

# John McKeown – Whim Hoff

My career started as an electronic engineer for a number of multinationals such as Panasonic and Xerox. After several years I took the plunge and ran my own Web development company for 15 years. When my wife became ill, I started searching for ways to improve our health and in 2015 came across the Wim Hof Method. I noticed many positive changes and so continued the practice to become a certified Wim Hof Method Instructor in 2017. Over the next few years, I changed career path to teach this method full time.

In 2019 I became a Qi Gong Instructor which I also believe is beneficial to our health. Using breath work, cold exposure, mindset, gentle movement, along with meditation we can learn to influence our immune system and regulate our nervous state and have a positive effect on our health both physically and mentally. I am very passionate about helping people and enjoy teaching these methods so that they can be used as tools in everyday life when stressful / challenging situations occur. I continue to expand on my knowledge and recently completed a 12-month Self Mastery course run by the Shaolin Temple Europe.

I have taught these methods to participants of all ages and backgrounds throughout Ireland and abroad and feel blessed to be able to do this.

## **Topics Covered:**

- Wim Hoff Method
- Chaos to Calm: Breathing Masterclasses
- Cold Water Therapy

