

**SEMINAR SERIES**  
**MODULE 2**

# **CERVICAL MASTERY**

**RECLAIMING THE  
CERVICAL GATEWAY**

**DR. JENNIFER BARHAM-FLOREANI & DR. SIMON FLOREANI**

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## DEDICATION

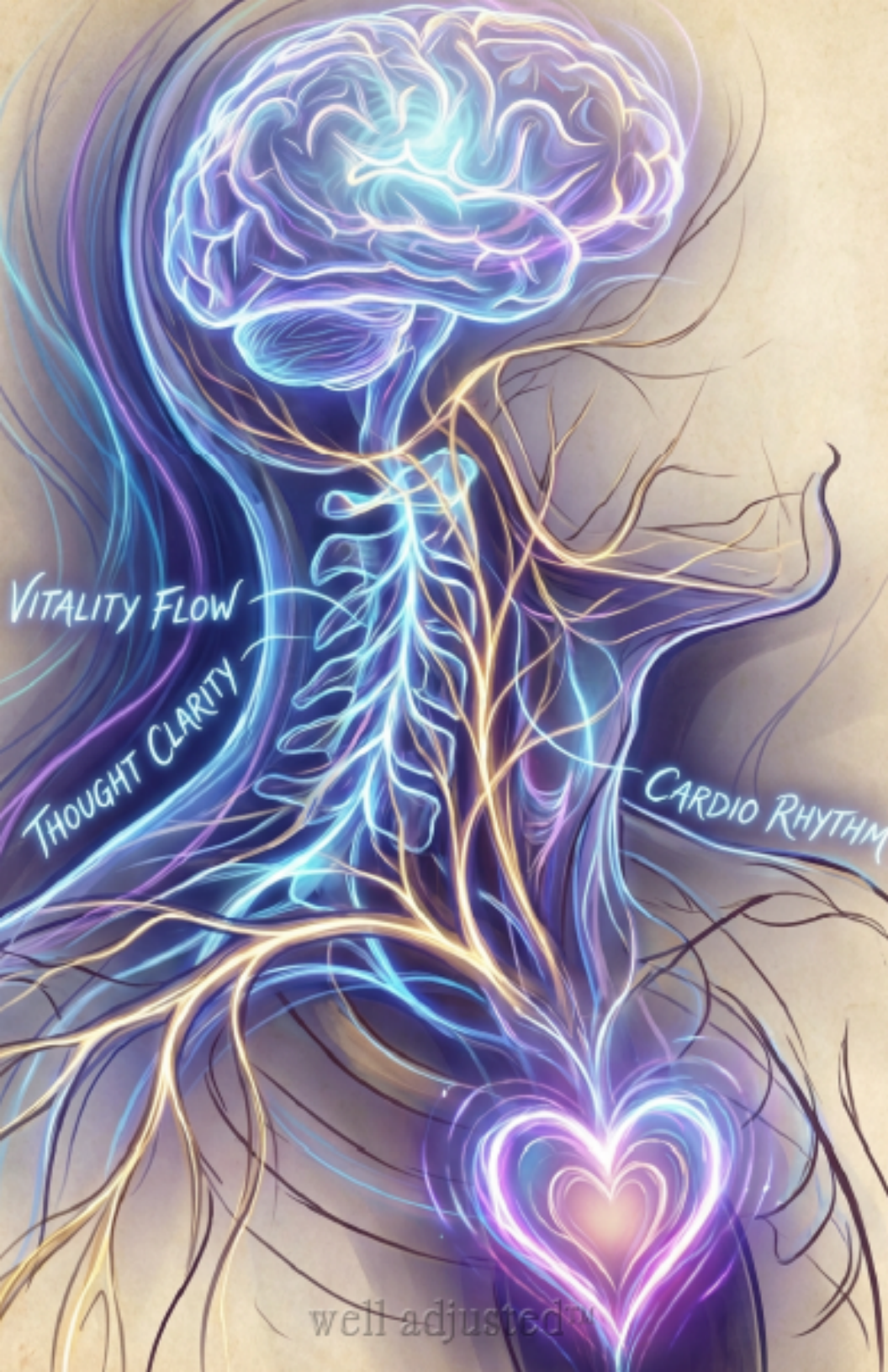
This book is dedicated to the extraordinary public we are blessed to serve, and to the chiropractors who know — deep in their bones — that they were made for more.

To those who feel the quiet pull toward mastery... who choose intuition over inertia, courage over comfort, and service over self.

To the healers rising as community leaders, changing lives, restoring hope, and helping people reconnect with the infinite wisdom that already lives within them.

To every chiropractor committed to becoming a clearer channel, a steadier presence, and a more powerful force for good in the communities they are privileged to serve — this work is for you.





VITALITY FLOW

THOUGHT CLARITY

CARDIO RHYTHM

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# INTRODUCTION

## THE BRIDGE BETWEEN HEAD AND HEART

The cervical spine is the gateway that links the brain to every system below. Through its eight nerve roots and paired cervical ganglia, it carries the electrical conversation of life — movement, blood flow, and perception.

Modern posture, chronic screen use, and emotional stress have distorted that bridge. As a result, oxygen flow, cognition, and heart rhythm often suffer long before pain appears.

Cervical Mastery restores this missing link. It teaches chiropractors to see the neck not as a column of vertebrae, but as a dynamic conductor of vitality — one that governs thought clarity, thyroid balance, and cardiovascular rhythm alike.

**“ONCE YOU GRASP HOW  
INTIMATELY THE NECK  
RELATES TO CIRCULATION,  
COGNITION, AND HEART  
RHYTHM, YOU UNDERSTAND  
WHY MASTERING CERVICAL  
ADJUSTMENTS IS NON-  
NEGOTIABLE FOR MODERN  
CHIROPRACTORS.”**

***— DR. SIMON FLOREANI***



# THE EIGHT NERVE ROOT

## CORRIDORS OF MOVEMENT & SENSORY FLOW

**E**ach of the eight cervical nerve roots is a corridor through which brain messages become body movement and sensory feedback. When one pathway collapses, proprioception and coordination fade; when all are balanced, the body finds effortless alignment.

These roots influence far more than muscle tone; they contribute to heart rhythm, thyroid balance, arm and hand function, brachial plexus clarity, voice projection, swallowing, ear drainage, immune regulation, and vestibular balance. When cervical tone distorts, these systems often express it long before pain appears.

**“WHEN THE NECK FINDS  
ALIGNMENT, THE REST OF  
LIFE FOLLOWS.”**

**— DR. SIMON FLOREANI**



## Key Insights

- 🔥 **The posterior chain supports;** the belly-side connects to emotion, organ tone, and autonomic rhythm.  
The front of the neck governs thyroid activity, voice, swallowing, and heart coherence.
- 🔥 **Most chiropractors address only the posterior aspect.**  
True mastery restores the **anterior-to-posterior balance**, influencing the heart, thyroid, brachial plexus, and vagal pathways.
- 🔥 **Correcting this vector** improves vertebral-artery blood flow, oxygen delivery, and cognitive clarity.  
Patients often describe better focus, clearer thinking, and steadier emotional tone.
- 🔥 **Proper cervical stacking protects the system.**  
It reduces stroke risk, prevents disc degeneration, improves arm and hand neurology, enhances voice stability, and prevents forward-head collapse.
- 🔥 **Balanced cervical tone supports the ears and inner-ear labyrinth.**  
This is critical for drainage, immunity, and equilibrium — a major factor in dizziness, vertigo, and balance disturbances.

**“THE HEAD IS LIKE A  
BOWLING BALL ON A  
STICK—IF IT ISN’T  
BALANCED, YOUR SENSE  
OF SPACE AND TIME  
FALTERS.”**

**— DR. SIMON FLOREANI**





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# THE TWO CERVICAL GANGLIA

## THE BODY'S REGULATORS

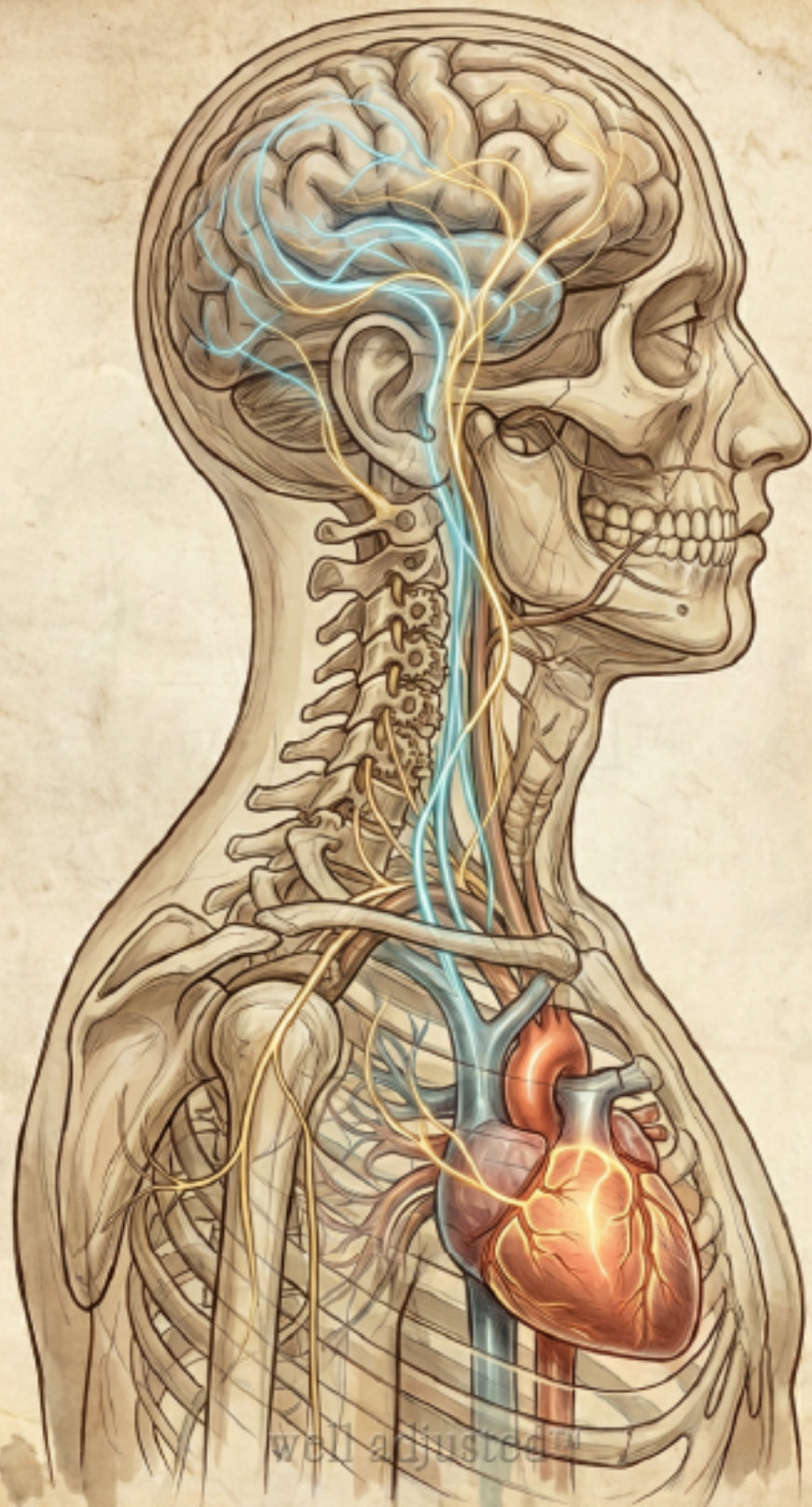
**F**lanking the neck are two great regulators: the superior and middle cervical ganglia (and at times an inferior or vertebral extension). These act as the neck's internal "switchboards," translating sympathetic messages into visceral function—heart rate, thyroid activity, swallowing, and drainage of the face.

When congestion builds in this corridor, sinus pressure, dizziness, and thyroid fatigue often follow. Clearing the ganglia reopens those circuits.

### Key Focuses

- 🔥 **Autonomic—somatic integration:** blending structural correction with visceral regulation.
- 🔥 **Thyroid activation:** restoring endocrine rhythm through cervical release.
- 🔥 **C3 Scalene Whiplash Complex:** addressing chronic instability overlooked in most care.
- 🔥 **SCM & Trapezius:** the only muscles directly supplied by the brainstem—crucial for postural calibration.
- 🔥 **Interspinous Ligaments:** proprioceptive anchors that orient the body in space.





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**“WHEN THE NECK IS  
BALANCED, EVERYTHING  
FROM POSTURE TO  
AWARENESS, IMPROVES.”**

***— DR. SIMON FLOREANI***





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# TECHNIQUE AND APPLICATION

## SUBTLE HANDS-ON MASTERY

**C**ervical Mastery is an advanced hands-on study in subtlety. We practise the art of “poke to evoke” and “sweep to sleep”—the ability to stimulate or soothe the ganglia depending on the patient’s tone.

### Core Techniques

- 🔥 **Anterior Cervical Releases** — “scooping” vertebrae into natural stacking rather than pushing posterior-to-anterior.
- 🔥 **Toggle Recoil and Sustained Contact Methods** — gentle yet decisive corrections for adaptive rewiring.
- 🔥 **C3–C4 Scalene Stabilisation** — resolves long-term whiplash and dizziness.
- 🔥 **Thyroid and Subclavius Work** — influences cardiac balance, blood pressure, and hormonal tone.
- 🔥 **Vertebral-Artery Flow Assessments** — enhance brain oxygenation and prevent cognitive decline.

Common presentations addressed: neck pain and stiffness, headaches, vertigo, whiplash, thyroid imbalance, arm or shoulder pain of cervical origin, voice or swallowing issues, fatigue, postural collapse.

**“PREPARE THE BODY—  
UNPACK AND UNWIND.  
CHOOSE YOUR VECTORS  
WITH PURPOSE. YOU’RE  
NOT JUST ADJUSTING A  
BONE; YOU’RE RELEASING  
A STORY.”**

**— DR. SIMON FLOREANI**



# JOIN US IN PRACTICE AND PRESENCE

## THE BRIDGE OF GRACE

When the cervical spine is free, the conversation between head and heart becomes effortless. Blood flows, thought clarifies, and presence returns. Each adjustment restores grace to the bridge that holds the world upright.

Cervical Mastery is more than a study of anatomy; it's an invitation to refine the art of connection. When we adjust from this awareness, we influence not only posture but perception itself.

If you feel called to experience this work in your own body—to embody the precision, confidence, and calm that define modern chiropractic—join us for a **Well Adjusted Retreat**.

These immersive experiences are where Holistic Spinal Mastery comes alive. You'll practise the techniques described here under direct guidance, share meals and insights with like-minded chiropractors, and leave re-energised in body, mind, and spirit.

**LEARN. INTEGRATE. REIGNITE YOUR PURPOSE.**





**"I highly recommend it!"**

*Montse Vilahur Gies*

"I can't be grateful enough to Jen Barham-Floreani and Simon Floreani for teaching these modules. They have become my main guide for adjusting—not only babies but entire families. I highly recommend it! Our patients deserve to receive the best care from birth onwards. With the Well Adjusted programmes, I learnt how to approach both paediatrics and family wellness and began attracting families from all ages. I'm so grateful and want to share it with everyone."

**"Ego."**

*Dr Majella*

"A massive thank you for this weekend. Reflecting on your lessons has left me feeling realigned and completely in love with the chiropractic profession again. I've always been passionate about practising from a philosophy of vitality, but the past few years have been challenging. I've often felt disheartened by seminars and technique teachings that carry an ego-driven tone, rather than returning to authentic chiropractic principles.

This weekend was refreshing and grounding. I feel reassured knowing that you are both dedicated to teaching and sharing genuine chiropractic wisdom. Your work is deeply valued and profoundly impactful. Thank you for doing what you do."

**"An absolutely incredible time..."**

*Dr CQ Long*

"Thank you Simon and Jenn Floreani for all the learning. Your teaching, your insights, and the way you work with patients is beyond inspiring. I'm so grateful for the depth of understanding I gained."



# WANT MORE?

You've just explored one module within the **Holistic Spinal Mastery Series**.

If this work speaks to you and you'd like to experience it live, **register your interest, reach out directly**, or visit:

<https://welladjusted.co>

for upcoming dates, locations, and training opportunities.

**Dr. Simon Floreani & Dr. Jennifer Barham-Floreani**

## **Integrate What You've Learned**

Before you take your next step, allow this knowledge to settle into your hands, your awareness, and your clinical presence.

Cervical work invites you to sense the delicate interplay between blood flow, proprioception, emotion, and autonomic tone — the subtle bridge between head and heart.

## **To embody this module:**

### **Notice how cervical tone shapes perception.**

Observe how forward-head posture, restricted stacking, or SCM tension shifts the way a patient thinks, feels, and orients themselves.

### **Observe the relationship between neck tension and sympathetic load.**

A congested cervical corridor often mirrors stress, overwhelm, or emotional holding.

### **Introduce one refinement to your adjusting routine** that honours the anterior–posterior interplay: ganglia, vertebral artery flow, fascial tension, and thyroid rhythm.

### **Capture what emerges** — the clarity in a patient's eyes, the change in their breathing, the way their posture reorganises once the neck is free.

This is how understanding becomes skill.

This is how skill becomes instinct.



# YOUR HOMEWORK

Work through these steps with intention:

## **1. Reflect on Your Own Cervical Balance**

Notice your head carriage throughout the day.

Does your neck collapse forward?

Do you brace when stressed?

Your awareness becomes the lens through which you read the same patterns in others.

## **2. Identify the “Clarity Leaders” in Your Practice**

These are the people whose presence is uplifting — steady eyes, balanced tone, clear thinking.

They often influence families and communities simply by how they hold themselves.

## **3. Notice Those Carrying Cervical Load**

Look for individuals with tight jaws, shallow breath, visual fatigue, chronic forward-head posture, or reduced cervical stacking.

These are often people living with emotional or cognitive overwhelm.

## **4. Reconnect With Your Health Leaders**

Reach out, acknowledge their steadiness, and ask what they're celebrating this year.

Clarity grows when it's recognised.

## IF YOU ARE THE ONE WHO RECEIVED THIS BOOK...

If someone shared this module with you — a mentor, colleague, or friend — pause and feel the significance of that.

Someone sees your potential. Someone recognises your sensitivity, your insight, and the healer within you who is ready to rise. Someone believes you are prepared to refine one of the most delicate and powerful regions in the human body.

Feel the shift at the base of your skull — the quiet sense of alignment, the inner knowing that you were built for more.

Answer it.

Lean in.

Take your next step.



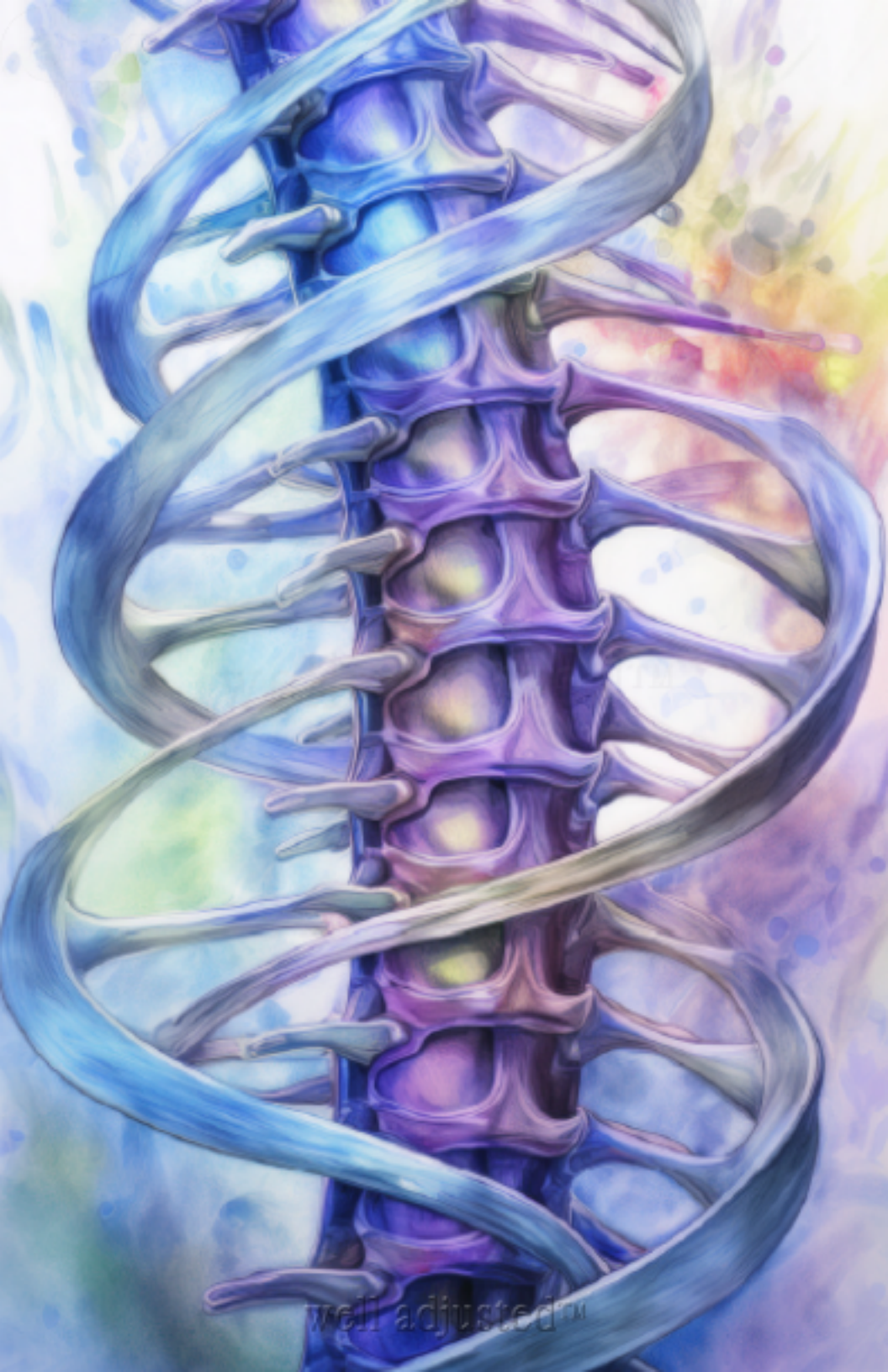


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**“THE NECK IS NOT A HINGE;  
IT’S A TUNING FORK. WHEN  
IT VIBRATES IN HARMONY,  
BREATH DEEPENS,  
THOUGHT SHARPENS, AND  
THE BODY REMEMBERS  
HOW TO HEAL.”**

**— DR. SIMON FLOREANI**





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**“EVERY BREAKTHROUGH  
IN PRACTICE BEGINS WITH  
A BREAKTHROUGH IN  
PERSPECTIVE. INVEST IN  
THE MIND THAT GUIDES  
YOUR HANDS.”**

**— DR. SIMON FLOREANI**







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# ABOUT THE PRESENTERS



**Dr. Simon Floreani** and **Dr. Jennifer Barham-Floreani** are internationally recognised healers, educators, and leading voices in vitalistic chiropractic. Known for their deep intuition, clinical mastery, and ability to transform both practitioners and families, they are widely regarded as being within the top tier of chiropractors worldwide.

For more than three decades, Simon and Jennifer have built and led multimillion-dollar family wellness practices, mentoring dozens of associate chiropractors, training teams, and creating thriving healing centres that have become models throughout the profession. Their life's work blends heart-centred service, clinical precision, business excellence, and an unwavering commitment to the innate healing potential of the human body.



## Together

Simon and Jennifer are also the founders of Well Adjusted<sup>TM</sup> — a global education platform for families, practitioners, and health professionals seeking deeper clinical mastery, stronger intuition, and the capacity to create lasting health transformation.

Through seminars, books, online courses, and live events, they help chiropractors:

- 🔥 Understand the nervous system on a deeper level
- 🔥 Master advanced adjusting, intuition, and communication
- 🔥 Build financially successful, values-driven practices
- 🔥 Create longevity in the healing arts without burnout
- 🔥 Serve families with clarity, compassion, and confidence

In every presentation they give and every practitioner they teach, Simon and Jennifer hold a simple mission:

Restore trust in the body, elevate the skills of the healer, and uplift humanity.



The background of the entire image is an abstract, flowing pattern of vibrant blue light, resembling flames or smoke, set against a dark blue gradient. The light forms elegant, curved shapes that sweep across the frame, creating a sense of movement and energy.

**...WITH GREAT INTENT AND GRATITUDE**

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