

Ani Anderson

100 Word Bio:

Ani Anderson (MS, OT, LMT, CEMP, ICF-PCC, ELI) is the CEO of Somatic Coaching Academy and co-creator of the Sensation-Based Motivation coaching method. A former NYC child performer turned occupational therapist, she left the Western medical system to build two wellness centers and two international training institutions — now having trained over 75,000 professionals worldwide. Author of *Find Your Soul's Agenda* and *Manifestation for Dummies* (Wiley Press), Ani was named one of MSN's top 10 entrepreneurs to watch in 2026.

250 Word Bio:

Ani Anderson (MS, OT, LMT, CEMP, ICF-PCC, ELI) is the CEO of Somatic Coaching Academy and co-creator of the Sensation-Based Motivation coaching method. With over 20 years of client experience, she is a sought-after bodymind expert for founders, coaches, consultants, and thought leaders who want to make a bigger impact without burning out.

Ani's path to this work is anything but conventional. At age ten, she was cast in a Broadway musical through a nationwide search, going on to perform at Lincoln Center, the Kennedy Center, and major television networks. At 16, she earned her GED and enrolled in college — excelling academically and winning her department's prestigious research fellowship before completing a dual BS/MS in Occupational Therapy.

In 2005, frustrated by the limits of Western medicine, Ani launched her own holistic private practice. What began as a single clinic grew into two wellness centers and two international training institutions. Her organizations have trained over 75,000 professionals worldwide.

Ani is the author of *Find Your Soul's Agenda* and *Manifestation for Dummies* (Wiley Press, 2026), and holds advanced certifications in massage therapy, CranioSacral therapy, energy medicine, Qigong and Tai Chi, and professional coaching (ICF-PCC). She serves as faculty at BoldHaus.

Known as the "secret weapon" for high-profile clients, Ani helps people solve the problems other professionals can't. She speaks on purpose, mindset, manifestation and somatic coaching — and lives in the Adirondack Mountains of upstate New York with her husband, Brian, and their three young adults.

Long Form Bio:

Ani Anderson, MS, OT, LMT, CEMP, ICF-PCC, ELI is the CEO of Somatic

Coaching Academy and co-creator of the cutting-edge Sensation-Based Motivation coaching method. She is a sought-after mindset and purpose expert for innovative thought leaders — and a trusted mentor of coaches dedicated to getting the most sustainable, holistic results for their clients.

An Unconventional Path to Expertise

Ani's story begins not in a clinic or classroom, but on stage. At age ten, she was cast in a Broadway musical through a nationwide search for the new "Annie." Over the next seven years, she performed at some of the most prestigious venues in the country — Broadway, Lincoln Center, the Kennedy Center, and major national television networks. At 16, she earned her GED and enrolled in college. Driven by a deep love of learning and determined to make up for the formal schooling she had missed, Ani excelled academically — becoming head of her school's tutoring services and earning the health science department's prestigious research fellowship during her graduate year. She went on to complete a dual BS/MS in Occupational Therapy.

From Medical System to Holistic Pioneer

In 2005, increasingly frustrated by the limitations of Western medicine, Ani left traditional practice to launch her own holistic, private-pay rehabilitation practice. What began as a single clinic became something far larger. Over the years, Ani and her husband and business partner, Brian, built two thriving wellness centers and two international training institutions — accumulating over 2,500 hours of advanced training and certifications along the way. Today they have trained over 75,000 professionals worldwide.

Secret Weapon

Ani is widely known as the "secret weapon" for founders, coaches, consultants, and highly visible thought leaders who want to make a bigger impact — without burning themselves out. She specializes in helping people solve the problems other professionals can't seem to crack. Her clients consistently achieve exceptional results across every area of life: business growth, financial success, parenting, intimate relationships, anxiety, and healing difficult dynamics.

Her proprietary Sensation-Based Motivation coaching method draws on her singular intersection of disciplines — rehab medicine, energy medicine, somatic coaching, qigong, and mindfulness — to create lasting transformation at the level of the nervous system, not just the intellect. Ani speaks on topics including purpose, mindset, somatic coaching as a high-performance tool and manifestation.

Books

Ani is the bestselling author of *Find Your Soul's Agenda: The One Word That*

Will Make Your Whole Life a Success and Manifestation for Dummies (Wiley Press, 2026).

Credentials & Training

Ani holds a BS/MS in Occupational Therapy and has completed over 2,500 hours of advanced professional training, including:

- Licensed Massage Therapist
- CranioSacral Therapist
- Somatic Emotional Release Therapist
- Certified Energy Medicine Practitioner
- Certified Energy Leadership Index (ELI) Practitioner
- Certified iPEC Coach, ICF-PCC
- Certified Integral Qigong & Tai Chi Instructor (200 hours)
- Meditation Instructor
- Certified Infant Massage Practitioner
- Certified Human Design Practitioner
- Sangha Leader in the tradition of Thich Nhat Hanh

She also serves as faculty at BoldHaus.

Personal

Ani lives in the Adirondack Mountains of upstate New York, in a log cabin nestled between the foothills of the Adirondacks and the waters of Lake Champlain. When she's not working, you'll find her swimming in the lake, hiking with Brian, or enjoying being a part of her 3 grown children's adventures as they find their wings.

Brian Trzaskos

100 Word Bio:

Brian Trzaskos, PT, LMT, SBMC, CSCS, CMP, MI-C, is a somatic science expert, co-creator of the trauma-sensitive Sensation-Based Motivation Coaching method, and co-author of *Manifestation for Dummies* (published by Wiley Press). As a practicing physical therapist and student of eastern movement and mindfulness practices for over 30 years, Brian is a nationally recognized expert for his work in training health, wellness, coaching professionals, and small business CEOs how to successfully transform core limiting beliefs, mental wellness, and chronic pain challenges with trauma-sensitive, Sensation-Based coaching practices. He has owned and operated two integrative wellness centers in Northern New York, created two internationally attended training institutions and has trained over 75,000 professionals. Brian currently acts as the co-founder and Director of

Education at the Somatic Coaching Academy.

250 Word Bio:

Brian Trzaskos, PT, LMT, SBMC, CSCS, CMP, MI-C is a somatic science expert, co-creator of the trauma-sensitive Sensation-Based Motivation Coaching method, and co-author of *Manifestation for Dummies* (published by Wiley Press). He believes that regardless of anyone's current or past circumstances, every person holds the potential to live a deeply purposeful and self-actualized life. As a practicing physical therapist and student of eastern movement and mindfulness practices for over 30 years, Brian is a nationally recognized expert for his work in training health, wellness, coaching professionals, and small business CEOs how to successfully transform core limiting beliefs, mental wellness, and chronic pain challenges with trauma-sensitive, Sensation-Based coaching practices. Trained as a physical therapist at SUNY Buffalo and the world-renowned Craig Hospital in Denver, CO, he brings extensive expertise in neurophysiology, somatic psychology, and integrative wellness to every engagement. Brian currently acts as Director of Education at the Somatic Coaching Academy.

Alongside his wife and business partner, Ani, Brian has built two wellness centers, an international training institution for rehabilitation professionals, and the Somatic Coaching Academy — which has trained over 75,000 professionals worldwide. Their work spans manual and energetic body therapies, eastern philosophy and healing arts, and traditional mindset, motivation, and mindfulness, covering the full spectrum of holistic human intelligence.

Brian is one of the few practitioners in the U.S. licensed to employ the Motivational Maps assessment — the only known tool designed to measure the full spectrum of human motivation — Brian gets to the root of what drives behavior, performance, and lasting change. Brian lectures across the U.S. and Canada and has been featured at national conferences including BoldHaus Groove, American Massage Therapy Association, and Debbie Allen's Highly Paid Expert events.

Long Form Bio:

Brian Trzaskos PT, LMT, SBMC, CSCS, CMP, MI-C is a somatic science expert, co-creator of the Sensation-Based Motivation coaching method, and nationally recognized authority in trauma-informed motivation, evidence-based mindfulness, and Rehabilitative Qigong & Tai Chi. He believes that regardless of anyone's current or past circumstances, every person holds the potential to live a deeply purposeful and self-actualized life — and has

devoted his career to making that a practical reality for individuals, teams, and organizations.

A Clinical Foundation

Brian's expertise is grounded in rigorous clinical training. He earned his degree in physical therapy at the State University of New York at Buffalo and completed advanced training at the world-renowned Craig Hospital in Denver, CO — one of the nation's leading centers for neurological rehabilitation. That foundation gave him deep fluency in neurophysiology, somatic psychology, and the science of how the body and mind interact to drive — or derail — human performance.

Building Something Larger

Alongside his wife and business partner, Ani, Brian has translated that clinical expertise into a body of work that reaches far beyond the clinic. Together they built two wellness centers in their hometown in the Adirondack Mountains, an international training institute for rehabilitation professionals, a full product line teaching Qigong and Tai Chi for physical rehabilitation, and the Somatic Coaching Academy — which has trained over 75,000 professionals worldwide. Their training spans manual and energetic body therapies, eastern philosophy and healing arts, and traditional mindset, motivation, and mindfulness, encompassing the full spectrum of holistic human intelligence.

What Brian Does

Brian works with leaders and organizations across healthcare, education, professional development, and manufacturing — helping them solve the persistent problems in health, motivation, and performance that other methods can't seem to resolve. His programs have been shown to improve individual motivation scores by up to 167%.

At the center of his approach is the Sensation-Based Motivation coaching method, which draws on neurophysiology, somatic psychology, and decades of clinical experience to get to the root of behavior change — not just the surface. Brian and Ani are consistently recognized as bodymind experts who make potentially complex scientific and esoteric information practical and actionable for both individual and team success.

One of the only practitioners in the U.S. licensed to employ the Motivational Maps assessment — the only known assessment designed to measure the full spectrum of human motivation — Brian brings a level of precision to motivation and performance work that is rare in the field.

Brian lectures across the U.S. and Canada and has been featured at national conferences including BoldHaus Groove, American Massage Therapy

Association, and Debbie Allen's Highly Paid Expert events.

Credentials & Training

Brian holds a New York State Physical Therapy License and has completed extensive advanced professional training, including:

- Licensed Physical Therapist (New York State)
- Licensed Massage Therapist (New York State)
- Certified Strength and Conditioning Specialist (CSCS)
- Certified Mulligan Practitioner
- Certified Meditation Instructor
- Motivational Maps Advanced Licensed Practitioner (LPAC)
- Senior Trainer, Integral Qigong Teacher Training – IIQTC
- Senior Trainer, Tai Chi Easy – Healer Within Foundation
- Certified Integral Qigong & Tai Chi Instructor
- Certified Sun Style (73 Forms) Tai Chi Instructor
- Certified Tai Chi for Rehabilitation Instructor
- Certified Tai Chi for Energy Instructor
- Certified Tai Chi for Arthritis Instructor
- Trauma-Sensitive Mindfulness
- Advanced Trauma-Sensitive Mindfulness
- Trauma Informed Organizations

Personal

Brian lives in the Adirondack Mountains of upstate New York, in a log home nestled between the foothills of the Adirondacks and the waters of Lake Champlain. When he's not teaching classes or facilitating group programs, you'll find him hiking, paddling, skiing, and practicing Tai Chi on his front deck.