

BRAIN-BASED COACHING



WHAT IS BRAIN-BASED COACHING?

Through a brain-based methodology, managers can accelerate their ability to develop their team members, enabling individuals to achieve high performance outcomes and reach their potential.

It focuses on facilitating improved thinking and behaviours by engaging the whole brain, generating insights and utilising techniques proven to increase the likelihood of changing behaviours.

HOW DOES IT DIFFER FROM REGULAR COACHING?

The GROW Model is a well-established coaching methodology that many organisations have trained their managers in over the last two decades. It provides a great structural and directional basis as a foundation for a coaching conversation.

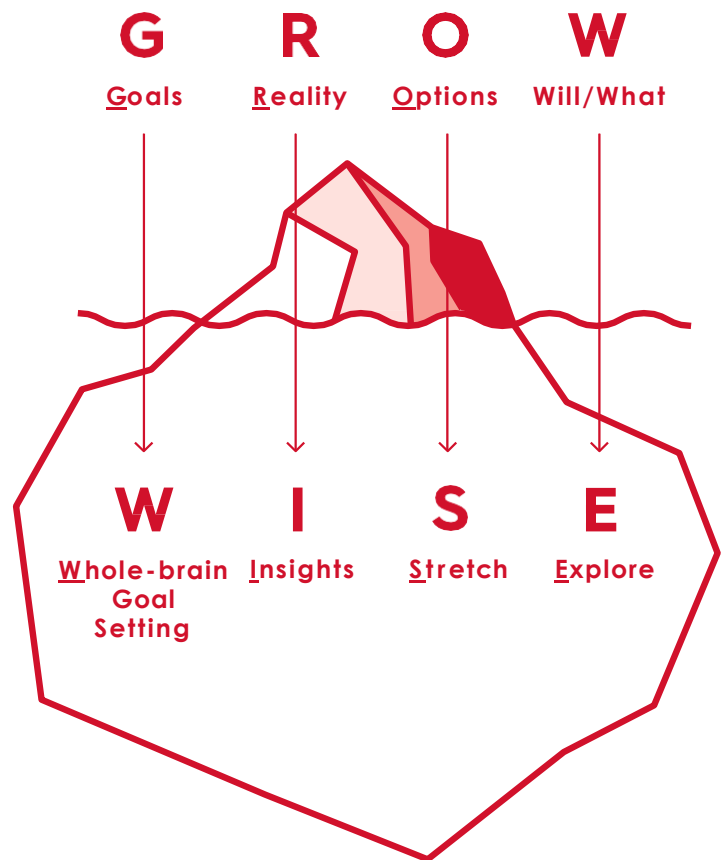
The **GROW-WISE** model provides the manager with a more clearly defined way of developing people that creates transformational change rather than purely transactional change.

The Iceberg Model (see illustration) shows that conversations which go 'beneath the water level' tap into an individual's thoughts, feelings, motivations and values. The WISE component spells out how to support an authentic, insight-driven, behaviour changing conversation.

Whole brain goal setting is using the whole brain to set a goal. Get your team inspired. Set a goal and discuss with them what it will mean to them, and how they will feel, when they achieve it.

Developing a brain-friendly coaching environment will:

- focus on the thinking; break out of autopilot behaviours
- encourage new insights
- leverage the brain's preference for hardwiring
- embed new behaviours and outcomes.



Above | GROW WISE coaching methodology

ACHIEVE THESE BENEFITS

- Strategies to have regular performance conversations whilst supporting empowerment and learning
- Establish a growth mindset about your own and others capabilities
- Provide regular feedback (both positive and constructive in a way that motivates, encourages, empowers and develops team members)
 - Whole-brain coaching to increase engagement and outcome
- Insight driven for more innovative ways to achieve outcomes
- Improve likelihood of behavioural change and actions taken



BRAIN-BASED COACHING TESTIMONIALS



I was introduced to EnHansen Performance through a leadership course titled *NeuroLeadership TREAD: Neuroscience sheds light on how to lead more effectively*.

As a senior manager, I was looking for a new way to engage with my staff, and through training & coaching I have been able to successfully adapt my style and move towards the use of 'thinking questions' to assist my staff arrive at solutions, rather than them being dependent on me to provide the answer.

Understanding the way in which others think, respond emotionally, or are motivated has enabled me to stay calm when confronted with staff conflict and has improved my ability to work with others and coach them to achieve.

My leadership has significantly improved as a direct result of Kristen's coaching and utilising these strategies. My peers have commented on my confidence and calmness under pressure and the impact that has had on those working with me.

Rosemary Hegner
Director | Health Emergency Management Unit
Office of the State HSFAC Sydney Ambulance Centre



At QTMB we believe that organisations don't perform, only people do. This highlights the importance of connecting the dots between human interaction and effective leadership practices.

Understanding people and the primary organising principle of the brain, equips leaders to lead with influence in order to achieve higher performance organisationally. More importantly, it assists staff to realise their full potential.

The brain based coaching methodology (GROW WISE) allows for improved insights, accountability and motivation. QTMB have found the accreditation process to be valuable in equipping our coaches and leaders with tools that will focus on applying neuroscience to leadership development, change management and brain based coaching.

Anneline Kinnear
Talent Management Specialist
Human Resources, QT Mutual Bank



During a 3-month period, combining neuroscience and advanced coaching techniques, engagement levels at Manly Daily increased from 65% to 92%. Call rates increased from 12 to 17 a week and the team made budget every month in the following quarter for the first time in six months.

I have embraced and implemented the training delivered on neuroscience of leadership and sales and it has helped me improve my own and my team's performance. With the current changes in the business, understanding the brain and stress has also helped me coach my team through the changes.

Rebecca Coulson, Advertising Sales Manager
Manly Daily, Cumberland Courier Newspapers



I was very fortunate to be trained by Kristen as her knowledge of coaching methodologies and neuroscience is outstanding. Kristen has a remarkable way of explaining complex theory in a way which makes it real and understandable.

Lina DiPrisa
Human Resources Business Partner
SunCorp



I especially liked the neuroscience behind goal setting and have implemented this throughout my organisation that everyone should pursue on their own, including the "where I am now" versus "Where I want to be in 3 months time out of 10".

Your coaching allowed me to coach others effectively, with the hope that they coached others also like a chain reaction.

Phil Horner
General Manager, Pepperstone Group



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