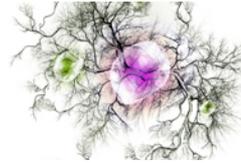


Neuroscience of Coaching

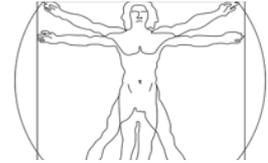
THE NEW SCIENCE OF
THE BRAIN AND
COACHING



THE NEUROSCIENCE
OF COACHING



THE BRAIN AND
REWIRING
BEHAVIOUR



HOLISTIC AND
INTEGRATED
COACHING MODEL

SCOAP Coach

Integrated, holistic, scientific and humanistic model for effective
and impactful coaching



SCOAP Coaching is a solidly researched brain-based approach enabling each individual to consciously set themselves up for high performance and emotional fulfilment.

The SCOAP Coach theory is a newly developed scientific and humanistic framework to coaching. It consolidates methodologies, theories and tools by looking at the underlying science of the brain and human behaviour. This is then put into a solid framework to allow the coach to use their tools to the best impact. In short it is a comprehensive scientific and human way of allowing coaches to guide impactful transformation.

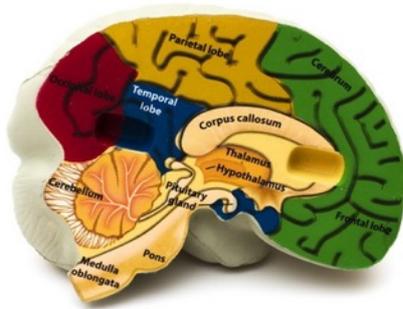
“It was wonderful, stimulating, interesting and most valuable. SCOAP offers the coaching profession a serious, well grounded, excellent and exciting way forward.”
- Suzie Doscher, Author of “Balance”

“As an experienced coach I was impressed by the science and insights. The neuroscience adds meaning and concreteness to understanding coaching but more importantly the framework creates clarity and substance to what we do and how we do it. Highly recommended!”

Neuroscience of Coaching

Coaching the Human Brain

The human brain is the seat of all human decisions, thought and motivation. There could be nothing more important for coaches to



understand. How the neurons connect to each other and how they form regions. Simply presented and explained but replicating the refined beauty and complexity of the brain.

Human Needs & Emotions

Representations in the Brain

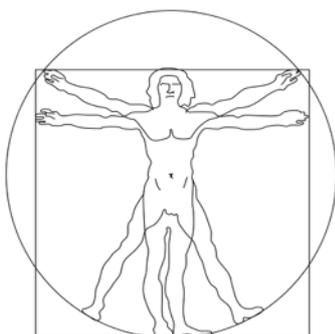
There is no question in psychology that emotional needs are important to human beings. The model we have developed draws on research into neuropsychotherapy and gives a simple model of needs and their representations in neural networks. This gives a powerful and easy to understand model that truly lies at the heart of all human interactions.



Coaching Methodology

Applying Science to Coaching

Neuroscience offers many beautiful and fascinating insights into human behaviour. However, this, in coaching contexts, needs to come

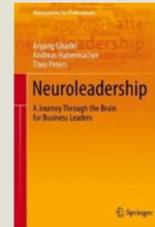


with a defined process and methodology that enables the coach to tap into the coachee's resources and stimulate lasting and sustainable change. We have developed an integrated and holistic methodology that is scientifically founded and integrates the whole system with the human being at the centre of this.

The Science and Theory

Neuroleadership - A Journey Through The Brain For Business Leaders

Ghadiri, Habermacher, Peters. 2012



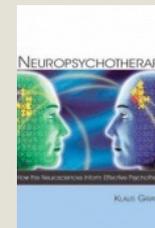
In this book we take the business leader through a journey of the brain and its implication for leaders. We introduced the

SCOAP theory

here as a leadership & business organisational tool.

Neuropsychotherapy - How The Neurosciences Inform Effective Psychotherapy

Klaus Grawe, 2005.



Klaus Grawe takes the first rigorous scientific look at the neuroscience and psychotherapy and reaches some

surprising conclusions namely that of the Consistency Theory Model which we applied in "Neuroleadership".

The SCOAP Coach

Habermacher, Ghadiri, Peters planned 2014/15



Our recent contract with Springer will be outlining the SCOAP Coach theory in detail and giving the scientific

foundations of the

framework and its applications to coaching.

You will learn:

- Structure of the brain and the important regions for coaching
- Neuroplasticity and why this is crucial to coaching
- The wiring of basic human needs in neural circuits
- How all of human motivation is linked to underlying needs
- Complete framework including process, needs, brain science and methodologies
- Core issues and coachee types and what approaches will work with which individual

Benefits:

- Holistic Structure
- Easily applicable
- Scientifically based
- Integrates your current methodologies

In Addition:

- You will be listed as a SCOAP Coach
- Acceptance on to the Certification Programme
- You will be one of the first globally to have been inducted as a "SCOAP Coach"

SCOAP Coach

Workshop 1: Foundation

2-day induction into the SCOAP Coach theory of neuroscience and coaching

There is no question in psychology that emotional needs are important to human beings. The model we have developed draws on research into neuropsychotherapy and gives a simple model of needs and their representations in neural networks. This gives a powerful and easy to understand model that truly lies at the heart of all human interactions.

Stand Alone Workshop

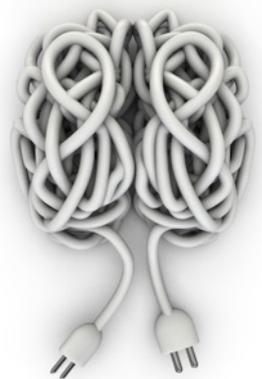
Though many will go on to do the certification this is also a stand alone workshop giving a wealth of knowledge into the brain and giving a complete overview of the framework. This is a valuable workshop by itself without needing to take further steps. Obviously, if you want to deepen and strengthen the knowledge and learn more tools and skills, the further workshops will be suitable.

The Science of Humanity

Understanding human beings through behavioural and brain science and learning to apply this in human contexts.

Many coaching theories and models have developed from a variety of learned skills, intuition, experience and drawn on a wide range of models based strongly or loosely on psychology. Many of these are effective but only under certain circumstances. The SCOAP Coach workshops aim to clarify the power of science and particularly brain science in understanding human behaviour and giving clear models that help coaches to intervene more effectively.

By the same token, many coaching methodologies and approaches are not holistic - they include various elements e.g. a powerful tool for engaging in change, but many do not take into account the whole process or different needs of coachees. The SCOAP Coach framework does all of this by combining science with humanities and coaching research.



2- Day Workshop (2 x 09:00-17:00)

Certificate of Attendance

ICF Approved CCE Program
6.5 hrs of Resource Development
6.5 hrs of Core Competencies

SCOAP Coach

Workshop 2: Certification

3-Day Certification and Skills Building in the SCOAP Coach Framework.

This workshop builds on the framework and knowledge built up in Workshop 1. For example, in workshop 1 we have encountered the importance of trust and will look at the neural pathways and what this means for building relationships in coaching, how this can impact coaching success and what this means for your clients who have trust issues and how it can impede them. The most important component however is understanding the core constructs of the brain in more detail and being able to match tools and techniques to this to positively impact your success with clients.

The Science of Transformation

Coming to terms with the neuroscience of coaching can have powerful implications for your work.

Being able to slot the various aspects of human behaviour into a framework not only increases your ability to successfully target interventions, it also gives you a tool to explain to clients and sell your skills. The understanding this will give can be fundamental because it is the understanding at a neuronal level that will affect how you think of coaching and the tools and techniques you use. More importantly why you use the tools you do.



Integrated Coaching Model

A core premise of the SCOAP Coach Framework is that there is not a correct model or tool but rather that the basics of human behaviour and how the human needs are fulfilled or disrupted and the respective learned motivational patterns will drive clients to behave in certain ways. By understanding this frame we can then use the right tools and methods to intervene. This is the real power of an integrated model - it shows us the when and who and the why without making claims such as "my model is better than your model".



3-Day Workshop (3 x 09:00-17:00) Certified as a SCOAP Coach°

ICF Approved CCE Program

6.5 hrs of Resource Development

12 hrs of Core Competencies

° You will be certified after completion of a short test, one written assignment and one written case study

You Will Learn:

- The neural pathways of basic needs
- The neurobiology of trust
- The neurobiology of fear
- Representations of motivation
- Emotional drivers in the brain
- Unconscious decision making processes
- The concept of consistency and how this impacts your coaching
- Understanding your own SCOAP model and how this influences your coaching

Benefits:

- Impactful techniques
- Framework for all situations
- Science for better decisions
- Integrates your current methodologies

In Addition:

- You will be officially certified
- Acceptance on the Advanced Programme
- You will be one of the first globally to have been certified as a "SCOAP Coach"

You Will Learn:

- System models of human behaviour
- Broader implications of neuroscience: for example on embodiment
- More refined neuroscientific models
- More refined understanding of coaching contexts
- Application in the real world with real coaching cases
- Deeper understanding of your own neural models
- Wider applications out of coaching

Benefits:

- Practical focused
- Experience based
- Be recognised as an expert
- Recognised Certification

In Addition:

- Be one of the first to become an Advanced SCOAP Coach internationally
- You can work on leading brains mandates
- You can make the step to become trainer of the SCOAP Coach Theory

SCOAP Coach

Workshop 3: Advanced

Deeper fundamental understanding of the neuroscience of SCOAP and its impact on coaching.

Workshop 3 is defined along two dimensions. Firstly in deepening the knowledge and science behind the SCOAP Coach Theory (of which there is a lot to deepen) and moving into much more practical applications. This means we will also focus on live coaching scenarios but also on working with each other and on real cases that we have experienced. In addition the full implications of the Consistency Theory should also come to light and how this is all interconnected with needs, motivation and fulfilment. The SCOAP Coach Theory is a full system perspective supported by neuroscience but also by centuries of work in psychology and human behaviour research.

Raising the Bar

We confess that this workshop is more challenging as it goes into practical experience and you will need to be able to demonstrate what you have learned in real scenarios. In addition Advanced Certification will require completion of a written test and two written assignments in combination with coaching cases. This is to ensure that you really have reached the status of "Advanced" and that we do not give this certification out lightly.

Wonderful World Of The Brain

Deeper into the fascinating neural drivers of human behaviour.

The brain is incredibly complex so we can work for weeks, years and decades on the majestic beauty of the brain. Our goal is to stimulate your interest and give you what we believe are the driving constructs of the brain. We encourage you to research and read further because many of the mysteries of the mind are far from solved. From a human perspective, however, we believe the vast majority of human issues can be solved with relatively simple models as long as we understand the underlying foundations and the systems perspective which many forget. This



includes, for example, embodiment and interaction with the environment.

3-Day Workshop (3 x 09:00-17:00) Certified "Advanced SCOAP Coach"°

ICF Approved CCE Program
9 hrs of Resource Development
10.5 hrs of Core Competencies

° You will be certified after completion of a short test, two written assignments and two case studies



Dates & Locations

These dates and locations represent the current programme at the time of "going to press" more dates and locations will be added in due course. Please check www.leading-brains.com for latest.

Locations: Switzerland (Lucerne/Zurich), UK (London), USA (Miami/NewYork), Netherlands (Amsterdam)

Planned locations: Australia (Brisbane/Sydney), USA (San Francisco/Los Angeles), Hong Kong, Singapore, South Africa (Johannesburg), Namibia (Windhoek)

Workshop 1: SCOAP Coach - Foundation

1st - 2nd March 2016, Zurich, Switzerland

12th - 13th April 2016, London, UK

3rd - 4th May 2016, New York, USA

28th - 29th June 2016, Lucerne, Switzerland

6th - 7th September 2016, London, UK

8th - 9th November 2016, New York, USA

29th - 30th November 2016, Lucerne, Switzerland

Workshop 2: SCOAP Coach - Certification

3rd - 5th March 2016, Zurich, Switzerland

14th - 16th April 2016, London, UK

5th - 7th May 2016, New York, USA

30th June - 2nd July 2016, Lucerne, Switzerland

8th - 10th September 2016, London, UK

10th - 12th November 2016, New York, USA

1st - 3rd December 2016, Lucerne, Switzerland

Workshop 3: SCOAP Coach - Advanced

4th-7th July 2016, Lucerne, Switzerland

12th -14th September 2016, London, UK

14th - 16th November 2016, New York, USA

Prices*	CHF	\$	£	€
1. Induction	980	980	648	768
2. Certification	1'480	1'480	978	1'148
3. Advanced	1'480	1'480	978	1'148
1+2 (-10%)	2'180	2'180	1'448	1'698
1+2+3 (-15%)	3'280	3'280	2'180	2'580

We recommend taking the Foundation and Certification course together and priority will be given to those taking both courses in one block.

Places are strictly limited to 12 per workshop - by invitation or application only.

*Fees payable in advance - place is only fully confirmed after payment has been received. Payment plans are available. Discounts for registered charities and group bookings.

leading brains Academy

leading brains is a centre of expertise for applying the learnings of neuroscience in business contexts. This includes understanding decision making in business, leadership and employee engagement & motivation issues. *leading brains* was founded by Andy Habermacher (author of "Neuroleadership" and "The Fox Factor") in 2012. This built on his previous business ctp, corporate training programmes which had operated for more than a decade in corporate training contexts. The "Academy" is the name under which we run workshops and training programmes (in contrast to consulting or coaching services).



The Golden Brain

The *leading brains* golden brain symbolises our human perception of quality and value of the brain. For us it symbolises the incredible value and refined beauty of the brain (somehow a picture of the brain as a lump of flesh and blood vessels doesn't do the same). You will see this golden brain recurring in *leading brains* themes.

leading brains - the name

We are often asked about the name - some people love the name *leading brains*, others see arrogance. The idea is not to suggest that we have leading brains but rather it is about brains in general and leading them: leading other people's brains in responsible and human ways - and just as importantly leading your own brain. The insights we give you will help you do both of these.

SCOAP-Profile

The SCOAP-Profile was developed by Andy Habermacher, Prof. Theo Peters and Argang Ghadiri following on from their work and model presented in "Neuroleadership". The testing tool is managed in a separate company: SCOAP-Profile GmbH. www.SCOAP-Profile.com

Workshops

Here are some of our current workshops. See leading-brains.com for dates and fees.

- Neuroleadership
- SCOAP Coach
- Neuroscience of Executive Decision Making
- Neuroscience of Employee Engagement

Developers

Andy Habermacher, Prof. Theo Peters and Argang Ghadiri have worked intensively on the concept of Neuroleadership (as published in their books), the SCOAP-Profile and the SCOAP Coach methodology and framework.



Andy Habermacher

- Author
- Certified Master Coach
- Founder leading brains
- President Human Brains Foundation



Prof. Theo Peters

- Bonn-Rhein-Sieg University of Applied Sciences
- Business Organisation and Project Management
- Author



Argang Ghadiri MSc.

- Bonn-Rhein-Sieg University of Applied Sciences
- Research Associate
- PHd. Candidate
- Author

Partners

These workshops are run in partnership with a variety of partners, companies and institutions.



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