

# the Science of the Art of Coaching

APPLIED NEUROSCIENCE FOR COACHES



**Coming to Singapore for the third time  
Commencing on the 24<sup>th</sup> of May 2018**

## Brain Based Coaching

The Science of the Art of Coaching provides Coaches, HR, business leaders and practitioners the opportunity to systematically use current knowledge about neuroscience and interpersonal neurobiology to inform client conversations and build a coaching culture.

Seven cohorts of the programme have been run in London, Ireland and Singapore. An eighth cohort is currently completing the programme from Hong Kong.

## Key Learning Outcomes

Over the course of 10-months Dr. Paul Brown Invites us to:

- Gain a working understanding of the brain and how it controls behaviour through the regulation and integration of its cognitive and emotional mechanisms.
- Apply this in the context of executive coaching and in the development of the Coach's repertoire of available skills and knowledge.
- Understand how to enquire into the biographical bases of current life behaviour and being able to work out how patterns formed from earlier experience go on resonating throughout adult life, and especially at work.
- Begin 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.

## Designed and Facilitated by Dr. Paul Brown

Faculty Professor, Organisational Neuroscience, Monarch Business School Switzerland; External Advisor, International Energy & Research Centre, the Tyndall National Institute, University of Cork and International Chairman of the Vietnam Consulting Group, Ho Chi Minh city.

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 Organisation 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 several books that provide insights from neuroscience for organisations including:

- The Fear-Free Organisation (2015) Kogan Page <http://thefearfreeorganization.com/>
- Neuroscience for Leadership: harnessing the brain gain advantage (2015) Palgrave Macmillan
- Neuropsychology for Coaches: understanding the basics (2012) McGraw-Hill/Open University Press <http://www.neuropsychologyforcoaches.com/>

Paul lives in Vietnam and consults and teaches in S E Asia, Europe and America. He has created and teaches a world-first distance-learning Masters program in Applied Neuroscience in Organisations.

## Award on Completion, Accreditation and Continuous Education Points

Endorsed by the Association for Coaching. Certificate with 78 CPD points awarded on successful completion.

Accredited for ICF Coach Continuous Education Points (CCE) with **41.5 Core Competencies** and **25.75 Resource Development** Units.



## DATES: Face-to-Face Teaching Events

24 & 25 May 2018 | 23 & 24 August 2018 | 27 & 28 September 2018 | 8 & 9 November 2018

## Learn More & Register

Contact **Karen Gotthelf** on **852 94747581** or [karen@pathwayslimited.com](mailto:karen@pathwayslimited.com)

Visit our event page <http://www.pathwayslimited.com/sac2018/>

Complete the registration form at the back of this brochure.

*"Dr. Paul Brown's SAC program is by far the richest, most informative coaching related program I have attended in my professional career. Developed from the most advanced research in the neurosciences and facilitated by one of the most brilliant minds in psychotherapy and coaching today. The insights gained on this program have not only made me a more effective coach, but have fundamentally changed my perspectives on human behaviour. A must attend for any professional wanting to better understand how applied neurosciences are changing the way we deal with both people and organizations".*  
**Saba Hasanie, Managing Director, Oasis Strategy Consulting, Singapore**

**The brain is an extraordinary neuro-chemical factory and the primary organ of relationship. Understanding the brain gives a Coach both insights into what is happening to a client and a means of explaining to a client why what is being experienced is being experienced.**

## Programme Structure

- Four blocks of two-day face-to-face teaching events spread over 10 months.
- Monthly 2-hour webinars discussing case materials from a brain based perspective.

Each teaching event includes lectures, group supervision and case study discussion.

## Programme Outline

Front-loaded with knowledge, the programme becomes increasingly experiential, and ends with tackling some of the more difficult stress-related circumstances of the senior executive life.

### Teaching Event One: 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

### Teaching Event Two: 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

### Teaching Event Three: 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

### Teaching Event Four: 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



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To register 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 (SNG Dollars):**

- The Science of The Art of Coaching – Singapore Programme.  
The program fee is \$6,980.00 per participant.  
This includes all face to face teaching events, monthly webinars and materials.

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

- Early Bird (\$6,780.00). For applications received prior to 12<sup>th</sup> of April 2018.
- Group Rates: (\$6,480.00). Three or more participants who register and pay together.
- Association for Coaching and ICF Members receive 10% discount.

Surname:

First Name:

Name to appear on Certificate/s:

Address:

City:

Email:

Phone:

Mobile Phone:

*"The Science of the Art of Coaching programme has proven to be one of the most important interventions of my career. Dr Paul Brown's expertise in the field provides a depth of content and reflection that is supported by strong scientific rigour. The models learnt through the course have become a staple part of my coaching approach (and have helped in other settings too!). In particular, the programme has provided me with a sound understanding of how the brain works and, specifically, how to use this knowledge to support leaders in accessing, understanding and leveraging their experiences to create flow at work."*

**Imogen Maresch,  
Founder of Presence of Mind Pte Ltd**

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). Refund are given (less 10%) for cancellations received by 5pm on 20th of April 2018. 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 or bad weather conditions, 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: