

Michael Rosenberg - Introduction

Michael Rosenberg is the founder of MENETS - The Middle East Neuroendocrine Tumor Society (R/A 580668911). Michael was diagnosed with Neuroendocrine Cancer (NEN / NET) of the Pancreas in 2006 and has invested the past 13 years in learning and teaching families and individuals **how to live with cancer as a chronic disease** in Israel and the USA. NENs are currently 99% incurable, mostly misdiagnosed, complex to treat and can severely impact the quality of life of the individual and the family.

With advances in research more and more diseases are becoming chronic. Accordingly the individual and family dynamics need to be continually adjusted in small steps to account for longer lives with co-morbidities.

In his work with individuals and families Michael uses Neuro Linguistic Programming (NLP), Cognitive Behavioral Therapy techniques, and his own proprietary “Zen for Daily Living” (ZDL) approach to increased personal effectiveness.

Michael works primarily with families and individuals living with and around cancer.

He developed two workshop frameworks:

- **“PEBBLE”** - Intensive Personalized Program for Daily Living with Chronic Disease for both Patient and Primary Caregiver e.g. Spouse (Who cares for the Caregiver?)
 - Three day residential workshop inside a three month followup framework
- **“What NOW?”** - for anyone wishing to take stock of their achievements and move on more effectively.
 - One - Two day workshop inside a three month followup framework

The overriding principles of both workshop frameworks are:

- “Make a Molehill out of a Mountain”
- To matter, “CHANGE” must have physical and measurable results
- Continually ask yourself: “What Now?”

The workshops are offered in Hebrew and English.