



Neuroscience-based Executive, Leadership, and Team Coaching with Dan Johnson, CPC, CNTC

"The goal of good coaching is the goal of good management: to make the most of an organization's valuable resources." -- *Harvard Business Review*

Neuroscience-based coaching incorporates current scientific research and the developing understanding of the brain to facilitate powerful, lasting change in clients. New understanding about neuroplasticity (the brain's ability to adapt and change) informs us that the brain is continuously reshaping itself through new learning and engagement.

Neuroscience-based coaching for executives, individuals, and groups is a powerful process that facilitates accelerated change, reinforcement, and sustained results in leadership, job performance, and career satisfaction. It also reinforces organizational initiatives and magnifies the impact of training. It demystifies coaching and demonstrates the science behind its effectiveness.

Why Neuroscience-based Coaching?

Neuroscience-based Coaching often produces powerful results in a shorter time than regular or traditional coaching methods. Its techniques are specifically based in current scientific research and the developing understanding of the brain.

While many coaching paradigms ask you to believe that coaching works, neuroscience-based coaching helps clients understand how and why coaching works.

What forms does Neuroscience-based Coaching take?

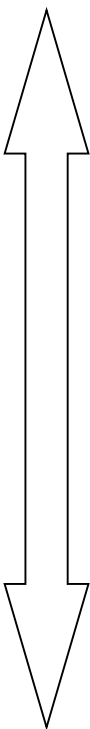
- **Leadership coaching** focuses on leadership style, business results, operations, systems, and personal/professional growth to enhance executive leadership effectiveness, improve workplace relationships, and enhance productivity of a work team.
- **Cohort Leadership coaching** is similar to leadership coaching, but in groups of 5-7 leaders at similar levels. In addition to leadership coaching outcomes, cohort coaching helps peer leaders form stronger working relationships with each other, create culture change, and form a support network for each other.
- **Relationship & Organizational Systems coaching** focuses specifically on workplace relationships and systems, rather than just an individual. This groundbreaking approach works well for improving employee engagement and any type of relationship -- boards of directors, leadership groups, departments, work teams, business partnerships, families, partners, and couples.
- **Pairing coaching with training** magnifies the impact and staying power of training initiatives by as much as 66%!

What are some benefits of Neuroscience-based Coaching?

- ✓ Improved leadership effectiveness
- ✓ Increased employee engagement
- ✓ Reduced stress
- ✓ Better emotional + social intelligence
- ✓ Improved workplace relationships and engagement
- ✓ Increased employee satisfaction, morale, and trust
- ✓ Increased career satisfaction
- ✓ More effective problem-solving
- ✓ Creativity and innovation
- ✓ Agility
- ✓ Inspiring others
- ✓ Guiding change more effectively
- ✓ Better (and quicker) decision-making
- ✓ Leading former peers effectively
- ✓ Increased camaraderie among leaders
- ✓ Reduced "silos" between departments
- ✓ Sustained improvement after new skills are learned in training

What are some of the foundations of Neuroscience-based Coaching?

In addition to tools and coaching methods based in current research on how the brain works, Neuroscience-based Coaching incorporates a Seven Levels of Effectiveness model, helping leaders increase their effectiveness as they embody each of these levels. Those Seven Levels are:

| | Level of Effectiveness | What does this look like at the leadership level? |
|---|-------------------------------|--|
|  <p>Highly Effective</p> | 7 | Synchronicity Harmonious; "in the zone;" focused on creating a positive experience for all/ knowing that what is within creates outer results and experiences |
| | 6 | Innovation Inspired, open, objective; sets aside ego, personal agenda, and perceived restrictions to explore and consider all possibilities; focusing on the most effective solution to the problem or goal |
| | 5 | Engagement Motivated; brings value, contributes, enjoys leadership role and the organization; actively collaborates; focuses on possibilities rather than limitations or detriments |
| | 4 | Courage Brave, resolute; takes a stand; trusts in the possibility of a positive future |
| | 3 | Frustration Angry; focuses on fighting, jockeying for position against others; angry |
| | 2 | Fear Anxious; self-protection; does not trust the organization; reticent to cooperate or collaborate with others; not fully engaged in the leadership role and organization |
| | Ineffective | 1 |

What services are included?

Specific neuroscience-based coaching services are tailored to the needs of each client. Services may include:

| | |
|-----------------------------|--|
| Success Measures: | The measurable results of a coaching engagement are identified and agreed upon with the client and client organization. |
| Organizational Scan: | The characteristics and qualities of the client's work environment are identified to ground the coaching in the client's "real world" of work. |
| Assessment: | A variety of assessments are available to the client, including 360-degree feedback, Social + Emotional Intelligence, workplace interaction styles, communication styles, values, and management and leadership skills. Job shadowing and interviewing of colleagues and direct reports are also available to clients. |
| Coaching: | Twice monthly coaching sessions incorporating neuroscience-based tools are focused on the client's professional goals and needs. These sessions are often held in-person, by phone, or Skype. The length and frequency of sessions are customized to meet each client's need. |
| Fieldwork: | Between coaching sessions, the client is asked to undertake one or more on-the-job assignments. This fieldwork is designed to help the client make progress toward a goal and create new, desired habits in workplace behavior or performance. |
| Training: | Targeted training on topics such as flexing communication and workplace interaction styles, using coaching skills with direct reports, and effective decision-making may also be part of the coaching program. Training outcomes are incorporated into the Development Diary, fieldwork, and coaching sessions to make the training "stick." |
| Development Diary: | The Development Diary helps the client document his or her accomplishments, identify successes and areas he or she would like to develop, and identify questions to bring to the next coaching session. It also documents a client's progress during the entire coaching period. |
| Ongoing Support: | Clients may choose one or more resources for ongoing support during coaching. Support may come in the form of email or telephone support from the coach. |

Frequently Asked Questions about Neuroscience-based Coaching

Why is neuroscience-based coaching an ideal approach to improving leadership and performance?

Three reasons:

1. The brain is neuroplastic and can change. Neuroscience-based coaching is one of the best ways to facilitate change, especially change that is difficult to do on our own.
2. Neuroscience-based coaching helps us integrate all parts of the brain and integrate our whole selves. We've been taught to compartmentalize, shut off emotion, not be so rational, focus on the task at hand. Neuroscience-based coaching helps to integrate the part of our brain focused on tasks (our Task Positive Network) with the part of our brain that can vision, create, and empathize (Default Mode Network). And, we have neurons in our heart and gut. Integrating all these systems maximizes effectiveness, emotional + social intelligence, the engagement of employees, and reduces stress.
3. Neuroscience-based coaching helps a leader choose and create, rather than react. Leaders become more centered. They innovate. They create cultures of engagement and improve relationships with those they lead.

Will neuroscience-based coaching work for me? Is it worth my time?

Coaching helps create positive new neural pathways, which leads to lasting, sustainable change. This means that coaching builds capacity, rather than dependency. Research shows that anyone can change their brain with focused effort.

Is this the right time for coaching? I don't have time for it – I'm too stressed right now.

Coaching helps build crucial connections between various parts of the brain, which helps the brain increase in focus and clarity, as well as make more effective decisions and recover from stress. In fact, the tools of professional coaching have been scientifically proven to reduce stress, which leads to more sophisticated thinking, emotional intelligence, empathy and creativity.

Is neuroscience-based coaching just focused on the brain? Is it just for "thinkers" rather than those of us who "feel" or "sense"?

Neuroscience-based coaching helps you access the wisdom from your brain, your body, and your intuition. In fact, our brain is not just in our head. We have neurons in our heart and gut, and every part of our nervous system participates in processing information. When we only deal with "head" stuff we miss major aspects of your actual intelligence and insight.

I'm not sure how comfortable I'd be working with a coach. What advice can you offer me?

Coaching is all about creating new neural pathways, and the best way to do this is to step outside your comfort zone, try (and maybe fail occasionally), and be willing to experiment. The coaching-client relationship is based on confidentiality, support, accountability, and safety. If you can have fun, so much the better, it relaxes the brain and makes change easier.

Testimonials from Neuroscience-based Coaching Clients

"Coaching with you made an incredible difference in my life and my career. I went from being unsure and uncomfortable in my leadership role to feeling inspired, confident, and competent. I will never forget you or what you taught me." – J.D., Healthcare Director

"Dan is awesome – really talented, helped me identify clear goals, take actions, move ahead very quickly, and imagine possibilities that are within my reach but I never would have imagined myself. And I reached those goals and more! He's the best coach I've ever had." – D.Z., President, Not-for-Profit

"With the added benefit of neuroscience-based coaching, I was able to feel the shift on a deep level. I gained clarity, insight, confidence, and clarity which enabled me to meet my leadership goals. I am so grateful for Dan and his masterful coaching." – F.B., Business Owner



Dan Johnson, CPC, CNTC

Dan Johnson, CPC, CNTC is a Certified NeuroTransformational Coach specializing in executive and team coaching, leadership development, and talent management. Combining his fascination of neuroscience, energy, and spirituality with his expertise in performance improvement and measurable outcomes, Dan uses neuroscience-based coaching to accelerate measurable outcomes and insight for his clients in healthcare, manufacturing, retail, academic, not-for-profit, government, agriculture, and large financial institutions. His varied client roster includes corporate presidents, executives, directors, managers, academic faculty, and healthcare professionals.

Dan graduated Phi Beta Kappa with a Bachelors degree from Purdue University in Financial Planning and an Masters degree from Indiana University in Instructional Systems Technology. He earned the Certified Professional Coach designation from the Institute for Professional Excellence in Coaching (iPEC) and completed graduate coach training in Organizational and Relationship Systems Coaching through the Center for Right Relationship. Dan is a third-year graduate of the Indianapolis Gestalt Institute and earned the Certified Neuroscience-based Coach designation through BeAbove Leadership. A longtime contributor to the talent development profession, Dan served as President of the Indianapolis chapter of the International Coach Federation and the Association for Talent Development Central Indiana Chapter.

Dan Johnson, CPC, CNTC
Certified Neurotransformational Coach
(312) 724-6120
dan@danjohnson.me
www.danjohnson.me