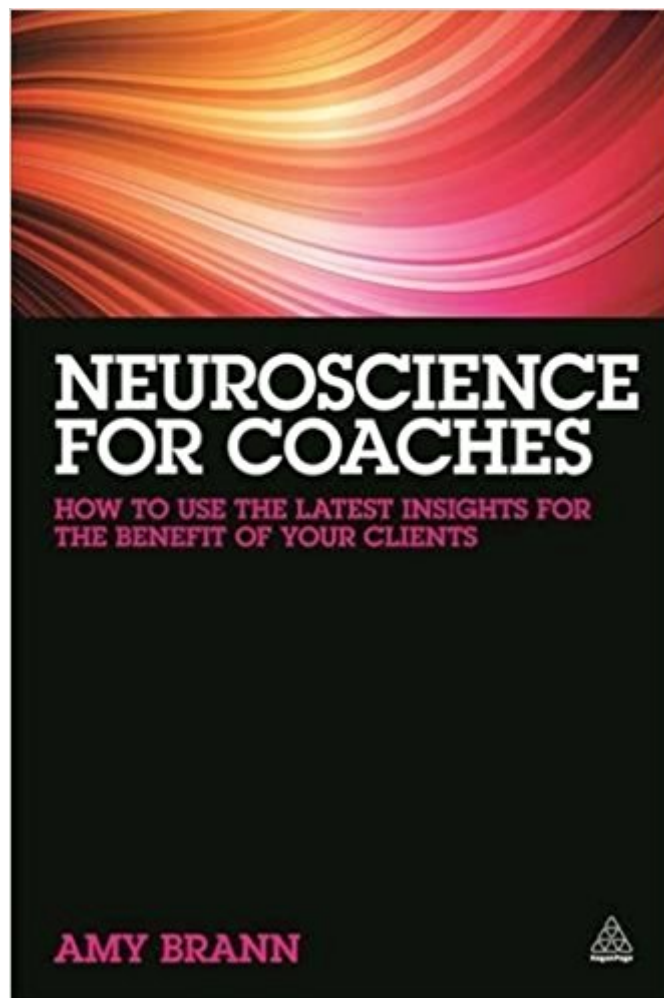




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# Neuroscience For Coaches: How To Use The Latest Insights For The Benefit Of Your Clients



## Synopsis

The world of coaching is competitive. Organizations want coaches who deliver results. Many coaching tools and techniques are now fairly well established -- but how do they actually work? The coach who can answer this question credibly and convincingly is sought after. *Neuroscience for Coaches* equips coaches with cutting edge neuroscience information that will help them deliver greater value to their clients. It covers the foundations that they need to be aware of and how they can use this new information effectively and practically in their everyday work. Readers will gain a clear understanding of the latest aspects of neuroscience that are relevant to coaching and be able to explain to their clients from a neuroscientific perspective why particular techniques and methods work and the benefits to them. Including valuable tools and techniques to use with coaching clients, this book enables coaches to increase the ROI they deliver to their clients and differentiate themselves in a highly competitive market.

## Book Information

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## Customer Reviews

"Neuroscience for Coaches achieves the rare feat of simplifying complex ideas and concepts and translating them to meaningful practical action. It is a must-read for any coach seeking to enhance their knowledge, skills and credibility." (Ruth Stuart, Learning and Development Research Adviser Chartered Institute of Personnel and Development (CIPD)) "Amy Brann's passion for her subject leaps off the pages of this book. It's accessible for non-scientists, and full of juicy suggestions for how to apply neuroscientific findings to the real world of coaching." (Liz Hall editor of

Coaching at Work Magazine)"In my coaching practice, the art of pausing is key. Pausing not to complete my client's thought process, not to jump in and help but pausing to allow the client's resourcefulness to kick in. It was one of the most difficult skills to learn because, as a management consultant, I had always been taught to have the answer and so I resisted not helping. Now as an expert in facilitating selfdirected neuroplasticity (as Amy defines coaches in Neuroscience for Coaches), I know I help by not offering my help but rather offering the power of pause. As Amy explains, pause allows the brain to fire and rewire and thereby create or reinforce a new neural pathway that actually how resourcefulness kicks in and why it's so important to hold back. Read this book if you want to understand the science behind the art of coaching." (Chris Jackson EMCC UK President)"Coaches will find this a key acquisition directly relating scientific research and findings to coaching objectives." (California Bookwatch, The Sports Shelf Midwest Book Review)"Neuroscience for Coaches is focused on delivering its promise: to provide insights for coaches, in the language of coaching. Amy Brann blends the latest research in neuroscience with a solid understanding of coaching contexts while regularly posing and answering the question: What can I do with a client now having understood this? A must-read for any coach looking to benefit from neuroscience's Big Data of the brain." (David James [www.werecommend.com](http://www.werecommend.com) and past L&D Director EMEA for Disney)

Amy Brann studied medicine at University College London. Through her business, Synaptic Potential, she works with many companies to help them better understand their teams, clients and organizations as a whole. Brann is the creator of the online community, "Neuroscience in Business" and has been the Lead Coach for Europe for one of the largest NLP Training Companies in the world.

Well structured, based on modern research, great coach companion. Strongly recommend. Consider removing "quantum brain part": doesn't add value in coaching.

Excellent research based , very good exercises and assessment templates .

Thanks Amy Brann , this book provide lots of fundamental knowledge about brain and neuroscience. To me by getting these solid ground understanding , reading others neuroscience books become more easy and beneficial.

Book is excellent, very well-written and easy to access. Service excellent.

This book is superb, good construction and well writing. I love it.

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