



Coaching the Brain

1. The Neuroscience of goals

This module will introduce you to how the brain works with goals, how it is naturally creative, and the tricks and traps that can stop you from thinking clearly.

All sessions contain practical applications to coaching.

Introduction session

What is neuroscience and why it is important for coaches

How neuroscience developed

The influence of the brain on personality

The structure of the brain

- thought

- emotion

- memory

- movement and feeling

Neuroplasticity – how the brain changes itself

Attention and neuroplasticity

Session one

The Prefrontal cortex

Top down and bottom up processing

The circuits of cold cognition

The three most important skills of the Prefrontal Cortex:

Abstraction, time travel and inhibition

Session two

How the brain constructs goals

The creative mindset

Creative problem solving

Stopping habitual thinking

Coaching the Brain

Session three

Creativity strategies

Working memory

The default network

Sustaining and completing your goals

Session four

System one and system two thinking

Cognitive blindness

Confirmation errors

The difference between causes and correlations

The misleading biases and shortcuts of system one and how to deal with them

Session five

Priming and the brain

How anchoring affects our judgments

The influence of psychogeography

Priming, anchoring and the framing of coaching questions

Session six

Do goals make us happy?

The two types of happiness

Getting off the hedonistic treadmill

There will be action steps and tasks throughout the course.