

Why Your Brain Needs A Coach

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1. Every activity and coaching discussion is linked to someone's thoughts, feelings and behaviour

Have you ever wondered why you always get the same result or response from others? Well, there are ways of approaching all events and activities in our lives. Repetitive thoughts, feelings and behaviour can become habits if we make repetitive actions. These habits can be useful and help us survive or alternatively they are un-resourceful and affect what we do in a negative way. As your Coach, my role is to facilitate your thinking. Through this discovery journey, you will learn which habits are useful, which ones help you succeed and how to build new habits. You can build new mental maps and win in life!

2. A Coach supports the brain to become solution focused rather than dwelling on problems

Coaching is not about searching for a cause of the problem and then proportioning blame on others or self. Focusing on problems may be interesting, but leads us to discussing the past and can drain our mental energy. When we focus on solutions, we look to the future, where we want to be and we become open to possibilities. Your Coach will support your focus by asking vision and planning questions - keeping you on track with your strategies and action plans to achieve your goals.

3. Discussing insights and establishing learning helps make new brain connections

Coaching impacts the brain through insight. When you become aware of a dilemma, you generally feel unsure, troubled and confused about what steps to take next. Through powerful questioning, the Coach allows you to reflect on the dilemma, pulls out the learning and together you notice the impact this may be having on your life. Your brain starts making new connections. At this stage, you go through a phase of personal illumination. Motivation is at its peak and you are ready take action!

4. Change requires more than a scant thought; it requires ongoing attention and will power

Change is much harder than we think! In an interview between David Rock, CEO of Results Coaching and Jeff Schwartz, author of *The Mind and The Brain*, Jeff states that your brain is built to detect changes in the environment and send out strong signals to alert you to anything unusual. This leads to error detection signals and your brain sends a constant, incorrect message that something is wrong, so you keep trying to fix it. These signals can be so strong it can distract your attention and can readily overpower rational thought. It takes a strong will power to push past such mental activity. Coaching explores these thoughts, forges new brain circuits to enhance changes required and keeps you focused on changes you are trying to make.

5. Coaching helps make new connections in the brain

Your brain creates millions of new connections each second. When you have positive, new connections, you become energized. When your brain is unable to make connections, it becomes difficult to think you way out of a problem. If you pay attention to positive brain connections, your brain circuits will remain stable, open and dynamically alive, enabling your brain to change its hardwiring. A Coach does not tell you what to do or how to live in order to make new connections; a Coach supports you to generate new brain wiring and focused action to create sustainable change.

6. The questions you ask of your brain affects the quality of response and your focus

Studies of neuro-plasticity have shown that focused attention plays a critical role on creating physical changes in the brain. More stimulating environments and structured activity leads to more connections being formed in the brain. Your brain is a huge connection machine and generates new connections, responses and answers in a fraction of a second. If you ask your brain 'why me?' it will produce reasons, often negative thoughts, self-pity, assign blame and maybe even lead to denial of responsibility or accountability. If you ask your brain questions like "what do I want to achieve now" or "what can I do now to move this forward?", your brain will re-focus, make new connections, alter how we perceive the situation and become solution focused.

7. Mindful awareness empowers people to respond rationally to emotionally stressful stimuli

Knowing your brain and how it works can help you come to your own answers. However, for many people this is a mystery! When you are emotional stressed, you usually respond in an emotional way. The outcome of this is often damaging to ourselves and those around us. Through observational skills and self-directed learning, you have the ability to alter your own brain activity by focusing your attention in constructive, rational ways. Having a Coach can help you understand how to learn this skill, how positive feedback affects the brain, how and why we make decisions, what happens when we set goals and why we respond in the way that we do.

In summary, where we focus our attention, changes our brain and these changes affect how we see, feel, think and interact with the world. Give your brain the best - get a Coach - you deserve it!

For more information and Coaching Services, contact:

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