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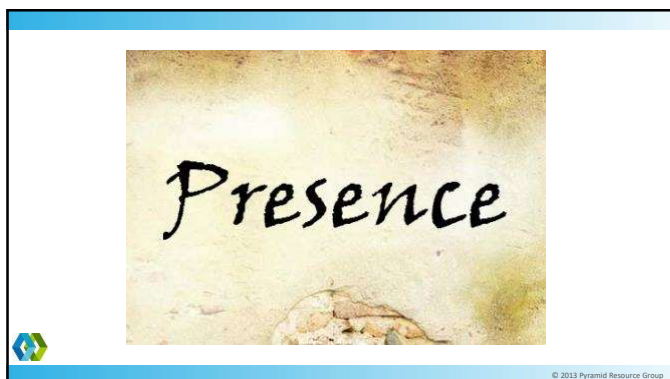
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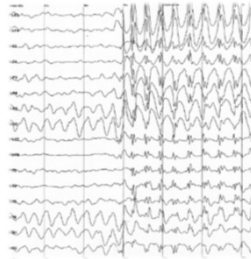
### Science is catching up to experience

A study was done in April 2022 recording activity in the regions of the brain associated with problem solving.

They studied three different approaches – 1) solitary sorting, 2) receiving direct opinions and advice, and 3) non-directive coaching using reflections and open-ended questions.

The coach approach (3) led to the highest activity in the region of the brain associated with creativity. The participants generated far more insights they called "aha" moments that enhanced their problem-solving capacity and their commitment to act.

Bartolomé G., Vuka S., Nadal C. and Blanco E. (2022) "Right cortical activations during generation of creative insights: An electroencephalographic study of coaching." *Frontiers in Education*, 7:753710.



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### What is so special about coaching?

The study confirms when you coach a person's thinking - how they define their situation and who they are being in that picture - the creative insights that emerge accelerate the change process.

People not only see new ways to proceed they do so with more confidence and often, more excitement.



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### What is so special about coaching?

You can't just tell people to change. They are stuck in their safe stories and believe their *logical* reasoning.

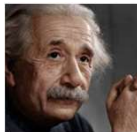
To create **sustainable change**, people need to expand or change...

How I interpret the present based on my past.

Who I am in this situation.

**"We are what we believe. We find what we go looking for."**

- Rutger Bregman, author of *Humankind: A Hopeful History*



**"Reality is an illusion, albeit a very persistent one."**

- Albert Einstein, theoretical physicist

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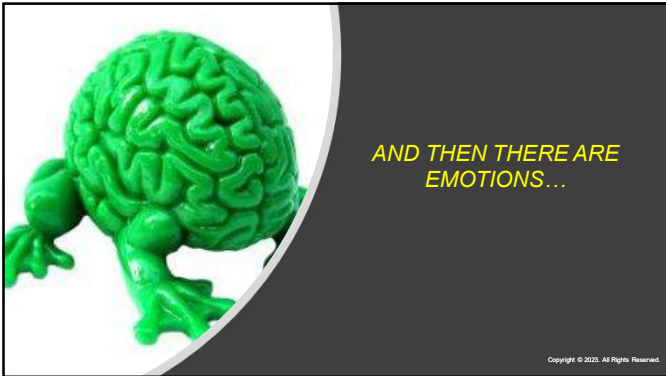
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## How Humans Learn



*Insight-Based Learning*  
(not fact- or fear-based)  
happens at the “**aha – light bulb**” moment of breakthrough.

## Expands Perspective Beyond Fears and Doubts

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*Who are you as a coach?*

*Coaches are thinking  
partners.*

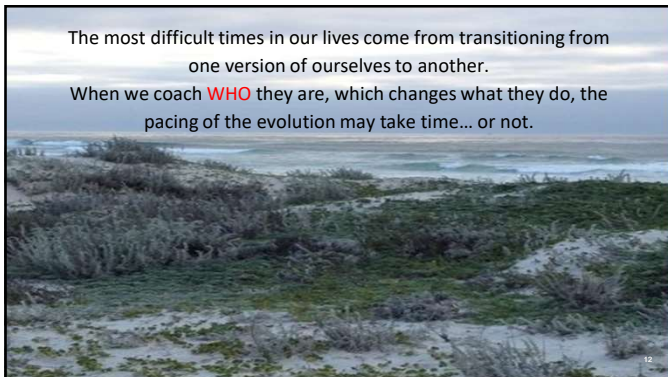
*Are you willing to give up being the healer, mentor, prescriber in order to be the coach?*



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The most difficult times in our lives come from transitioning from one version of ourselves to another.

When we coach **WHO** they are, which changes what they do, the  
pacing of the evolution may take time... or not.



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Who are they  
in relation to  
the issue goal  
or outcome?

**Competency 5: Maintains Presence**  
5.1: Coach acts in response to the whole person of the client (the who).

**Competency 7: Evokes Awareness**  
7.2: Coach asks questions to help the client explore beyond the client's current thinking or feeling, to new or expanded ways of thinking or feeling about themselves (the who).

**Competency 8: Facilitates Client Growth**  
8.2: Coach invites the client to state or explore the client's learning in this session about themselves (the who).

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Coaching  
Demonstration

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How does your identity  
relate to your work?  
How does being a coach  
relate to the power and  
privilege you experience  
in your work?

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