

DEAN WHITNEY

Founder, Get Better Lab | Author of Get Better

KEY TALKS

1. Get Better: The Neuroscience of True Fulfillment

Most people optimize for a life they were taught to want, not the one they're built to live. This talk introduces a framework for closing that gap.

2. Human → Being

Your biology is optimized for survival. Conscious awareness gives you the ability to see beyond it. This talk explores the tension between the two—and what it means for living and leading at your highest level.

3. The Life Quality Score

Performance and wealth are easy to measure. Your lived experience is not. This diagnostic identifies stagnation before collapse.

Available for select conferences, keynotes, and private forums.

ABOUT

Dean Whitney created the Get Better Framework, a neuroscience-based system that bridges survival biology and conscious purpose.

He works with high performers and leading organizations to see more clearly, think beyond existing patterns, and create pathways toward increasingly aligned, fulfilling, and extraordinary outcomes.

His work provides a practical methodology for turning greater awareness into more aligned choices and sustained transformation.

CONNECT

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DeanWhitney-GetBetter

HARVARD MEDICAL SCHOOL Lifestyle and Wellness Coaching

Certified Neuroscience Coach

About Dean Whitney

Dean Whitney is a Harvard Medical School–trained life coach, certified neuroscience coach, and creator of Get Better. His work helps people understand what affects their quality of life, where they may be stuck, and where change could make the greatest difference.

Get Better — The Book & Framework

In *Get Better: A Neuroscience-Based Framework for Human Development*, Dean examines why success alone does not always lead to a fulfilling life. He brings together neuroscience, human performance, nervous system regulation, and practical methods for changing how we think, behave, and live.

The framework focuses on four essential areas of life: Calling, Health, Connection, and Resources. It also introduces the Life Quality Score (LQS), a proprietary measure of how alive and fulfilled your life feels, regardless of how successful it may appear from the outside.

Professional Background

Dean works primarily with high performers, senior executives, founders, and influential leaders. Some are navigating major personal or professional transitions. Others have achieved success but want greater vitality, clarity, purpose, and fulfillment.

His approach explores the relationship between Human and Being. Human encompasses the brain, body, nervous system, and biological drives. Being represents consciousness, purpose, higher self, and direction. His work helps people bring the two into greater alignment.

Alongside his work in human development, Dean has spent nearly three decades as a strategic leader in emerging technology, systems design, and product innovation. He has worked with global organizations including Goldman Sachs, Sanofi, and AstraZeneca across financial services and life sciences.

Dean has also advised and co-founded multiple startups, contributed to several patented innovations, and appeared on ABC's *Shark Tank* as an entrepreneur. He holds a bachelor's degree in communications from Boston College and an MBA from Suffolk University.

Coaching & Services

Dean provides private coaching and leads transformational workshops, executive retreats, and organizational programs grounded in the Get Better Framework.

Get Better is also available as an AI-powered life transformation platform. It helps people build self-awareness, identify where growth could make the greatest difference, and establish a clear vision for the future.

The platform can be adapted for employers, healthcare providers, schools, and universities to support specific populations, programs, and desired outcomes. Learn more at www.getbetterapp.com.

Personal

Dean continues to work in emerging technology and entrepreneurial ventures while enjoying life near Boston and the beaches of Southern Maine. He loves hiking, travel, fitness, and spending time outdoors. An advanced yoga practitioner, biohacker, and artist, Dean also competes in Spartan races with his son, Jacob. He has a Jack Russell named Luke, who is rarely far from the action.