



Media Kit

First-Step by Shai Silberbusch



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Introduction

The First-Step Method is based on the principles of the Feldenkrais Method.

This approach emphasizes child development, offering a distinctive perspective on nurturing and upbringing.

The method adopts a holistic vision, viewing the child as an integral part of the family dynamic, with parents playing a crucial role in the developmental environment that continuously shapes the child's growth.



About Shai



Shai Silberbusch, born in 1963, is the founder of the First-Step Method and a specialist in child development for both typically developing children and those with special needs.

Through his work at the First-Step College, Shai and his team have trained over 3,300 instructors who now apply his method worldwide. His programs, which include early childhood development classes (ages 0–6 years), sleep consultations, and feeding consultations, offer practical solutions for parents.

Shai is internationally known for creating an innovative program for children with special needs. His intensive approach challenges conventional thinking by viewing every child as capable, with unlimited potential for growth.

By fostering a “can-do” environment, he empowers both children and parents to exceed expectations. His call to parents is both simple and revolutionary: “Dare to dream for your child.”



Expert Domain

- Training instructors in infant development with the First-Step method
- Teaching Feldenkrais classes for individuals and groups
- A collaborator of Israel's first complementary medicine department in a major hospital; the department integrates the Feldenkrais method, conventional medicine, and complementary medicine
- Homoeopathic medicine studies
- Diagnosis, treatment, and consultations using First-Step
- Private Developmental Program Specialist for Special Needs
- Prenatal expert
- Therapist and expert in child development from 0 -2 years, 2-6 y
- Professional Instructors for child's development and babies
- Special Webinars & Masterclasses
- Governmental and Medical program training expert

First-Step in Numbers

5

International centers

1M

Babies treated

3 300

Trained specialists

200K

Trusting Parents

35

Years of experience

3

Languages

Social Media Statistics

620K

Page Views

340K

Visitors / Weekly

25K

In All Plateformes

73K

Page Views

2 450

New Subscribers / Month

Through three different language channels—English, Hebrew, and Russian—across all social platforms and websites: Instagram, Facebook, and YouTube.

List of Talks

- International Medical Pediatric Congress, Moscow Russia, 2024
- Kallsasmerra TV SHOW, CYBC, Cyprus TV, 2015
- Regular appearances on Experts Gallery, Israeli TV show, Channel 12, 2010
- Autism and First-Step Method, AEMO Association for special needs, Switzerland, 2017
- TED TALKS, Special Needs and First-Step Method, 2020



Recent Publications



schemäßig, Die Skinny Jeans in Kleidergröße 80 flattern um seine Beine.
Seine Mutter trägt ihn auf dem Arm. Er wiegt nur neun Kilogramm. Eine Folge des Wolf Hirschhorn Syndroms ist seine Muskelschwäche. Als ich ihn begrüße, reagiert er nicht. Kein Lächeln, kein interessiertens Mustern, kein Sicherheit suchen bei Mama.

Kinder mit Wolf Hirschhorn Syndrom haben oft Krämpfe

Ich habe mich mit Benedikt und seiner Mutter beim Kinderarzt in Zürich Enge verabredet. Ein EEG steht an, Dr. Tobias III will wissen, ob das Risiko für epileptische Anfälle gestiegen ist. Viele Kinder mit Wolf Hirschhorn Syndrom haben Epilepsie. Benedikts Kopf wird mit Elektroden verklebt, die seine Gehirnströme messen. Er lässt es ohne Jammern über sich ergehen. Als aus einer Lampe grelles Licht im Sekundentakt aufleuchtet, sehe ich Benedikt zum ersten Mal lachen. Er reißt seinen Mund auf und quetscht fröhlich.

Tobias III ist zufrieden mit dem Ergebnis. Es ist um 50 Prozent besser als beim letzten Mal.

- Therapeutic method for Premature Babies , Artificial Womb, Vidnovskiy Prenatal Center, Russia
- Children with Special Needs : Emanuel syndrome, Pitt-Hopkins Syndrome, Cerebral dysplasia, Wolf Hirschhorn syndrome,
- Premature babies
- Pleasantly Cradled, article in “This Life Magazine” The Lifestyle Magazine for People with Children
- Therapeutic approaches :
Sleep Training, Pacifier Training, Reflux, Food, Developmental games
Developmental delays

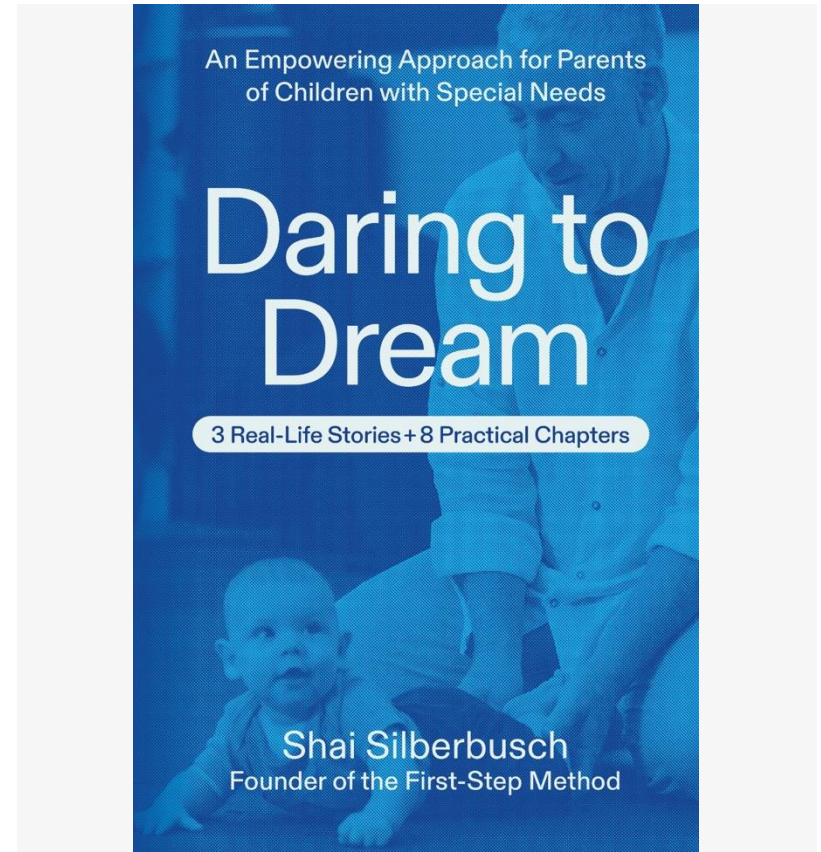
Books

Daring to Dream

Helping Your Child with Special Needs Grow
Through Practical Exercises and Success Stories

In *Daring to Dream*, Israeli child development expert Shai Silberbusch shares over 35 years of experience working with both typically developing children and those with special needs.

Blending three inspiring real-life success stories with practical guidance, Silberbusch equips parents with the tools and motivation they need to support their child's development. His message to parents is simple yet powerful: Dare to dream for your child, and they can achieve milestones once thought impossible.



Books

The stories of Ava (ages one to two), Ellie (ages three to five), and Frederico (ages eight to nine) serve as motivating examples of what's possible through tailored developmental programs. In the practical section, Shai Silberbusch addresses eight common parenting challenges—such as sleep, feeding, and sibling relationships—through the lens of children with special needs. Each chapter offers actionable advice and several exercises to help children grow in these areas.

Available now, in paperback and e-book, *Daring to Dream* is the ultimate guide for parents seeking to unlock their child's potential.

Order now at <https://blue-lagoon-publishing.com>

PD Dr. Djawid Hashemi,
Cardiologist, Berlin, Germany, father of a four-year-old boy, working with
Shai Silberbusch for two years

Shai Silberbusch's unique approach to understanding and supporting children with special needs has transformed my perspective as both a doctor and a father. By addressing the child's needs holistically rather than focusing solely on therapy, this method allowed my child to flourish, becoming more active and engaged in life. I saw my child grow physically and emotionally, becoming the subject of their own story rather than just a patient. This comprehensive approach has taught us that life's challenges and moments of joy are interconnected, helping my child navigate life's journey with greater resilience and happiness.

Pietro Bondi, M.D.
Specialist in physical medicine and rehabilitation, Milan, Italy

Short version on the back of the cover:
"This approach extends therapeutic intervention to the entire family unit. Through three stories, we explore principles and powerful tools that enable us to dream and achieve goals once considered unreachable."

Dr. Nadja Kos,
Family Physician, Zurich, Switzerland

Our wonderful journey with First-Step started a little more than 9 years ago. As a family physician myself, I knew that with our son's developmental delay, we had to do everything we could in his early years to maximize his potential. Our journey began with Francesca, the representative of First-Step in Switzerland, whose own remarkable successes with her son deeply inspired us to take this path.

What we then received from Shai and his team went far beyond what I could have ever wished for. He equipped us not only with neurophysiological therapeutic skills to manage the daily activities with our son, but far beyond that—he was the solution and the nourishing support our family needed to grow stronger, more respectful, and more patient together.

Shai and his team inspired us, filled us with hope and ambition, allowing our son to grow, learn, and develop—almost like any other child. Even today, the skills, ideas, and tips from First-Step continue to guide us in our everyday lives. We are forever grateful for Shai's work and dedication.

Media & PR

Worldwide

- Article at the " Corriere della sera" Italian newspaper, ITA
- KMSK Magazine, Swiss
- Familien Leben Magazine, GER
- Tedx talks, UK
- This Life Magazine - parenting
- Israel TV, ISR
- Handelszeitung Magazine, GER
- News Russia, RUS
- Vidnovskyi Hospital, RUS
- Prenatal centers ,RUS
- Swissmom CH, Swiss
- Actuelle Magazine, Swiss
- Cyprus TV, CYP

The First-Step method combines a holistic view of the child and his environment with the understanding that an environment suitable for the baby will allow him to optimally realize his potential

Partners & Associations



AEMO – The Association for
Children and Orphan Diseases
aemo.ch



KMSK – The Foundation for
Children with rare disease
www.kmsk.ch/en



ASK – All Special Kids –
Switzerland
www.allspecialkids.org



EASPD – European Association of
Service providers for Persons with
Disabilities
easpd.eu/about-us/our-story



First Hug – Association Provides
Hospitalized Abandoned Babies
with human touch
www.tinokot.org.il

Collaboration



For events and conferences,
as a speaker, therapist,
teacher and expert in child's
development and Feldenkrais
method



For governmental projects
in children education, medical
& health sector



For medical trainings in prenatal
hospitals and centers

Testimonials



Dr. Djawid Hashemi

Cardiologist in Berlin, Germany

Shai Silberbusch's holistic approach to caring for children with special needs profoundly changed my perspective as a doctor and as a father. By focusing on the child's overall growth and well-being, rather than just their therapeutic needs, this method has allowed my child to flourish both physically and emotionally. It has taught us all that life is a tapestry of challenges and joys, woven together in a way that honors the child's journey.

Testimonials



Pietro Bondi, M.D

Specialist in physical medicine and rehabilitation, Milan, Italy

Shai Silberbusch brings therapy out of hospitals and into everyday settings, freeing us from the perception of disability as a condition marked by deficiency, and instead fostering confidence in the innate learning capacity of our nervous system when exposed to optimal developmental environmental conditions. This approach extends therapeutic intervention to the entire family unit. Through three stories, we explore principles and powerful tools that enable us to dream and achieve goals once considered unreachable.

Testimonials

Dr. Nadja Kos,

Family Physician , Zurich, Switzerland

Our wonderful journey with First-Step started a little more than 9 years ago. As a family physician myself, I knew that with our son's developmental delay, we had to do everything we could in his early years to maximize his potential. He equipped us not only with neurophysiological therapeutic skills to manage the daily activities with our son, but far beyond that—he was the solution and the nourishing support our family needed to grow stronger, more respectful, and more patient together. Shai and his team inspired us, filled us with hope and ambition, allowing our son to grow, learn, and develop—almost like any other child. Even today, the skills, ideas, and tips from First-Step continue to guide us in our everyday lives. We are forever grateful for Shai's work and dedication.

First-Step College

Instructor program in baby
development by First-Step
Method

Certified Professional training
program
Available in 3 languages

More than 3,300 graduate
experts certified
worldwide



Contact



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www.firststepmethod.com
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