

# QUICK START GUIDE



FOR EVERYONE | Children • Families • Educators • Allied Health • Adults

## What is BrainyCo.?

BrainyCo. is a visual language system built around illustrated brain characters - each one representing a different way a person might be feeling, thinking, or acting in any given moment.

Co-designed with community, it was created by three sisters - a registered psychologist, a specialist educator / OT and an artist - and is used in homes, schools, clinics, and workplaces across every age group.

**Neuroaffirming. Evidence-informed. Practice-tested. "Can't explain? Point to a brain."**

## How does it work?

When someone points to a brain character, something powerful happens: the state is moved *outside* the person. It becomes visible, named and separate from who they are. This simple shift removes shame around behaviour and emotion, makes tricky conversations easier and gives us space to notice, reflect, and choose. BrainyCo. works when words don't come easily, when feelings are too big to explain, and when traditional tools fall short. And, just as importantly, it's FUN!

**THE NKC METHOD:** If you remember one thing - remember this.

Three questions. The same every time. Ultra-simple by design. Questions that travel with you, that are accessible from any age, ability or language skill. **Start with Name It. Even one question is always enough.**

1. NAME IT	2. KNOW IT	3. CHOOSE IT
"Which brain is here?"	"Does it fit?"	"Which brain do you want here?"
<b>Name it. Externalise it.</b> Point to a character. The brain state is visiting — it is not who you are. A point is a complete answer.	<b>Understand what's happening.</b> Does this brain fit the body, the setting, and the task right now? A "yes" builds compassion. A "no" opens a door.	<b>Agency. Next step.</b> The person decides what is next and how to get there. Is the choice to stay where they are? Or, shift to another? Either is possible and valid.

**Important:** *Never use these questions during an acute heightened state. Co-regulate first - be present, let the storm pass. Then start with Name It again.*

## Start here. Right now.

Pick up the poster. Point to a brain that feels familiar. Ask: "Which brain is here?"

**That's it. You've started.** *Everything else grows from this one question.*

BrainyCo. is a 'LIVING' resource, continuing to grow with community involvement and feedback. If your brain state isn't there... create it and share it with us!

[hello@brainyco.com.au](mailto:hello@brainyco.com.au)

# THE COMPLETE PICTURE



Who is it for? • How is it built? • Where to go next?

## Who uses BrainyCo?

### FAMILIES

The home. Same language at home /school/ workplace and/or clinic – no code-switching required. Individuals of ALL ages and stages point to how they feel; family members understand and accommodate before a meltdown.

### EDUCATORS

The classroom. Works for every learner – including those who can't name what they're feeling, thinking or doing. Builds shared vocabulary before moments of difficulty and provides a visual pathway for support and inclusion. Every student can engage.

### ALLIED HEALTH

Clinical Spaces. Integrates into psychology, OT, Speech pathology and GP consults. Co-designed by allied health, and community. All access entry point that fills the gap other clinical tools don't.

### ADULTS

The Workplace. The same framework that works in therapy works in the staffroom. A conversation starter. Supports reasonable adjustments, psychosocial safety, and self-awareness in everyday life.

**BrainyCo is multigenerational.** *The same framework travels with a person across life stages and every environment they move through – home, school, clinic, workplace.*

## How BrainyCo is built – four design commitments

### ACCESS BY ALL

Community inspired. No words, no prior insight, no explanation required. A point/ gesture is enough. Built for everyone from the start.

### FIND THE FIT

Regulation means 'Finding a Fit' - not calm. There is no wrong brain. The question is always context, never suppression.

### DIFFERENT DOORS

Brain states show up in thoughts, feelings, or the actions. BrainyCo. provides an entry point for all three.

### BRAIN STATES, NOT TRAITS

A brain state is something visiting – not something you are. That separation is the foundation of everything.

## The BrainyCo. Product Pathway

STEP	PRODUCT	WHAT IT OFFERS
START	Kaleidoscope of Brains Poster	The entry point. 35 brain characters across Feeling, Thinking, and Doing. Display it. Point to it. Ask one question. No preparation needed.
PLAY	Brainy Bingo + Brainy Box	A playful group game using BrainyCo characters -for classrooms, family game nights, clinics and community settings. <i>Brainy Box cards required to play.</i>
GO DEEPER	The Brainy Box	60 character cards across Feeling, Thinking, and Doing with a wooden display stand and free activities pack. The full framework in your hands.
EMBED	Practitioner & Educator Resources	Check-In Charts and hands on activities to explore emotions, perspectives, thinking patterns & energy regulation. Designed to grow with the child - or adult client - across settings and over time.

*Start anywhere. The poster is always enough to begin.*

**Need more?** Detailed guides including NKC question prompts, setting-specific advice and product recommendations are available soon for Families, Educators, Allied Health, and Adults at: [www.brainyco.com.au](http://www.brainyco.com.au)