

The Science of the Art of Coaching 2022

A CPD programme in Applied Neuroscience for Coaches

Starting 13th May 2022 for six months
Delivered live, online with Professor Paul Brown

The **Science of the Art of Coaching (SAC)** programme is a unique blended learning CPD programme for experienced executive coaches, OD specialists and senior leaders who want to develop an understanding of how the power of the brain can be harnessed in the context of enhancing individual and organizational outcomes.

The programme has been developed and delivered internationally since 2010 by Dr. Paul Brown, a world leader in the use of Applied Neuroscience in executive coaching and organizations. It has a global alumni of over 150 participants. On completing the SAC programme individuals are invited to join the ION Partnership – a world-wide professional group of those who use knowledge of how the brain works in their own coaching and consulting work.

To register your interest or any queries, write to
e-motion@ion-consulting.org



The Science of the Art of Coaching is Approved by ICF for Core Competencies 15.5 and RD 62



"21st century neuroscience tells us that human beings are essentially energy systems, not primarily psychological systems. So, the critical task for coaches, leaders and development specialists is to understand the individuality of the person in terms of their unique energy flow and how that energy can be converted into personal and organizational value."

- Dr Paul Brown

Dr Paul Brown is Professor of Organisational Neuroscience, Monarch Business School Switzerland and a Visiting Professor at Henley Business School, UK. He is Chairman of ION Consulting International Pte. Ltd.



Programme Topics

Topics covered in SAC 2022

1. Understanding human and organizational behaviour via psychology, neuroscience and applied neuroscience.
2. How the brain works as the organ of making sense, of relationships, and of creating the mind as the master controller of Self-motivated human energy.
3. Seeing the world through the client's eyes.
4. Introduction to simple neurochemistry & male and female brains.
5. Epigenetics.
6. Human beings as energy systems.
7. The emotional system as the basis of all meaning and action.
8. Interpersonal neurobiology and attachment theory as applied in the coaching engagement.
9. Neurobiology of stress and related disorders managed epigenetically.
10. Limbic Leadership.
11. Self-regulating systems in an organisational context – and especially post COVID work context + considering organisational design to create conditions where people function at their best.



The Science of the Art of Coaching Cohort XIII features three new sessions by esteemed members of the ION Partnership.

Biographical Dimensions of Meaning Making (BDMM) by Saba Hasanie MBA

The Biology of Behaviour by Emma Russell MBA

Resilient Well-Being, the brain-based model SHERPAR© Soraya Shaw, MSc Applied Neuroscience

Programme Schedule

Teaching Sessions , live (8:00 to 11:30 a.m. London time. Check local time, as applicable).

1. Session 1 : 13th (Friday) , 14th (Saturday) and 15th May (Sunday) 2022 – Dr. Paul Brown
2. Session 2 : 17th (Friday), 18th(Saturday) & 19th (Sunday) June 2022 – Saba Hasanie (June 18th) & Dr. Paul Brown (June 17th & 19th)
3. Session 3 : 15th (Friday), 16th (Saturday) and 17th (Sunday) July 2022 – Dr. Paul Brown
4. Session 4 : 16th (Friday) , 17th (Saturday) and 18th (Sunday) September 2022 – Dr. Paul Brown
5. Session 5 : 14th (Friday), 15th (Saturday) and 16th (Sunday) October 2022 - Emma Russell
6. Session 6 : 18th (Friday), 19th (Saturday) and 20th (Sunday) November 2022 - Dr. Paul Brown

Webinars, live (7:30 to 9:30 a.m. London time. Check local time, as applicable).

May 27th, July 1st, July 22nd, Sept 30th, October 28th (All Fridays)

All webinars are designed to support the learning. The Programme will have recommended readings, reflection papers and knowledge practice sessions. Participants will asked to log their learning journeys and submit at the end of the programme in order to attain their Certificates.

Session Details

All sessions will be conducted online, via Zoom. Participants will receive sets of all the slides used in the sessions plus detailed reading references.

SAC XII; CCE.ICF Accredited

Course Fee :

GBP 3500/ SGD 6520 - payable in 2 instalments. Book your place with a first payment of GBP 2000/ SGD 3750 before 30th April 2022

ION Consulting International will issue a receipt once you make the payment, against the invoice raised for the purpose.

To register your interest, write to e-motion@ion-consulting.org

Note : For existing SAC Alumni, the Science of the Art of Coaching XIII can be attended as a refresher course at a nominal charge.

Certificates of Completion will be awarded to all participants. All SAC 2022 members will be invited to join ION Partnership, a sorofraternity of senior global coaches.



**ION CONSULTING
INTERNATIONAL**