components of the WHM
- Basic principles used for practicing the fundamentals of the WHM

This module focuses on attaining more insight into the techniques centered on boosting concentration and improving breathing as well as on more physical exercises. By mastering these techniques, it becomes easier to reach into the nervous system and the immune system. In addition to this, you also boost the blood circulation and magnify your focus. The body is capable of so much more than we oftentimes think.

Study [material] after Advanced Module
- Activities to do at home: practicing the exercises in preparation of Module II
- Literature to read in preparation of the next Module
  Module II
  Wim Hof Method Explained
  Biology Now, chapter 22
  Article: The influence of concentration/meditation on autonomic nervous system activity and the innate immune response: a case study
  Article: Voluntary activation of the sympathetic nervous system and attenuation of the innate immune response in humans

TARGET GROUP: PARTICIPANTS WITH TEACHING AND/OR COACHING SKILLS.
DATES: TO BE ANNOUNCED
LOCATION: TO BE ANNOUNCED
COSTS: €699,-
INCLUDING: ACTIVITIES, TEA, COFFEE AND FRUIT
* SUBJECT TO MISPRINTS, ERRORS AND TECHNICAL MODIFICATIONS.
Wim: “During the Advanced Course emphasis is put on consciously connecting with your inner processes. The goal ultimately is to fuse them into Oneness. This amalgamate concentration will feel wholly natural and recognizable. The point then is not so much to go deeper, but rather to enforce the powers at work. Again without enforcing, we then move on to the next step. Handling the awakened physiology consciously and with focus will be put to the test here. Beyond anything, it will become increasingly clear that nature is our teacher. As the course progresses, participants regain a deep-felt but often-times long forgotten trust in our physical functioning. This may sound abstract, yet the experience of it is anything but abstract. It speaks volumes. From here onwards and in unity, we immerse into the healing powers of the body and mind. As I often say, experiencing is the equivalent of understanding. Along with this, this realization helps to intuitively sense and comprehend others too. All in all, the point of focus is: when you have sensed unity at first hand, it can propel unprecedented empowerment. After all, the whole is greater than the sum of its parts. An interesting and often heard side effect of experiencing this unison is increased openness. Energy moves fluidly through the physiology. People begin to radiate energy. The intrinsic nature of the mind starts to surface and doubt and uncertainties will begin to swap places with determination and luminous insights. Creativity will blossom and a sense of serene calmness will arise. Ultimately, the goal of the course is to acquire natural focus and full presence in the here and now. It will be the official end of decades of conditioning. Each and every one of us has a different physiology. The goal however eruit is by experiencing wholeness and harmony, to become more physically and mentally aware of your native powers. Let the physiology come first, the rest will naturally follow then.”
MODULE III / MASTER

To make sure you are qualified enough to convey the method to others, it is required to complete the online course and Module II first. Aside from practical and theoretical comprehension, participants will also be assessed on their didactic competences during Module III. For this we advice strongly too practice with your teaching skills between Module II and Module III.

CONTENT INFORMATION MODULE III – MASTER:

In the basic course you will have learned to implement the various tools of the WHM. Having completed the online course and Module II, you are now (more) skilled to practice the method independently. During Module II, the application of the WHM will be further outlined and evaluated. Following this, we will also delve deeper into the didactic skills that are required in passing on the know-how of the WHM.

THE CONTENTS OF THE COURSE:

Intensification and enhancement of the theoretical and practical knowledge of the WHM:
- Breathing exercises
- Teachings in the physiology of cold
- Intensifying the mindset/ gaining focus/ resetting the brain
- Improved implementation of combining the three essentials
- Increased didactic skills regarding the WHM

Developed competences after completing Module III:
- Excellent theoretical knowledge of the three components of the WHM
- Extensive practical knowledge of the three components of the WHM
- Superior knowledge with regards to executing the WHM
- A clear vision of the personal implementation of the WHM
- Knowledge of how to convey the three components of the WHM

Modes of testing and assessing:
- A presentation centered on your personal development, implementation of the method and the three components of the WHM
- An assessment of your didactic skills

Assignment after Module III – Master course
- Final report

Target group: participants that have completed the online course and Module II
Wim: “In this last phase of the whole trajectory, it is key to overcome all your fears, inhibitions and other blockades, while you are fully present and aware. Now is the moment to experience timelessness and natural consciousness. Let mystery guide you through this intense process. It’ll be the start of and end that will never close. Right here and then, your teaching skills will also be put to the test. Do you have what it takes to sense people’s needs and can you help eruit people navigate through the WHM? Drive, spontaneity, openness and knowledge are key factors in this. These values are paramount in enduring arctic conditions. In the course of teaching your peers during this last module, it will first and foremost come down to will power, perseverance, conviction and firm faith.”

FINAL EVALUATION

The end report should encompass all three components and should be handed in before the final deadline. After the deadline of the end report expires, it will take on maximum 14 workdays before the results are announced. When the results are positive, participants receive an official WHM certificate.

The deadline of the final report is yet to be publicized. Similarly, the handing-over of the certificate is also yet to be proclaimed.

TARGET GROUP: PARTICIPANTS THAT HAVE COMPLETED MODULE I AND MODULE II
DATES: TO BE ANNOUNCED
LOCATION: TO BE ANNOUNCED
COSTS: € 1799, - INCL.
INCLUDING: A FULL WEEK IN A GROUP ACCOMMODATION, ALL MEALS (BREAKFAST, LUNCH, DINNER), WORKSHOPS AND ACTIVITIES, TRANSFER AND TRANSPORTATION DURING THE WEEK.
* SUBJECT TO MISPRINTS, ERRORS AND TECHNICAL MODIFICATIONS.
WE CAN DO MORE THAN WE THINK WE CAN