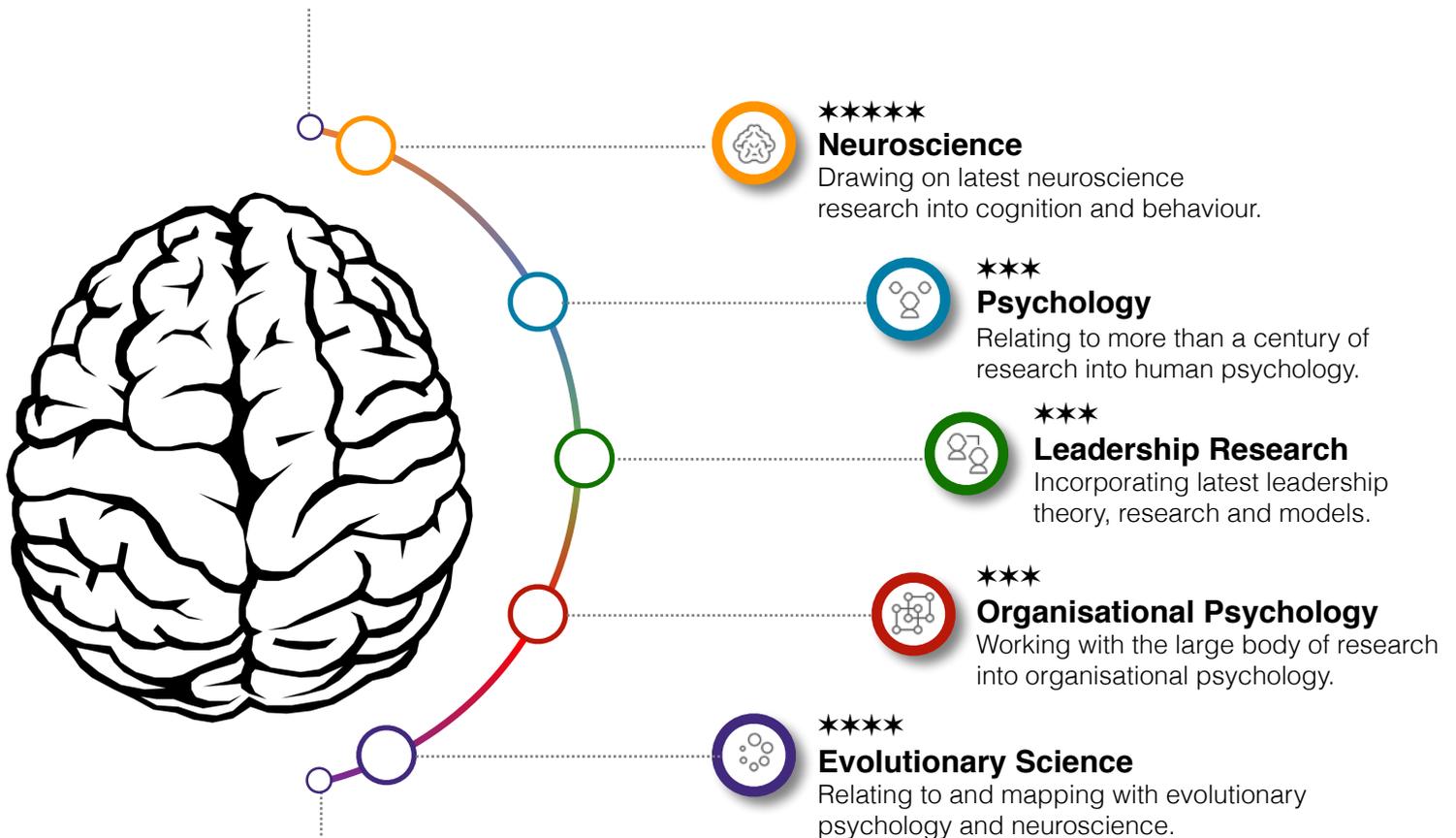


SCOAP Framework

Human Behavioural Framework



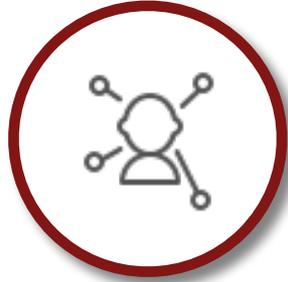
Unique Global Framework

- └ Human Behaviour (SCOAP Modules)
 - └ Leadership Modules
 - └ Coaching Modules
 - └ OD Modules

The Nature of Human Nature

What is the SCOAP Framework?

The SCOAP framework is unique model of human behaviour which gives a comprehensive view of how human beings behave. It combines psychology, neuroscience and evolutionary neuroscience to give a framework of behaviour that can be applied to any context in which human beings operate.



Modular Workshops

Mandatory



Options



SCOAP Base Modules
"The Evidence Base"

Application



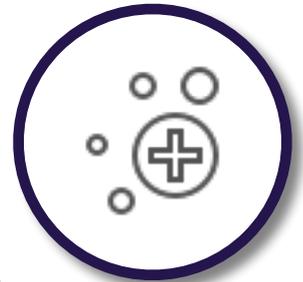
- SCOAP-Profile Assessment
- Coaching
- Leadership
- Organisational Development

Levels

- * Level 1: Certification
- ** Level 2: Advanced
- *** Level 3: Expert

How do I learn more?

We have taken a modular approach with the SCOAP Base Modules of human behaviour as separate elements. This gives the base theory and the relevant science. The application modules are then focused on how this theory can be applied practically in specific roles or contexts.



See following pages (3-7)

Business Application



What's the Point?

As specialists in neuroleadership our modules are clearly focused on the business context. Hence our modules reflect this but also tie in organisational and leadership theory - all modules are evidence-based and the SCOAP framework also helps to clarify what appears to be inconsistencies in the research.

Ultimately it's about creating solid, sustainable and more effective solutions to driving business success.

SCOAP Base Modules

The SCOAP Base Modules are the mandatory modules to which you can add application modules.

These provide the base knowledge, science and evidence outlining the SCOAP theory to which the specific functional applications are added.

These are also offered as webinars.



- ★ **A scientific framework of human nature**
- ★ **Gain a clear understanding of human drives**
- ★ **Use deep human insights for greater impact**



Register [here](#)



Open to everyone.
Modules need to be completed in order.



For anyone who is interested in human behaviour

★ Level 1: Certification



- Brain layers
- Basic neurobiology
- Neuroplasticity
- Evolutionary levels
- SCOAP
- Motivational patterns
- Impact on wiring
- Behavioural framework
- Biology of personality
- Key brain regions



- ▶ Introduction to the whole framework and the underlying science and evidence.
- ▶ A clear understanding of human drives
- ▶ Understanding different person types



2 Days



Web, Lucerne, London, New York, Windhoek



\$ 880

★★ Level 2: Advanced



- Refining brain layers
- Neurotransmitters & Modulators
- Genetic impacts
- Brain regions
- Brain networks
- Integrated functions
- Ability & IQ
- Contextual changes
- Evolution of personality
- Society, culture and the brain



- ▶ Deeper understanding of biology
- ▶ Integrated functions (such as IQ)
- ▶ Brain networks & regions



3 Days



Web, Lucerne, London, New York, Windhoek



\$ 1 250

★★★ Level 3: Expert



- Brain waves
- Cortical layers
- Redefining regions
- Expansion of brain
- Memory functions
- In health and sickness
- Integration of information
- Busting myths
- Neuronal function
- Consciousness



- ▶ Integration of functions and behaviour
- ▶ Functional complexity
- ▶ Consciousnesses and integrated information



4 Days



Web, Lucerne



\$ 1 530

Additional Application Modules

★ SCOAP-Profile ★ SCOAP Coach ★ Neuroleadership ★ Organisational Development

SCOAP-Profile

The SCOAP-Profile is an assessment that measures SCOAP needs in the workplace.

This leads to certification in the tool and is a requirement to license and formally administer the assessment.

This will cover the rationale, structure, what it measures and how it is reported - and what this means for the individual or company.



- ★ **An individual and team assessment of SCOAP**
- ★ **Deep insights into motives and drives**
- ★ **Drive engagement and give leadership insights**



Register [here](#)



SCOAP base module(s) must be completed. Modules need to be completed in order.



Anyone who wants to use the assessments

★ Level 1: Certification



- Measuring SCOAP
- Correlations to mental wellbeing
- Correlation to vitality
- What is reported
- What this means for the individual
- Data validity
- How you can use the profile
- Games and exercises with the profile
- Building interesting workshops
- Licensing model



- ▶ Using the SCOAP profile as a valuable business tool
- ▶ What is reported and what not
- ▶ Measured impacts on vitality and wellbeing



2 Days



Lucerne, London, New York, Windhoek



\$ 1 200

★★ Level 2: Advanced Certification



- Deep insight
- Additional data points
- Team reporting
- Measuring over time
- Continual assessment
- Using different assessments
- Using the full framework
- Cross mapping
- New tools and games for clients
- Refined metrics



- ▶ Introduction to the whole framework and the underlying science and evidence.
- ▶ A clear understanding of human drives
- ▶ Understanding different person types



3 Days



Lucerne, London, New York, Windhoek



\$ 1 800

Licensing

Once you have taken the course and become certified you have the option to licence the SCOAP-Profile as an official licensed provider. This will be limited by market.

The licensing fee will include recertification, every 2 years, and 10 free SCOAP-Profile Reports per year.

- ▶ Online access to tool and reports
- ▶ Consolidated reports by client
- ▶ Online access for clients
- ▶ Choose different reports
- ▶ Earn fees on assessments sold
- ▶ Recertification and further training included
- ▶ Tools and workshop products included

Application Modules

✦ SCOAP-Profile ✦ SCOAP Coach ✦ Neuroleadership ✦ Organisational Development

SCOAP Coach

The SCOAP Coach model builds on the human behavioural framework and is the latest in science and coaching.

The model uses evidence and research into coaching practice and uses clear models to stimulate fresh insight into coaching issues and interventions placing them clearly on a framework.

This does not work against but with other models, tools and techniques.

Workshops are ICF CCE certified.



- ★ **Scientific and integrated model of coaching**
- ★ **Target deep coaching interventions**
- ★ **Gain more leverage to drive success**

Register [here](#)

SCOAP base module(s) must be completed. Have a coaching qualification / experience.

For coaches who want to use a refined and advanced behavioural framework grounded in evidence to help guide coaching.

★ Level 1: Certification



- From SCOAP Theory to application
- Listening for and identifying needs
- Redefining emotional intelligence
- Identifying evolutionary levels
- Coaching to needs
- Deep coaching
- Change in the brain
- 8 areas of impact
- Matching other theories
- Matching tools and techniques



- ▶ Integrated coaching with SCOAP framework
- ▶ Reviewing emotional intelligence.
- ▶ Mapping issues and techniques to framework



2 Days



Web, Lucerne, London, New York, Windhoek



\$ 1 200

★★ Level 2: Advanced Certification



- Needs and personality
- Identifying instinctive patterns
- Managing world views
- Goal setting challenges
- Communicating to client
- Integrated functions
- Breaking it down
- Back to the basics
- Tapping into the unconscious
- Creativity and solutions



- ▶ Coaching integrated functions
- ▶ Refined emotional interpretation
- ▶ Coaching to evolutionary levels



3 Days



Lucerne, London, New York, Windhoek



\$ 1 800

★★★ Level 3: Expert



- Brain, needs, genetics
- Laws of nature
- Opinions and mental blocks
- The coach's worldview
- The brain and linguistics
- Interpreting the world
- Advanced emotional mapping
- Expert SCOAP coaching
- Of coaching and pathology
- Consciousness and coaching



- ▶ Expert use of framework
- ▶ Seeing past behavioural complexity
- ▶ Functional coaching to different evolutionary levels



4 Days



Lucerne



\$ 2 400

Application Modules

★ SCOAP-Profile ★ SCOAP Coach ★ Neuroleadership ★ Organisational Development

Neuroleadership

The neuroleadership modules are specifically focused on applying neuroleadership tools and the SCOAP framework to drive better performance in business.

The workshops focus on applying the knowledge and giving sets of tools to leaders to be able to tap into motivation, engagement and performance in teams and in business.



- ★ **Scientific evidence of leadership impact**
- ★ **Target human motives driving engagement**
- ★ **Gain more leverage to drive success**



Register [here](#)



SCOAP base module(s) must be completed. Modules need to be completed in order.



Leaders in business. Those involved in leadership functions. Leadership specialists.

★ Level 1: Certification



- Team performance
- Motivational patterns
- Motivation vs. engagement
- Different types for different performance
- SCOAP mapping
- Human motives
- Managing different types
- Know thyself
- Team dynamics
- Alignment



- ▶ Powerful leadership through SCOAP
- ▶ A model for a lifetime of leadership
- ▶ Driving engagement and vitality



2 Days



Lucerne, London, New York, Windhoek



\$ 1 200

★★ Level 2: Advanced



- Developing strategies
- Key alignment
- Measuring behaviour
- Advanced motivational strategies
- Multiplying excellence
- Organic leadership
- Self-facilitated learning
- Enabling performance
- Long-term impact
- Own cases



- ▶ Strategy and alignment with brain
- ▶ Redefining emotional leadership
- ▶ Organic leadership models



3 Days



Lucerne,



\$ 1 800

★★★ Level 3: Expert



- Managing energy
- Attentional focus
- Leading organisations
- Higher level models
- Decision making traps
- Beating bias
- Managing instincts
- The learning organisation
- Evolutionary principles
- Organisational time cycles



- ▶ Energy and attention
- ▶ Learning organisations
- ▶ Decision making excellence



4 Days



Lucerne



\$ 2 400

Application Modules

- ★ SCOAP-Profile
- ★ SCOAP Coach
- ★ Neuroleadership
- ★ Organisational Development

Organisational Development

The Organisational Development Modules connect brain science to organisational development and human resources. These workshops apply the science to give fresh perspectives into how OD tools operate; new ways of using them; and relating them to human nature to be more effective.

Other models will also be explored such as biodynamic approaches.

- ★ **Scientific evidence of organisational impact**
- ★ **Matching OD to human drives and motives**
- ★ **Gain more leverage to drive success**
- Register [here](#)
- ✓ **SCOAP base module(s) must be completed. Modules need to be completed in order.**
- ? **For those in OD or HR. OD or HR specialists.**

★ Level 1: Certification



- The brain science of performance reviews
- Developing leaders
- Organisations for people
- Engaging the workforce
- The right match
- Fit for purpose
- Evolution of business
- The right people for the right structure
- Do you know what you are?
- Energising the system



- ▶ Connecting brain science to OD
- ▶ Fresh and powerful insights into OD & HR tools
- ▶ Enables OD & HR to be more effective and relevant



2 Days



Lucerne, London, New York, Windhoek



\$ 1 200

★★ Level 2: Advanced



- Functions and roles
- Aligning purpose
- Organisations for people 2
- Up feed / down feed
- Communication
- Workplace tools
- The workplace
- Change 1
- The right match 2
- Society and culture



- ▶ Biodynamic models & tools
- ▶ Integrating current models
- ▶ Cherry picking and the best of both worlds



3 Days



Lucerne



\$ 1 800

★★★ Level 3: Expert



- Functions and roles 2
- Conflict
- Measuring leadership over time
- Change 2
- Organisational memory
- In health and sickness
- Sensitive cases
- Biodynamic models
- The growing organisation
- The shrinking organisation



- ▶ Biodynamic models for suitability
- ▶ Evolutionary stable systems
- ▶ Creating sustainable growth models



4 Days



Lucerne



\$ 2 400

Application Modules

★ SCOAP-Profile ★ SCOAP Coach ★ Neuroleadership ★ Organisational Development

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 is lead facilitator for the SCOAP framework workshops.



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

Please contact us for more information:

leading brains provides innovative solutions using neuroscience and human behaviour in business. leading brains manages the SCOAP framework workshops.



leading brains

For enquires on SCOAP framework workshops, tailored solutions or consulting services:

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SCOAP-Profile GmbH has developed the SCOAP-Profile assessment and continues to research the impact on workplace performance.



For enquires on SCOAP-Profile assessment and related research.

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