

# the Science of the Art of Coaching

APPLIED NEUROSCIENCE FOR COACHES



## Commencing in Hong Kong on the 13<sup>th</sup> and 14<sup>th</sup> of October 2017

Neuroscience is creating a game-changing understanding of the bases of human behaviour.

The Science of the Art of Coaching synthesises the principles of coaching with the newly emerging neurosciences.

During this unique blended learning programme, Dr. Paul Brown invites you to explore:

- How the brain works;
- How energy is created and directed;
- The emotional bases of motivation;
- How the interpersonal neurobiology of the coaching encounter can be managed in pursuit of coaching goals;
- The neurobiological bases of stress and how stress can be managed epigenetically through perceptual shifts and awareness.

Over the course of 10-months, an understanding of how the brain works develops into acquiring the coaching skills of biographical enquiry and neurobehavioral modelling (NBM). This enables you as a Coach to safely and systematically start to use knowledge about the brain to inform and underpin your coaching practice and conversations.

The Science of The Art of Coaching took on its present form 4 years ago. Seven cohorts in all have been run in London, Ireland and Singapore. With nearly 100 Alumni now, the last programme finished in early 2017.

**Through applied neuroscience, Coaching as a profession has, over the next decade, an opportunity to occupy the high ground in organisations with regard to an understanding of why and how human beings can give of their best: and to be instrumental in making that best apparent.**

### Designed and facilitated by Dr Paul Brown

Dr Paul Brown is Faculty Professor, Organizational Neuroscience, Monarch Business School Switzerland; External Advisor, International Energy & Research Centre, the Tyndall National Institute, University of Cork; Honorary Chairman of the Vietnam Consulting Group, Saigon; and International Director of SIRTailors, Saigon. He has created and delivers a two-year on-line, distance-learning MSc in Applied Neuroscience in Organisations awarded by London's Middlesex University.



A Clinical and Organisational Psychologist and Executive Coach and Supervisor, Paul's main focus is in creating a General Theory of the Individual and the Organization based upon mapping how energy flows or gets blocked in the pursuit of profit or other outcomes within the organisational system. He has recently co-authored *Neuropsychology for Coaches: understanding the basics* (2012) McGraw-Hill/Open University Press; *River Dragon* (a novel, 2014); *Neuroscience for Leadership: harnessing the brain gain advantage* (2015) Palgrave Macmillan; and *The Fear-Free Organization* (2015) Kogan Page. Paul is the Association for Coaching's Global Ambassador, Applied Neuroscience. He lives in Vietnam, returning to the UK once a quarter.

### Key Learning Outcomes

1. Feeling confident about how the modern neurosciences are creating a new understanding of brain and behaviour and the nature of that knowledge.
2. Starting to acquire the skill of using that knowledge in coaching and in organisational consulting.
3. Understanding how to enquire into the biographical basis of current life behaviour and being able to work out how patterns formed from earlier experience go on resonating in adult life at work.
4. Beginning to understand the brain as both the organ of relationship and as the central controller of the way energy is applied to everything in life, including but not limited to executive performance.

### Programme structure

Quarterly two-day face-to-face sessions are underpinned by monthly webinars using case material for discussion from a brain-based point of view.

The SAC Programme is front-loaded with knowledge, becomes increasingly experiential, and ends with tackling some of the more difficult stress-related circumstances of the senior executive life.

\*\* Group Supervision is scheduled between 4:30pm and 6:00pm on the first day of each two-day face-to-face block.

### Hong Kong Course Dates

13 & 14 October 2017 | 1 & 2 December 2017 | 13 & 14 April 2018 | 8 & 9 June 2018

### Award on Completion and Continuous Education Points

The Science of the Art of Coaching is endorsed by the Association for Coaching and Certificates with 78 CPD points are awarded on successful completion. The programme has also been previously awarded 30 hours of Core Competencies and 35 hours of Resource Development by ICF, which is currently under review for 2017.

### Who can join?

The course was originally designed for experienced coaches. However previous cohorts have included HR and Talent Professionals, Senior Leaders and CEOs with a special interest in applying knowledge from the fields of Coaching and Neuroscience to their organizations. Those without a Coaching or Psychology background, or are feeling rusty about what they had learnt too long ago, are offered an additional free evening immediately prior to the start of the first module to help them explore what they already do know as they approach this new material. No previous knowledge of neuroscience required.

### Venue

The face-to-face programme days will be held at a centrally located and purpose designed venue. The COLLAB - 20/F OfficePlus @Sheung Wan, 93-103 Wing Lok Street, Sheung Wan, Hong Kong

### Enrolment

For enquiries and details on how to register please contact Karen Gotthelf on karen@pathwayslimited.com or phone +852 94747581

**"I go to places as a Coach I would never have dared to go before. I am starting to read clients in a quite different way. It's good for them and it's such fun for me as well as being hugely satisfying professionally."**

### Face to Face Events / Topics Covered

At the first session, all participants will be given a copy of: *Neuropsychology for Coaches: understanding the basics*. (Brown & Brown, McGraw-Hill / Open University Press, 2012).

#### Session 1: The Knowledge

What a Coach needs to know about how the brain works, attachment theory and the nature of the brain as the organ of relationship.

- The brain and how (we think) it works
- The mind and how it (probably) works
- Emotion as the mainspring of all action
- A simple introduction to neurochemistry
- Regulation and the development of the Self
- Attachment theory

Group supervision session 1

#### Session 2: Learning to use The Knowledge and building it into the practice of coaching

Seeing the world through the client's eyes: biographical enquiry and its use in practice.

- Consolidating the reading of the intervening period.
- Detailed case history discussion.
- Getting to know a client – biographical enquiry and the way emotions carve the patterns of a life.

Case 1: The man who mistook his boss for his brother. Dysregulated emotions and the Coach as regulator.

Case 2: Being a woman and too good to promote. What is the same and what is different between male and female brains and behaviour?

Group supervision session 2

#### Session 3: Neurobehavioural Modelling (NBM)

A structured way of applying neuroscience in coaching. Simulation training in the principles of NBM based on:

*Neuropsychology for Coaches: understanding the basics*.

- The basic propositions of NBM and the way they work out in practice.
- Small group simulations

Case 3: Emotional overload and the final game of tennis.

Group supervision session 3

#### Session 4: The brain and the whole of the body. The neurobiology of stress.

Managing patterns of executive disorder and distress: understanding their origins and turning them to good account.

- Building on Session 1, the neurobiology of stress
- Addictive behaviours – alcohol, overwork and drugs. Emotion as the mainspring of all action
- Starting adaptively from where the client starts. Regulation and the development of the Self
- Questioning the concepts of change and transformation in favour of growth and development

Case 4: The disorder of falling in love.

Group supervision session 4



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To enrol please email this completed application with a request for invoice and payment details to [Karen@pathwayslimited.com](mailto:Karen@pathwayslimited.com). Numbers will be limited.

**I would like to register and pay for the following (HK Dollars):**

- The Science of The Art of Coaching commencing on the 13 & 14 October 2017  
The program fee is \$45,000 per participant.

**I would like to apply for the following discount:**

- Early Bird (\$42,800). For applications received prior to 31st of August 2017
- Super Early Bird (\$40,000). For applications received prior to 31st of July 2017
- Group Rates: (\$39,000). Three or more participants from the same organisation who register and pay together
- Association for Coaching Members receive 5% off fees

Surname:

First Name:

Name to appear on Certificate/s:

Address:

City:

Email:

Phone:

Mobile Phone:

How did you hear about this programme?

Qualifications:

Current Employment:

Previous coaching experience:

Food Preferences/Allergies:

**Terms:**

Applications will be taken on a first-come, first served basis. This form MUST be accompanied with full payment to reserve a place. Confirmation of place will be sent via email once payment is received. Cancellations must be received in writing to [karen@pathwayslimited.com](mailto:karen@pathwayslimited.com). Refunds are given (less 10%) for cancellations received by 5pm on 20th of August 2017. Due to limited places, we do not offer refunds beyond this date. By applying to this course the participant agrees to the above terms and fully releases and discharges Pathways Limited and Paul Brown trading as The ION Partnership from any and all claims for injuries, damages or loss which may accrue as a result of this training. Early bird applications are only valid if payment is received by the deadline date. Group discounts are only valid if all applications and payments are made at the same time.

In the event of cancellation due to Typhoon, the seminar will be cancelled and Pathways Limited will provide an alternative date for the course to be run within a 12-month period. A full refund will be issued if the course is not run within a 12-month period.

By completing this application you are certifying that you have carefully read the above terms relating to release of liability, the assumption of risk and other such terms and conditions, including, but not limited to, the notification of cancellation policies.

Name:

Date: