

Brain-Based Coaching

Learn the art and deeper science of effective coaching



NeuroLeadership
INSTITUTE | EDUCATION



Table of Contents

About NeuroLeadership Institute

What is coaching?

Where do I use coaching?

Brain-Based Coaching Methodology – Results Coaching System™

Brain-Based Conversation Skills (Part 1)

- Course overview
- Course modules

Brain-Based Coaching Toolkit™ (Part 2)

- Course overview
- Course modules

What will I get out of the program?

Brain-Based Coaching Certificate: Level 1 Accreditation Pathway

Next Steps

About NeuroLeadership Institute

NeuroLeadership Institute is a global human performance consultancy, drawing from the latest findings in neuroscience. With operations in 40 cities in more than 25 countries, we:

- Enable individuals to enhance their effectiveness by understanding the brain
- Train and certify executive and personal coaches
- Partner with organisations to drive performance

The NLI Story

Dr. David Rock and Lisa Rock founded **Results Coaching System™** in 1998 in Sydney, Australia, which started with the idea that insight is the key to any individual's behaviour change.

The term 'neuroleadership' was first coined in 2007 after a realisation that bringing a more concrete, science-based approach to growing soft skills would not just resonate with business leaders but also make any change initiative more effective.

The Need for Coaching

More organisations are using coaching as a key strategy to help develop leadership capabilities and increase the performance and productivity of their employees.



What is Coaching?

The International Coaching Federation (ICF) defines coaching as "partnering with clients in a thought-provoking and creative process that inspires them to maximise their personal and professional potential, which is particularly important in today's uncertain and complex environment."

At NLI we define coaching as facilitating positive change by expanding thinking.

Where Do I Use Coaching?

Internal vs external coaching:

- An internal coach works in the same company as the coachee.
- An external coach is engaged by the coachee or the coachee's organisation.

What if I do not want to be a professional coach?

The BBCS Brain-Based Conversation Skills™ course helps you to advance your leadership skills, sharpen your workplace interactions and enrich your communication.



“The Brain-Based Conversation Skills™ course is an excellent opportunity to gain greater insights into yourself as a coach, manager and leader. The process provides the chance to make connections with your learning cohort that can last well beyond the three days. The facilitators are great guides for this journey. A great experience!

— Consultant

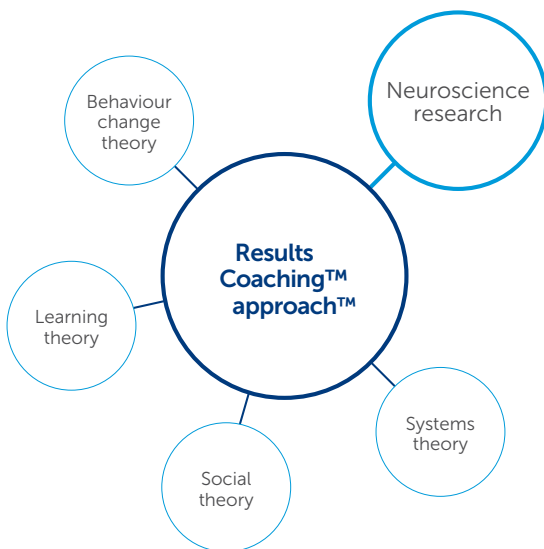
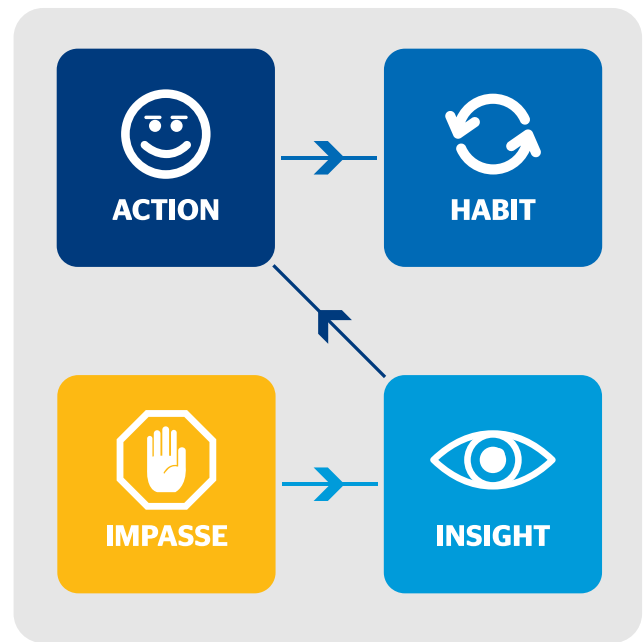


Brain-Based Coaching Methodology

NeuroLeadership Institute's coaching program are based on the Results Coaching™ approach, a coaching methodology taught to more than 20,000 graduates across 25 countries since 1998. We are accredited by the International Coach Federation and acknowledged as one of the coaching world's most respected and intensive training experiences.

Our approach is ideal for coaching rational, business-focused professionals. The approach draws from contemporary neuroscience, along with research from positive psychology, adult learning theory, as well as systems and change theories.

Coaches learn to work at the level of improving an individual's underpinning thinking. This helps people progress from identifying impasses and generating insights, to enabling actions and creating sustainable new habits.



What Sets Brain-Based Coaching™ Apart?

The Results Coaching™ approach is a unique brain-based coaching methodology that is:

Neuroscience-based

Explaining how and why the methodology works

Process-focused

Facilitating results with clearly articulated and well structured processes

Outcome-driven

Providing clarity around ways forward by focusing firmly on setting and achieving objective

Facilitation Team

Our facilitators are experts in the field of neuroleadership and the neuroscience of coaching. They have diverse industry backgrounds in areas including corporate finance, human resources and education. For individual facilitator bios, please ask your local Education Consultant.

“ I have been to many educational seminars/skills classes. I have never walked away feeling like I learned so much and that I had the basic tools to apply the learning right away.

— COO



NeuroLeadership
INSTITUTE | EDUCATION

neuroleadership.com
© NeuroLeadership Institute



Why Choose This Course?

Learn how to have more productive coaching conversations every day, at work and at home. Receive instant feedback from peers and experienced coaches to help you accelerate the development of your coaching and leadership skills in real time.

Learning Outcomes

- Help others generate insight, learning and new habits
- Integrate a brain-based coaching approach into your everyday conversations
- Confidently facilitate structured coaching conversations

Who This Course is For

- Business Leaders & Managers
- HR & Learning and Development Managers
- Sales Consultants
- Individuals interested in professional coaching
- Professionals at all levels seeking to sharpen their communication skills

Online Training Options

All sessions are held live via Zoom and you will have the opportunity to participate alongside a diverse cohort of your peers from across EMEA.

The following delivery options below are available to best suit your learning preference:

Spaced | 1 x 3hr per week over 8 weeks

Accelerated | 2 x 3hr per week over 4 weeks

Intensive | 3 days plus 1 x 90 minute orientation

Immersion | 4 days plus 1 x 90 minute orientation

“The whole virtual experience was amazing - Kendra and Lisa kept us all engaged and included everyone in discussions. The breakout rooms for coaching were wonderful”

— HR Manager



Course Snapshot



Method of Study

Online via live Zoom sessions



Time Commitment

24 of hours of training, with 6–9 hours of self study work.

Choice of formats: spaced, accelerated, intensive or immersive.



Course Structure

8 modules



Course Outcomes

A certificate of completion
30+ hrs of ICF accredited training
Digital badge



Level of Study

No prerequisites required



Tuition Fees

£2,500 +vat (if applicable)



Brain-Based Conversation Skills | Course Modules

Modules 1-2

Introduction to Coaching

- Learning with the AGES model™
- Six insights about the brain
- The Results Coaching™ approach
- ICF core competencies of coaching
- The TAPS Model™
- Behaviour change and learning

Brain-Based Communication

- The brain's two modes of processing
- The brain's organising principle
- The SCARF® Model
- Choose Your Focus™
- Cultivate a growth mindset
- Listen for Potential™
- Speak with Intent™
- Clarity of Distance™



Modules 3-4

Facilitate Insight

- Neuroscience of insight
- Four Faces of Insight™
- Questioning for insight

The Dance of Insight™

- Permission
- Placement
- Questioning
- Clarifying

Modules 5-6

Insight to Action

- Steps of the CREATE Model™
- The Dance of Insight™ with CREATE
- How to set well-designed actions

Emotion Regulation

- Labelling
- Reappraisal
- Direct Experience



Modules 7-8

Action to Habit

- The neuroscience of habits
- Keys to building habits
- If-then plans
- The REVIEW Model™

Elements of Insightful Conversations

- Trust
- Completion
- Acknowledgement
- How to tap into coaching presence

Coaching practise

Practise your coaching skills and receive encouragement and feedback from your peers and facilitator throughout the program.



Why Choose This Course?

Integrate the foundational skills learned in the Brain-Based Conversation Skills program. Learn how to facilitate coaching engagements over time and integrate tools that deepen the experience of coaching.

Learning Outcomes

- Deepen the experience of coaching through the appropriate application of tools
- Cultivate impactful coaching partnerships
- Embed the ICF core coaching competencies in your approach

Who This Course is For

- Professionals who want to become an internal workplace coach
- Professionals who want to operate their own coaching practice
- HR Directors

Online Training Format

All sessions are held live via Zoom on a weekly basis.

Format | 12 sessions over 12 weeks

Session durations | 7 x 2 hours plus 5 x 1.5 hours

“NLI’s Brain-Based Coaching Certification differs from other forms of coach training I have attended as their approach is rooted in contemporary Neuroscience. This approach definitely complements and amplifies the principles and practices of traditional coaching to create more powerful, positive and transformational changes for the coachee.

— Internal Coach

Course Snapshot



Method of Study

Online via live Zoom sessions



Time Commitment

Total 21.5 hours of training Across 12 weeks online

10 hours of self study throughout (readings, audio, video, and reflection)



Course Structure

12 modules:

- 7 training modules
- 5 Coaching in Action group mentoring modules (7 hours)
- 2 x 1.5 hours of individual mentoring



Course Outcomes

A certificate of completion
30+ hrs of ICF accredited training
Digital badge



Level of Study

Prerequisite - Brain-Based Conversation Skills



Tuition Fees

£2,750 + vat (if applicable)



Modules 1-3

Coaching in Action

- Program overview
- Meet your program buddy
- Practise giving feedback

Start the Coaching Engagement

- Coaching Engagements
- Pre Coaching Conversation Steps
- Workplace Coaching Considerations
- Ethics
- Coaching Conversations and Steps

The Neuroscience of Goals

- Goal Representation and Motivation
- The science of Goal Attainment
- Characteristics of brain-friendly goals
- Set goals with the Iceberg Worksheet



Modules 4-6

Optimise Focus and Capacity

- Work with the limitations of the PFC
- Maximise Cognitive Prime Time
- The Healthy Mind Platter™

Build New Habits

- Breakthrough coaching conversations about habits

Learn Through Feedback

- Neuroscience of feedback
- A brain-based approach to feedback
- Debriefing diagnostic tool

Modules 7-9

Make Better Decisions

- Unconscious bias
- Common biases that impact decision making
- Strategies to mitigate bias
- Decision-making tools

Coaching in Action 2 and 3

- Receive feedback about your coaching skills against the ICF core coaching competencies from peers and NLI mentors
- Give feedback to your peers



Modules 10-12

Coaching in Action 4 and 5

- Receive feedback about your coaching skills against the ICF core coaching competencies from peers and NLI mentors
- Give feedback to your peers


Facilitate the Journey

- Common obstacles and challenges
- Prepare for completion sessions
- Completion materials
- Program wrap up
- Individual mentoring and performance evaluation



What Will I Get Out of the Program?

Upon completion of each stage of the Brain-Based Coaching Program, you'll receive a certificate of completion and digital badge indicating your certification level. Completion of both the Brain-Based Conversation Skills™ and Coaching Toolkit programmes will result in conferral of a Brain-Based Coaching Certification™ and attainment of 68 ICF accredited training hours. 48 hours self study/classroom + 20 hours self study. *Subject to ICF's approval - currently pending

	 Brain-Based Conversation Skills™	 Brain-Based Coaching Toolkit
Certificate of Completion	✓	✓
ICF Accreditation	30+ ICF-accredited hours	28+ ICF-accredited hours & 10 ICF mentoring hours
Digital Badging		
Alumni Community	✓	✓



“

This is a great course for anyone wanting to further their careers in a team leadership role or if you want to completely change your focus to Professional Coaching. This course provided me with an array of tools and ideas for coaching and having real conversations with my team members.

— HR Manager

”

“

It was a good experience and I have taken away a few key things to use... so although I may not be a fully fledged coach, I do have a few more tricks in my kit-bag to help with some of the trickier conversations and to help with building the capability of my staff.

— General Manager

”



NeuroLeadership
INSTITUTE | EDUCATION

neuroleadership.com
© NeuroLeadership Institute

How Does Brain-Based Coaching Fit into my Journey to Become ICF Accredited?

Our BBCC Brain-Based Coaching Certificate™ is approved as a Level 1 program.

It is made up of two parts:

- 1.BBCS Brain-Based Conversation Skills™
- 2.BBCT Brain-Based Coaching Toolkit



The BBCC program provides the following components towards a Level 1/Associate Certified Coach (ACC) credential:

- 60+ hours of coaching education
- 10 hours of mentor coaching
- Performance evaluation by a certified assessor

For further information on the additional requirements needed for an ACC credentialing application, please visit the ICF's website [here](#).



Complete After Training Course Commences

After our training there are just a few additional steps required to achieve your Level 1/ACC credential:

Upload BBCS and BBCT certificates of completion | provided by NLI

Upload Ethics Certificate of Completion | provided by ICF

Coaching Logbook | demonstrate 100 hours (75 paid of coaching experience with a minimum of 8 clients). Your paid hours can be comprised of:

- Hours of coaching where you are paid
- Internal coaching - can be part of your employment given it does not breach your organisation's policy
- Peer-to-peer coaching (outside of the training program)
- Third party coaching

ICF Credentialing Exam | This is administered by the ICF directly. For further information, please visit the ICF's website [here](#).



Next Steps

Speak to one of our education consultants for more information:

Email: education-emea@neuroleadership.com

Check out:

See Next Available Intakes

