

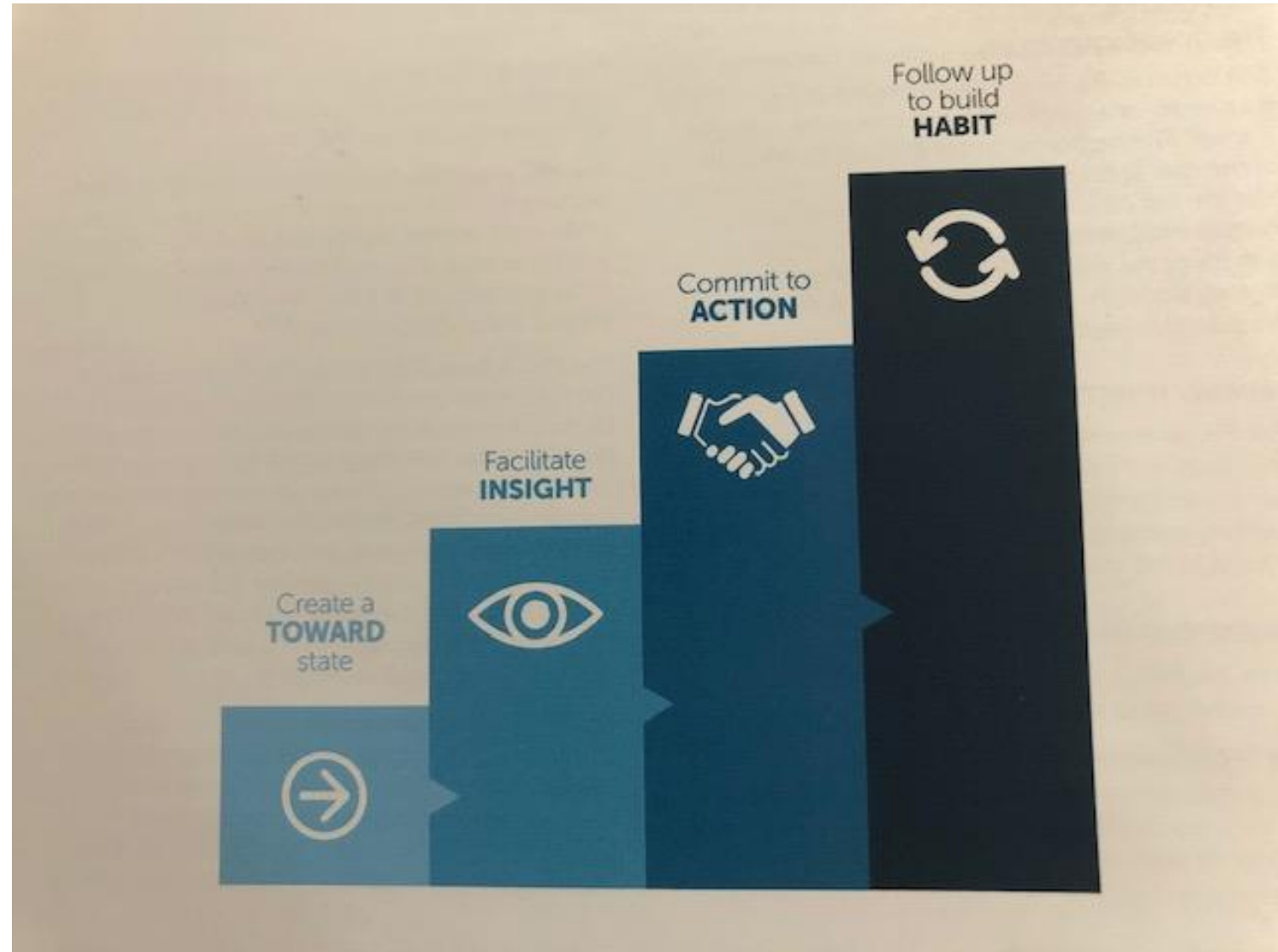
Brain Based Conversation Skills

A course offered by the NEUROLEADERSHIP INSTITUTE

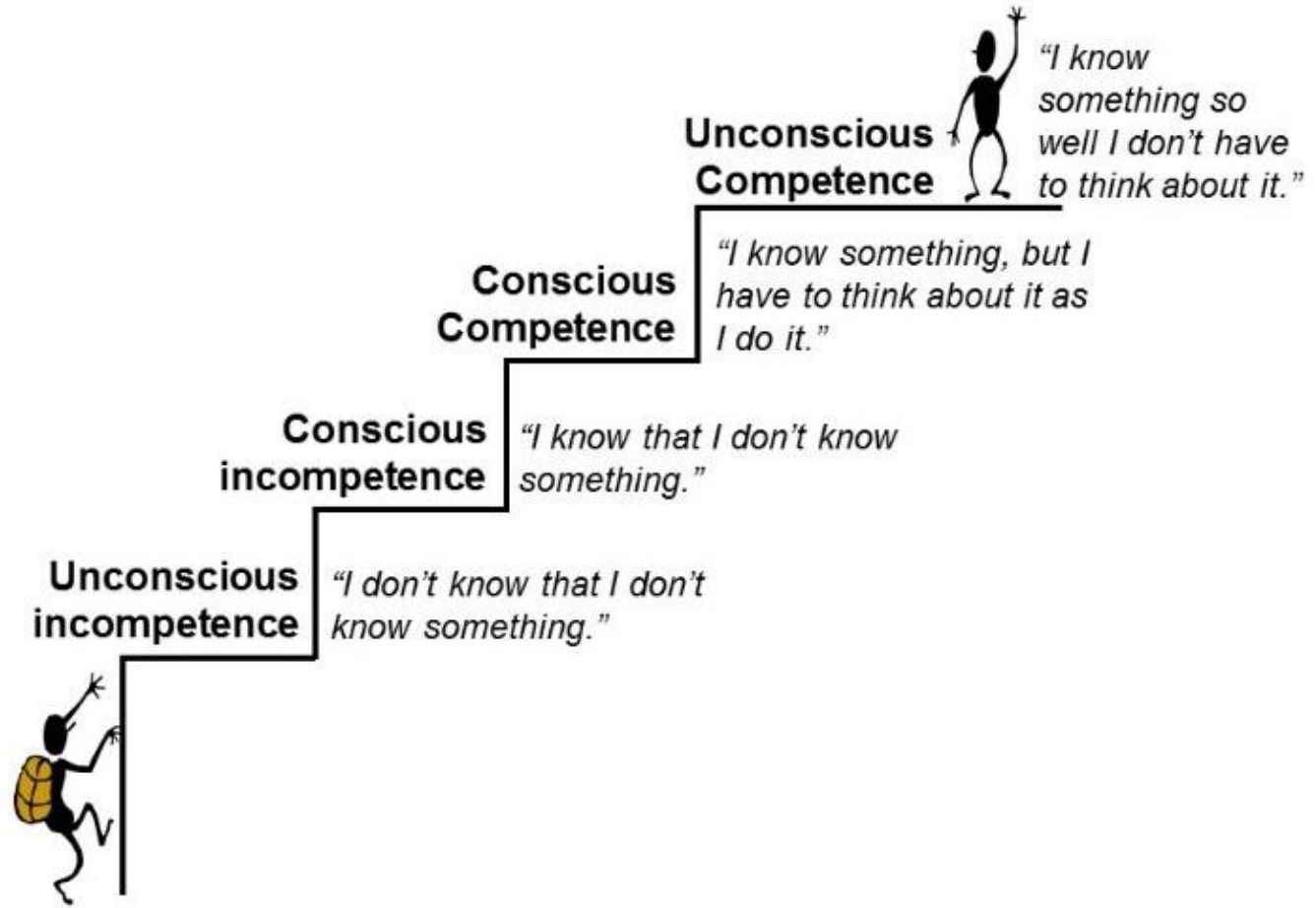
The 3 Day Brain Based Coaching Certificate

- The program is designed with the brain in mind. At its foundation it is based on:
 - coaching theory,
 - supported by contemporary neuroscience.
- The 3 day program applies theory by introducing
 - models
 - frameworksto give participants the skills to have brain-friendly coaching conversations.

How change occurs in the coaching conversations.



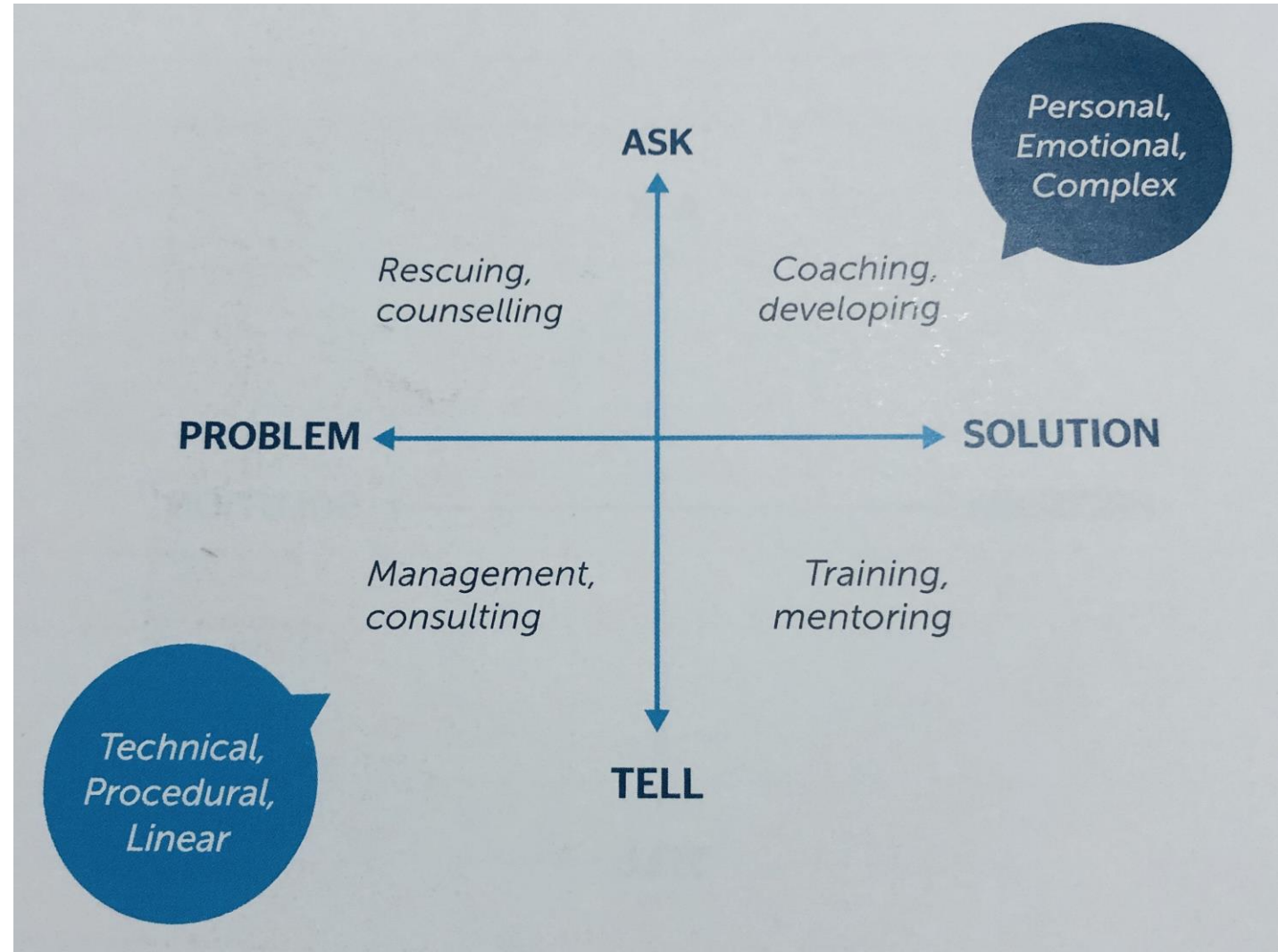
The Learning Journey



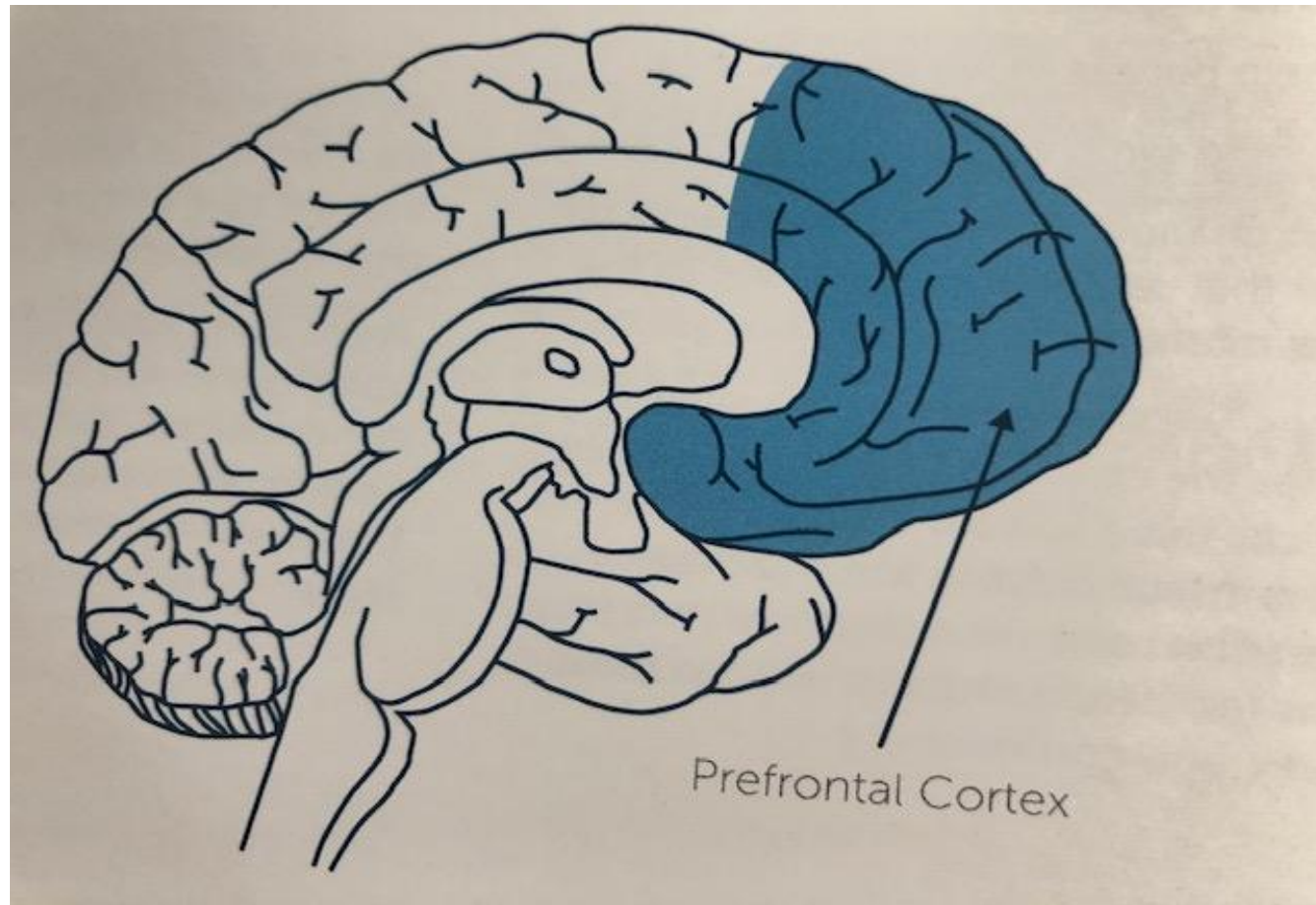
It's a RESULTS COACHING APPROACH.

- Learning to facilitate thinking by asking powerful questions.
- It's being future focused.
- It's about being present to the coachee.
- Helping people generate their own insights to moved from an impasse.

The TAPS model



The Goldilocks
of the brain
functioning at
its highest
level.



Impact of a threat response on performance



Perception
Field of view

Cognition
Working memory

Creativity
Insights

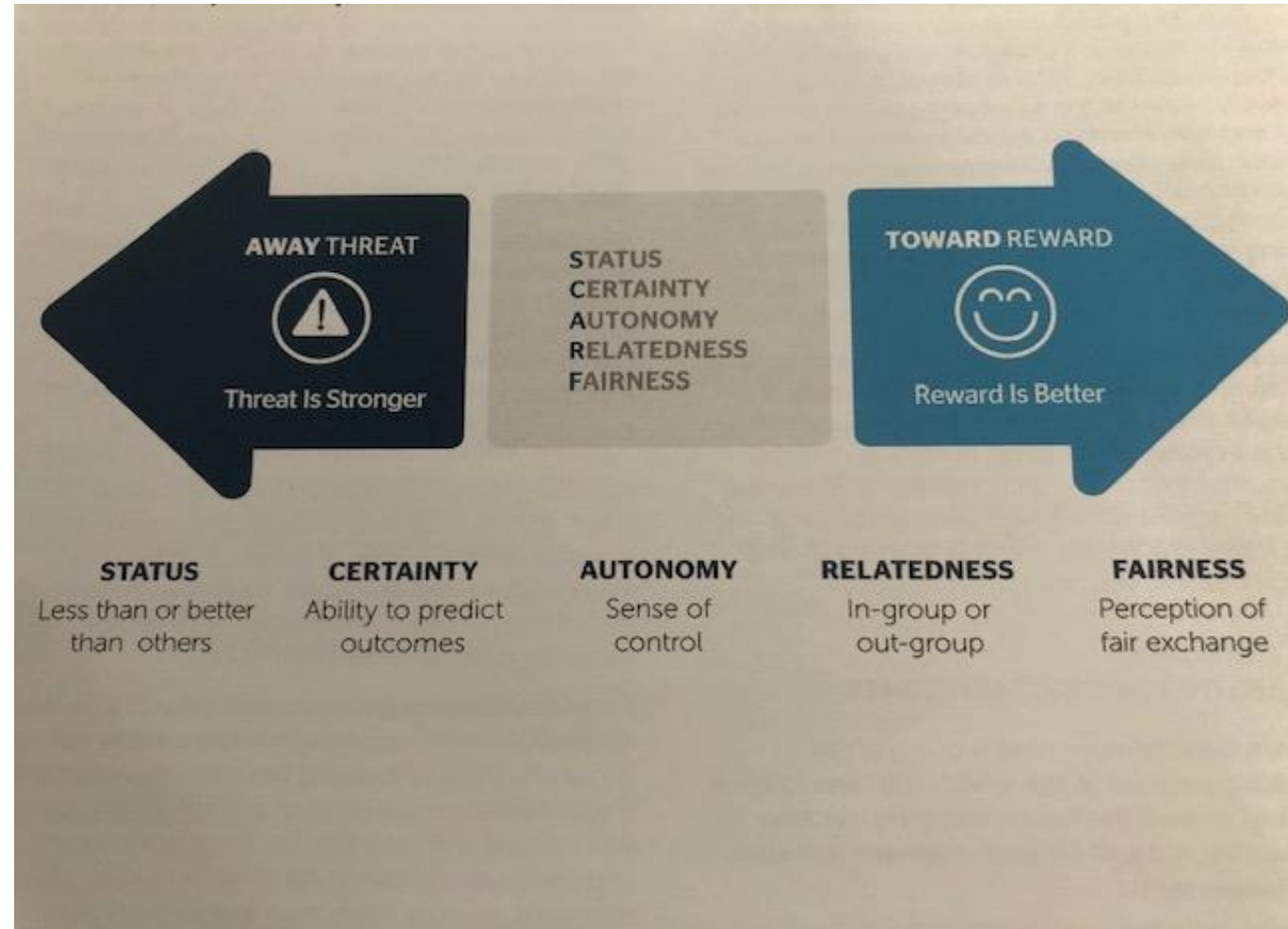
Collaboration
Work with others



The SCARF Model is an easy way to remember & act upon social triggers.

- The brain treats social threats & rewards with the same or even greater intensity as physical threats.
- The capacity to make decisions, solve problems and collaborate with others is generally reduced by a threat response and increased under a toward/reward response.
- The threat response is more intense and more common and often needs to be carefully minimized in social interactions.
- The SCARF Model helps leaders and individuals navigate the social environment of the workplace.

The SCARF Model



1. Status

- Your brain monitors your status in any group. It assigns you a number. If your number increases you feel '**toward**' emotions. It will release the hormone dopamine. This brings a happy feeling that gives a sense of confidence.
- If your status declines (through criticism or rejection) the hormone cortisol is released creating a '**threat**' response **and** a feeling of less security in the group.

2. Certainty

- The brain is a prediction machine, mapping past experiences to the present. Positioned to face something uncertain will create a '**threat**' response. If time is taken to prepare, with knowledge of what to expect a '**toward**' state is experienced.

3. Autonomy

- Autonomy is the experience of having choice. When individuals feel they have choice, they are likely to experience a **'toward'** state.
- When an individual has no choice a state of **'threat'** is felt.

- **RESEARCH HAS SHOWN THAT IN A STRESSFUL SITUATION WHERE PEOPLE FEEL THEY HAVE CHOICE HARDLY ANY STRESS IS FELT.**
- **THE OPPOSITE IS ALSO TRUE.**

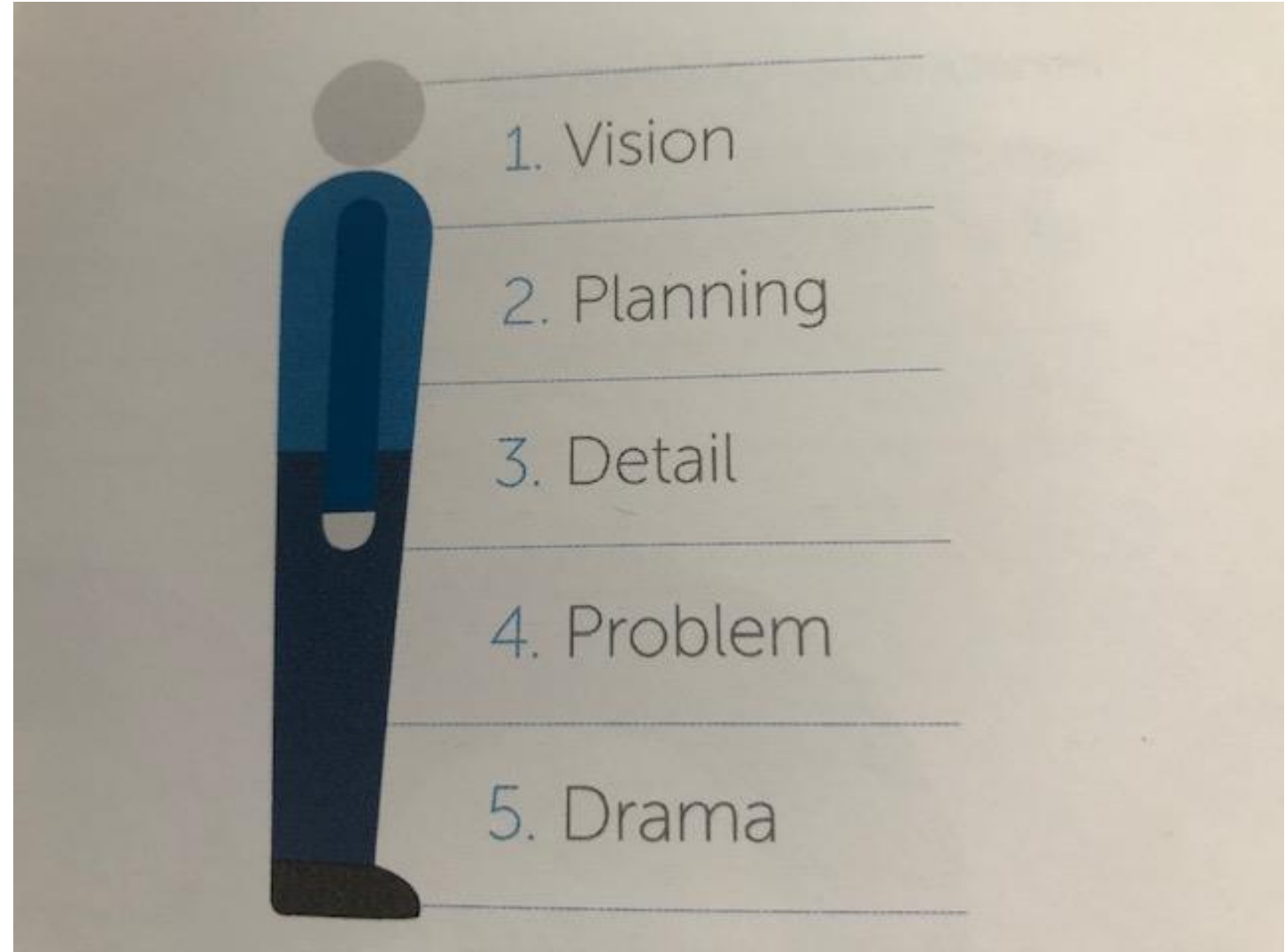
4. Relatedness

- Relatedness is about whether you consider a person a friend or a foe. Connections with people trusted give an injection of the feel good hormone dopamine which creates a **'toward'** state.
- Alternatively if you interact with someone you don't trust, or you are criticised or rejected for your ideas, an increase in cortisol (and possibly adrenalin) will create a **'threat'** state.

5. Fairness

- Everyone likes to believe they have been dealt with fairly. When this is the case we feel **'toward'** emotions such as joy, happiness, motivation and commitment.
- However if we feel we have been unfairly treated we feel disappointed, angry, disillusioned and frustrated which reflects a **'threat'** state.

Choose your
level of focus!
Toward or
Away state?
Where does
the energy go?



Principles of results coaching

- SELF DIRECTED LEARNER –The coachee learns how to work with a unique map within the brain
- SOLUTION FOCUSED – Helps the brain be in a positive state and stay in a reward state
- POSITIVE FEEDBACK – Releases dopamine which creates a happy feeling so there's a desire to hardwire the new habits
- STRETCH- having the right amount of stress to feel positive
- STRUCTURE – The brain needs to have a structure to give us certainty & not overwork the prefrontal cortex