

Get the brain involved in creating change

Welcome

International Coaching Week, 2023



Creating Space to Expand

Annette Kledal, MCC
Partner in Expand.nu

Agenda

- Welcome
- How can we create change at the level of the brain?
- How can you coach in a way that involves both system 1 and 2?
- How can we assist others gaining insight through a coaching conversation?
- What questions can you ask during a coaching conversation to assist coachee changing an unwanted habitual response?
- Takeaways



Start with the end I mind

- This webinar will be a success for you when.....
- What will you be thinking, feeling, saying og doing differently after the webinar?



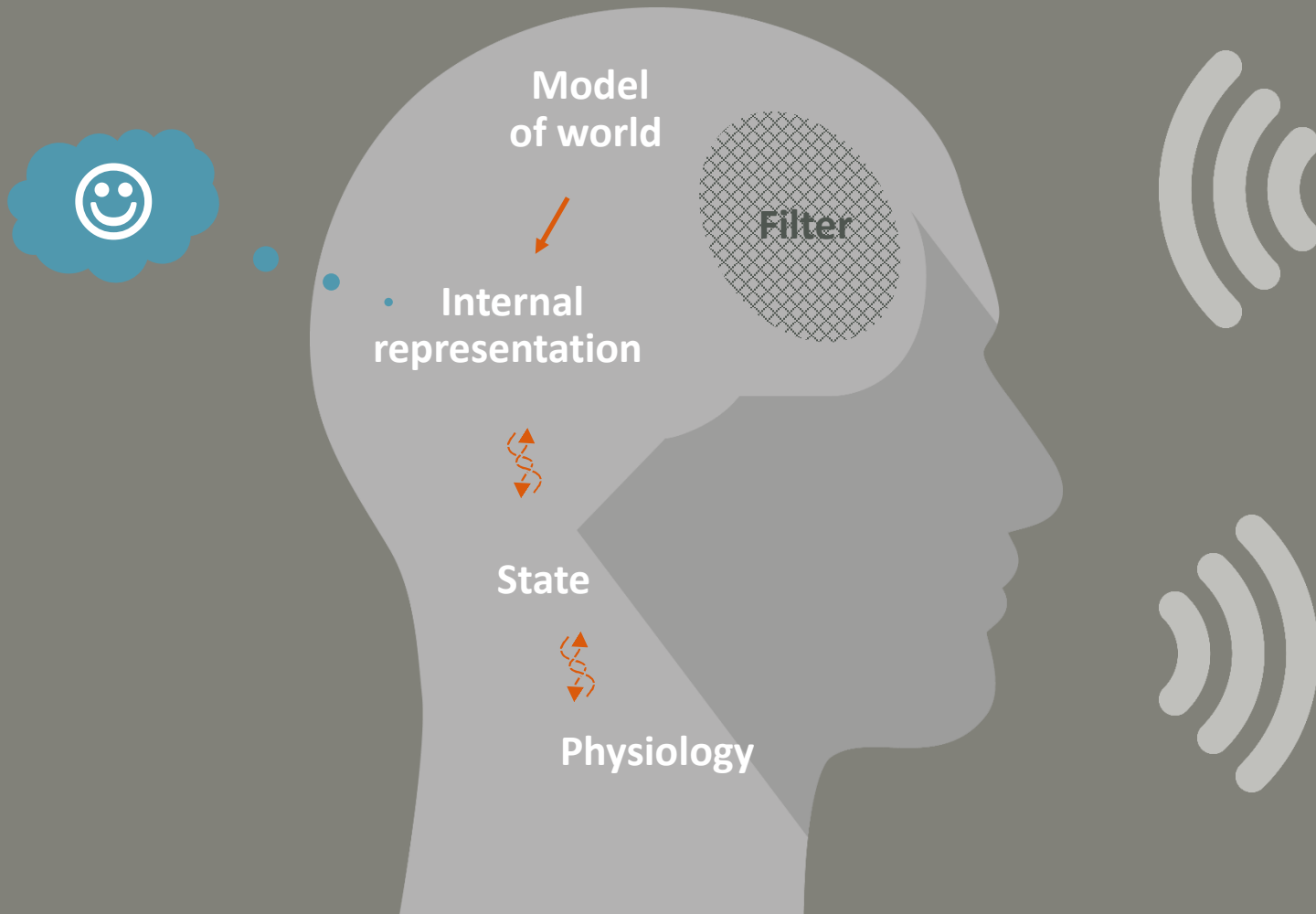
Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

International Coaching Federation, ICF



What are some basic models & concepts to be aware of?





Senses



See



Hear



Feel



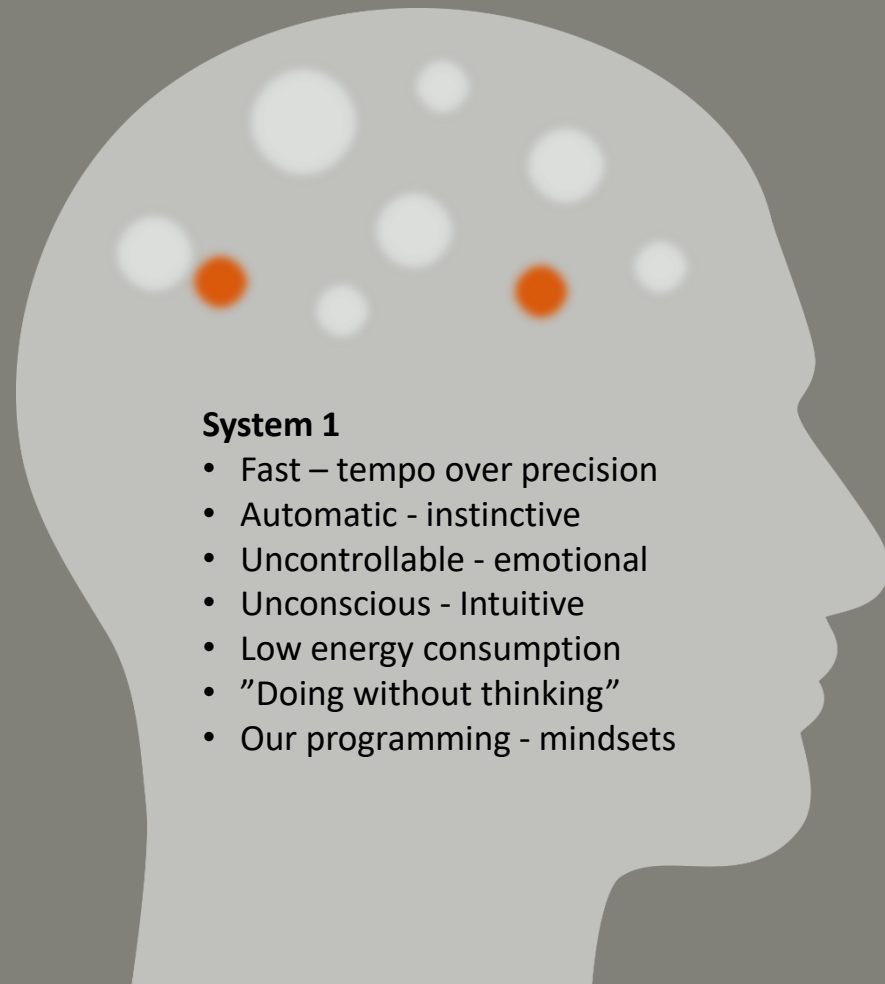
Smell



Taste

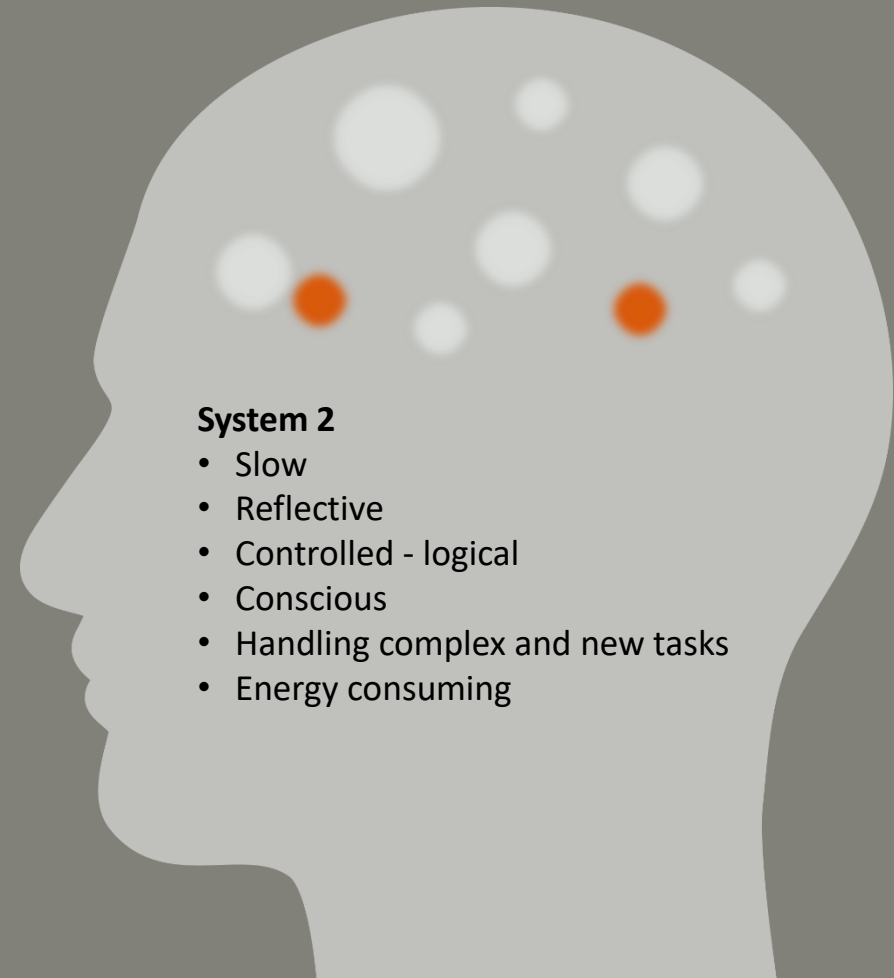
Behaviour -
Verbal and non-verbal

System 1 and 2 – Thinking, fast and slow



System 1

- Fast – tempo over precision
- Automatic - instinctive
- Uncontrollable - emotional
- Unconscious - Intuitive
- Low energy consumption
- "Doing without thinking"
- Our programming - mindsets

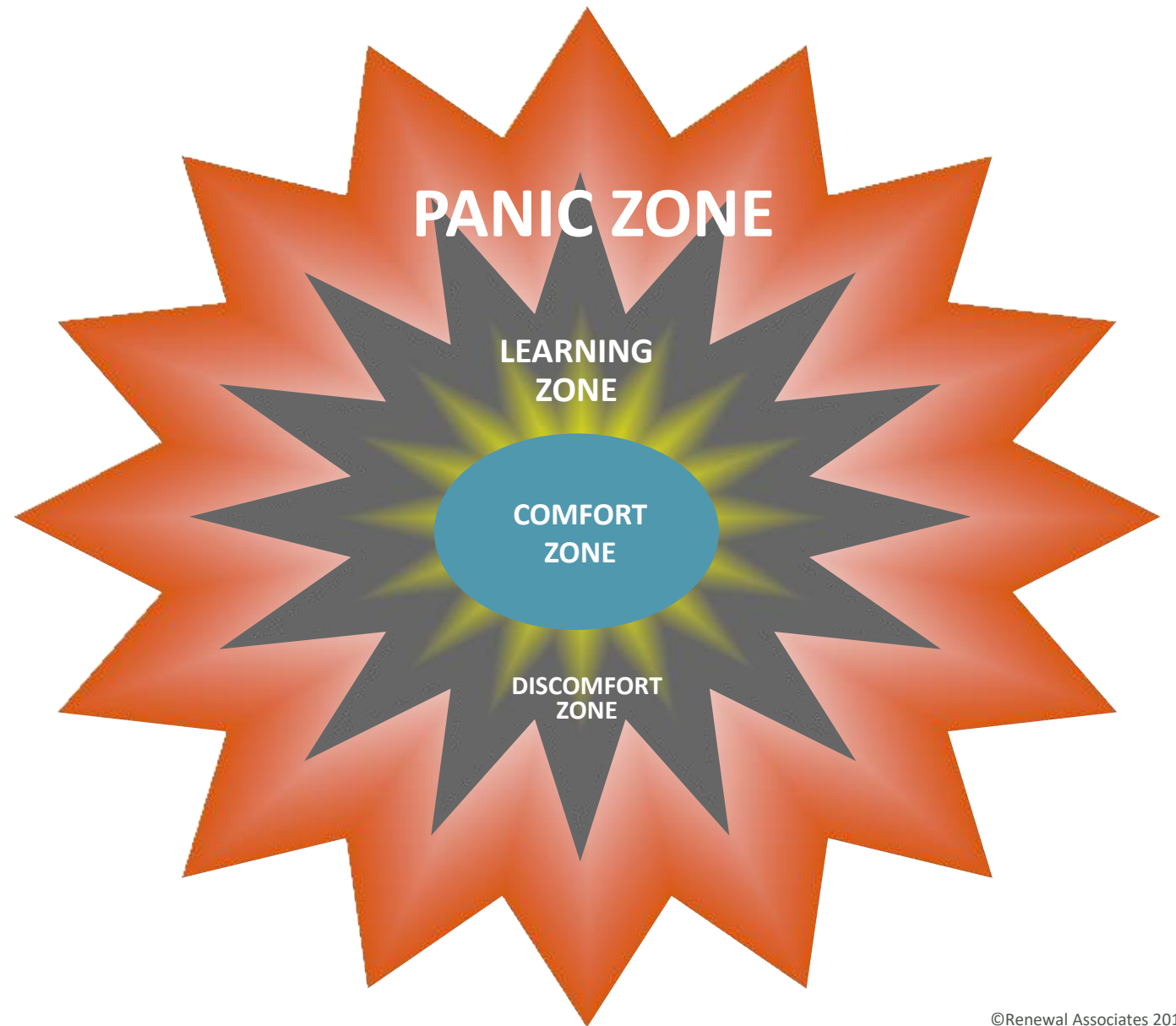


System 2

- Slow
- Reflective
- Controlled - logical
- Conscious
- Handling complex and new tasks
- Energy consuming

The zone of uncertainty

Insight and learning is created in the zone of discomfort



©Renewal Associates 2017

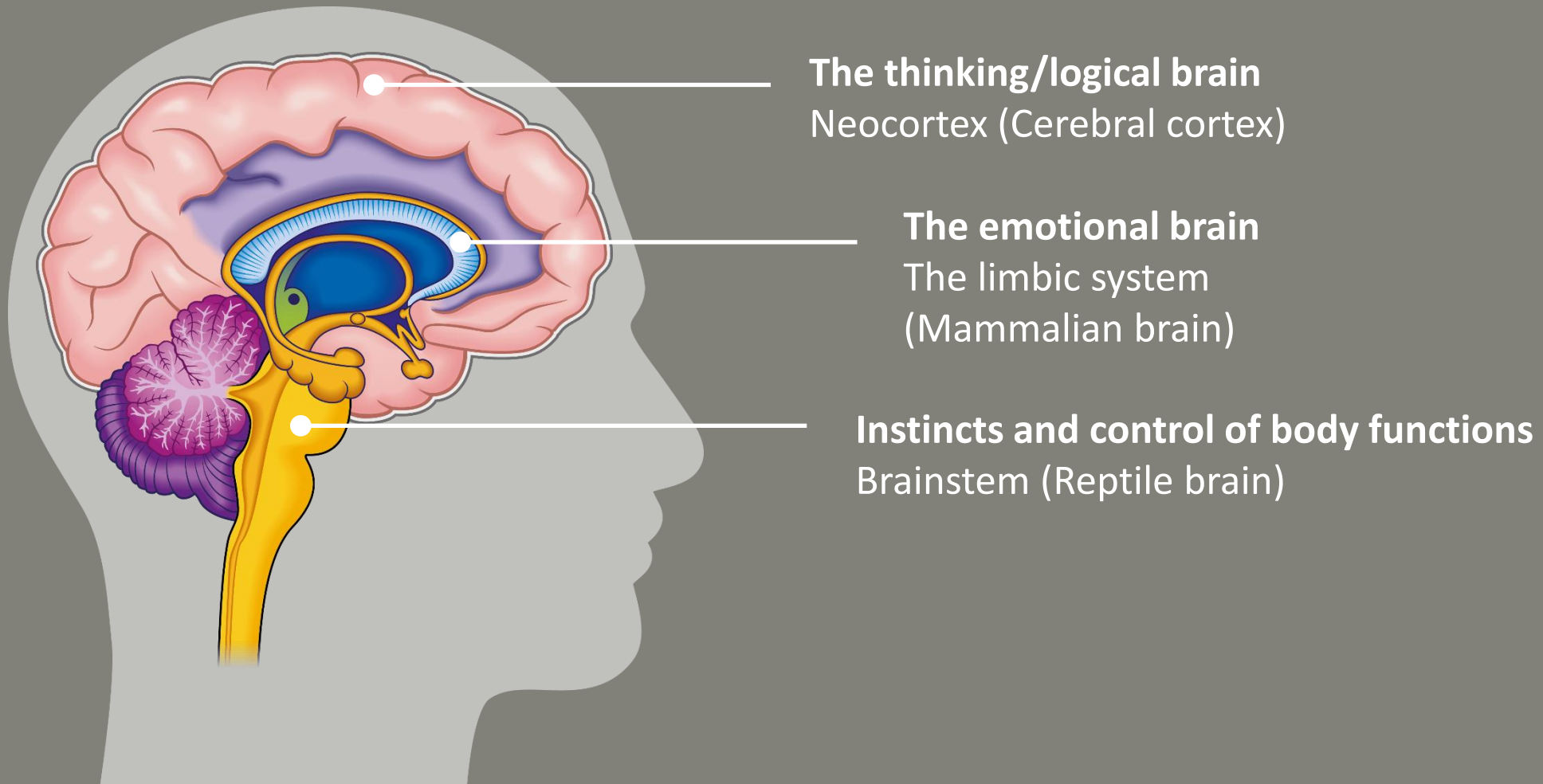
**A prerequisite for
change and learning**

**Change puts the brain in
a state of uncertainty**

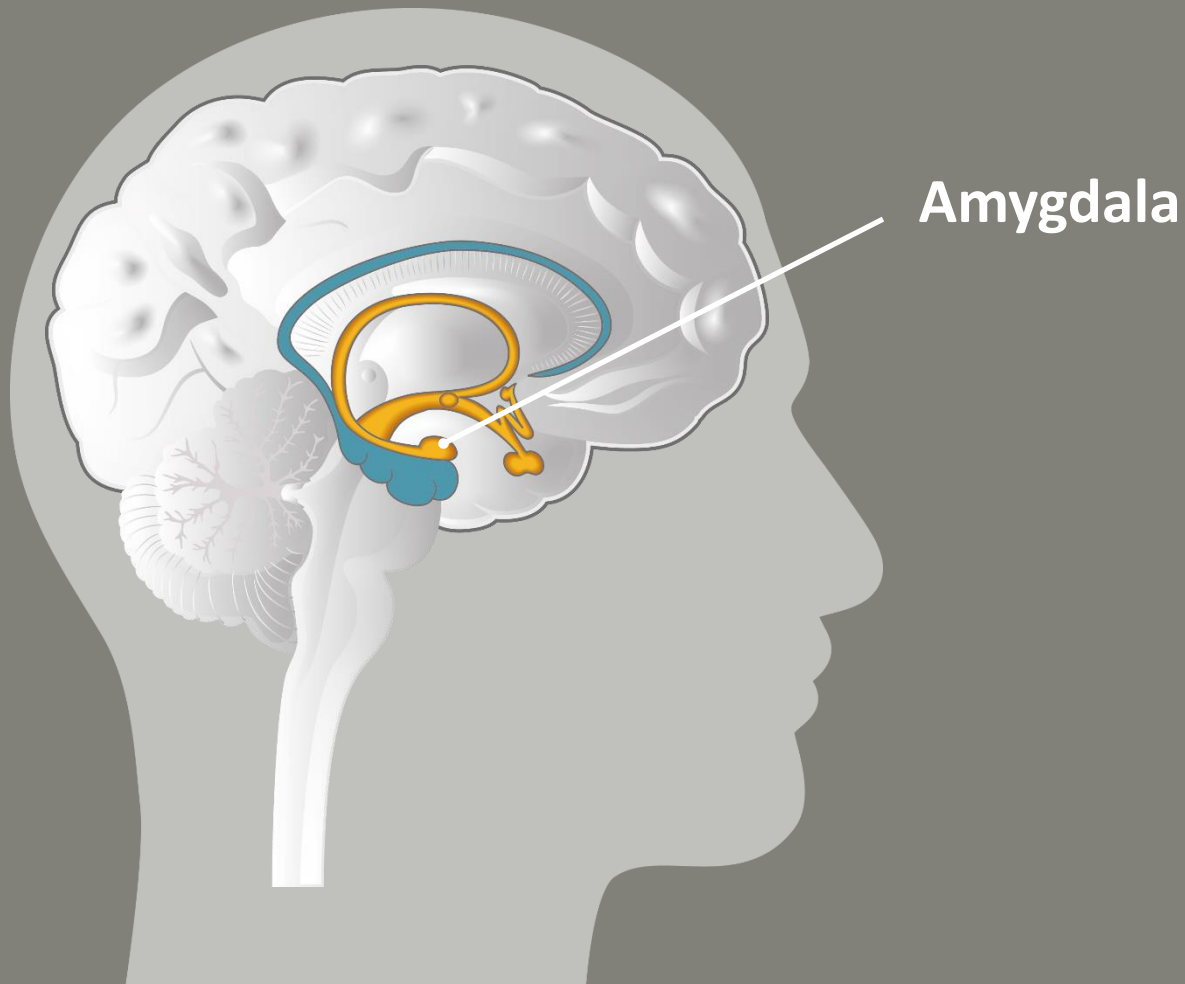
**Uncertainty is a
prerequisite**



The brain



Amygdala – ‘Alarm brain’



The brain constantly scans for:

- Is it safe?
- Is there any danger?
- Do I belong?

Reaction:

- Freeze?
- Flight?
- Fight?

Amygdala hijack

Stimulus eg.

Loss of control



Respons

Uncertainty

Doubt

Fear

Worry

It is normal!

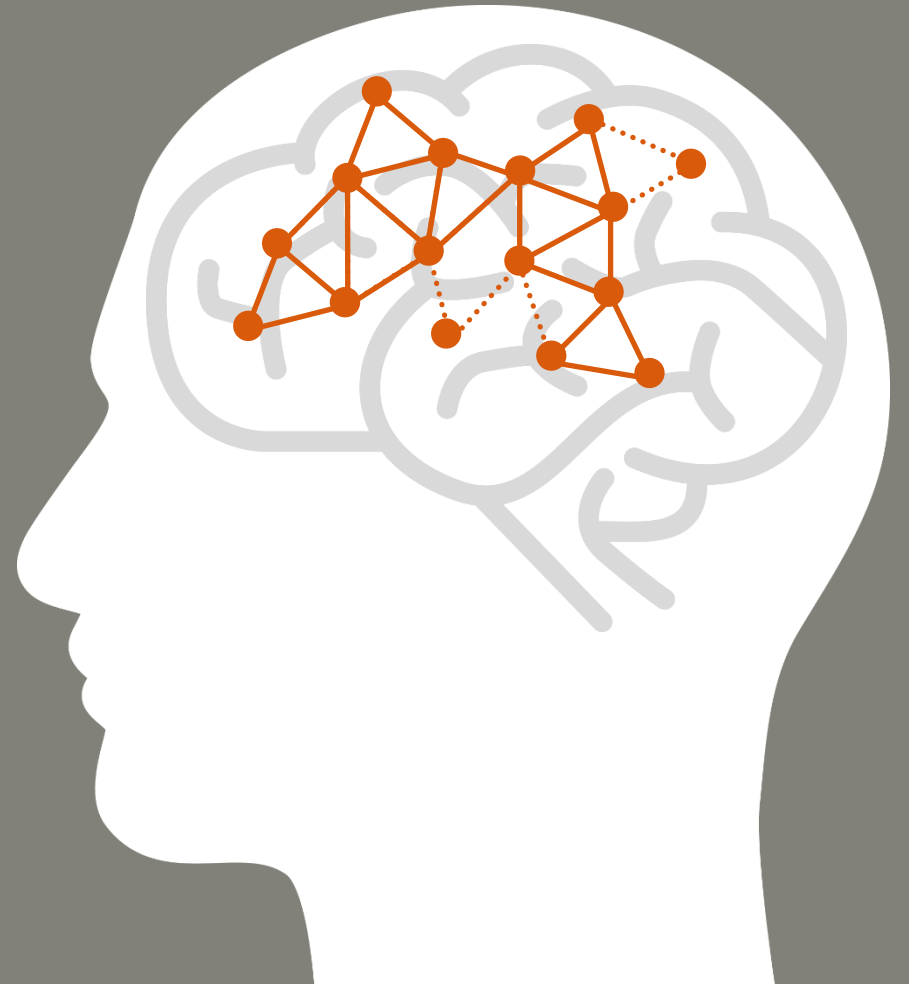
Our brain is plastic

Neuroplasticity:

- Anatomical and functional changes in the brain are called neuroplasticity

It happens on several levels:

- Formation of new neurons from stemcells
- Reinforcement of existing synapses
- Formation of new synaptic connections between neurons



A photograph of two men in conversation. The man on the right is the primary focus, looking towards the man on the left. He has short, light-colored hair and a light beard, and is wearing a white button-down shirt with thin blue and grey stripes. The man on the left is seen in profile, wearing a plain white shirt. The background is a bright, indoor setting with a green plant visible on the right.

How can coaching help?

How is coaching helping?



Stop



Step back



Reflect and
get insight



Create new
ways of
thinking and
acting

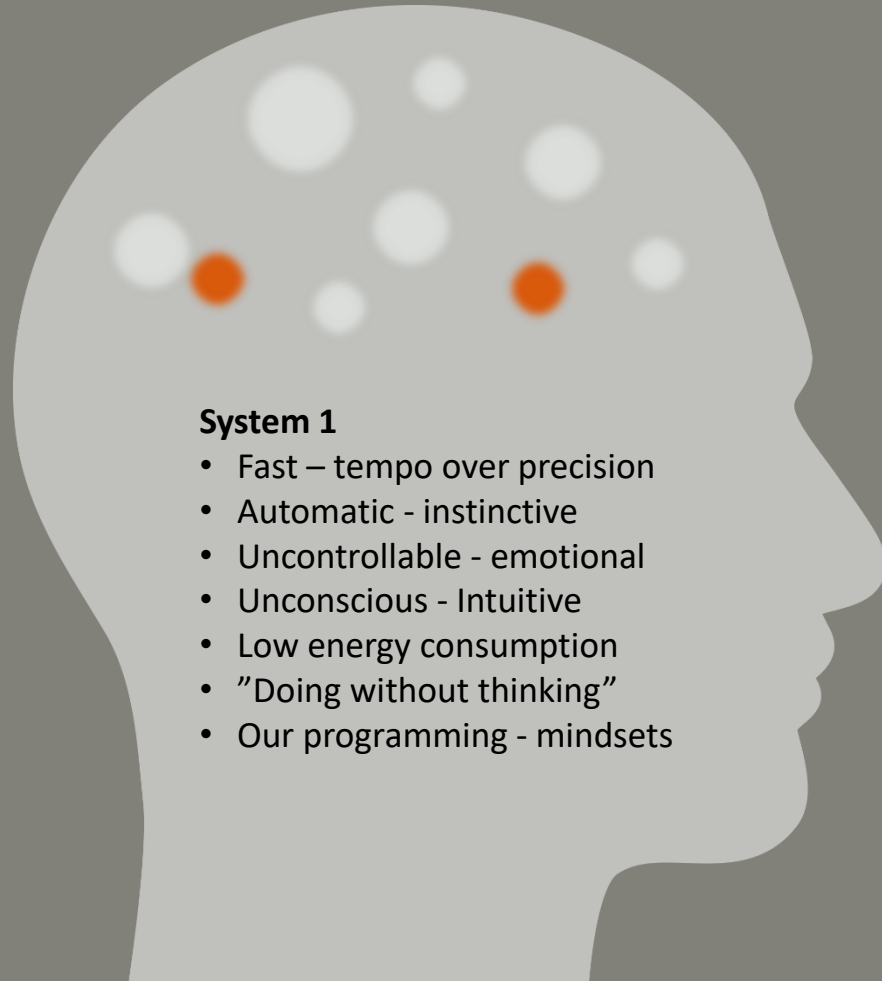


Try it out



Practice
every day

System 1– Thinking, fast



System 1

- Fast – tempo over precision
- Automatic - instinctive
- Uncontrollable - emotional
- Unconscious - Intuitive
- Low energy consumption
- "Doing without thinking"
- Our programming - mindsets

Cells that fire together wire together

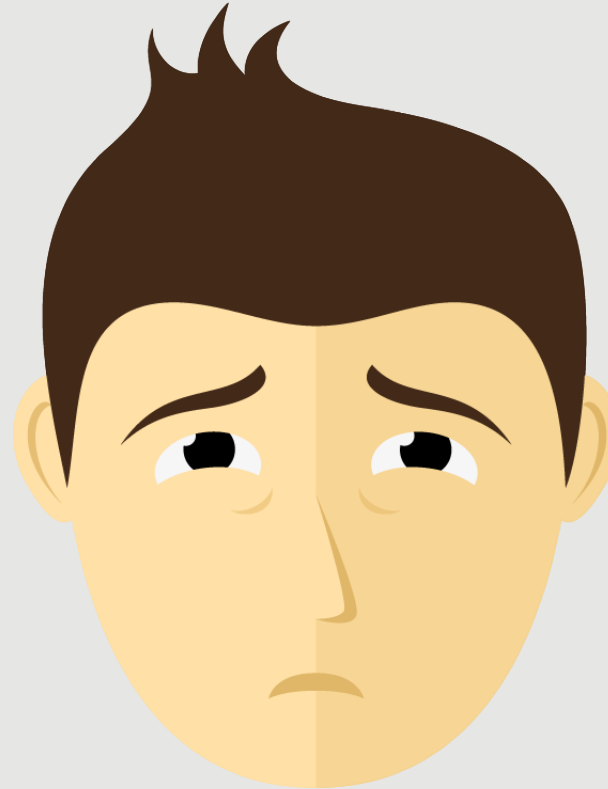
Hebbian Learning

Stimulus – response reactions



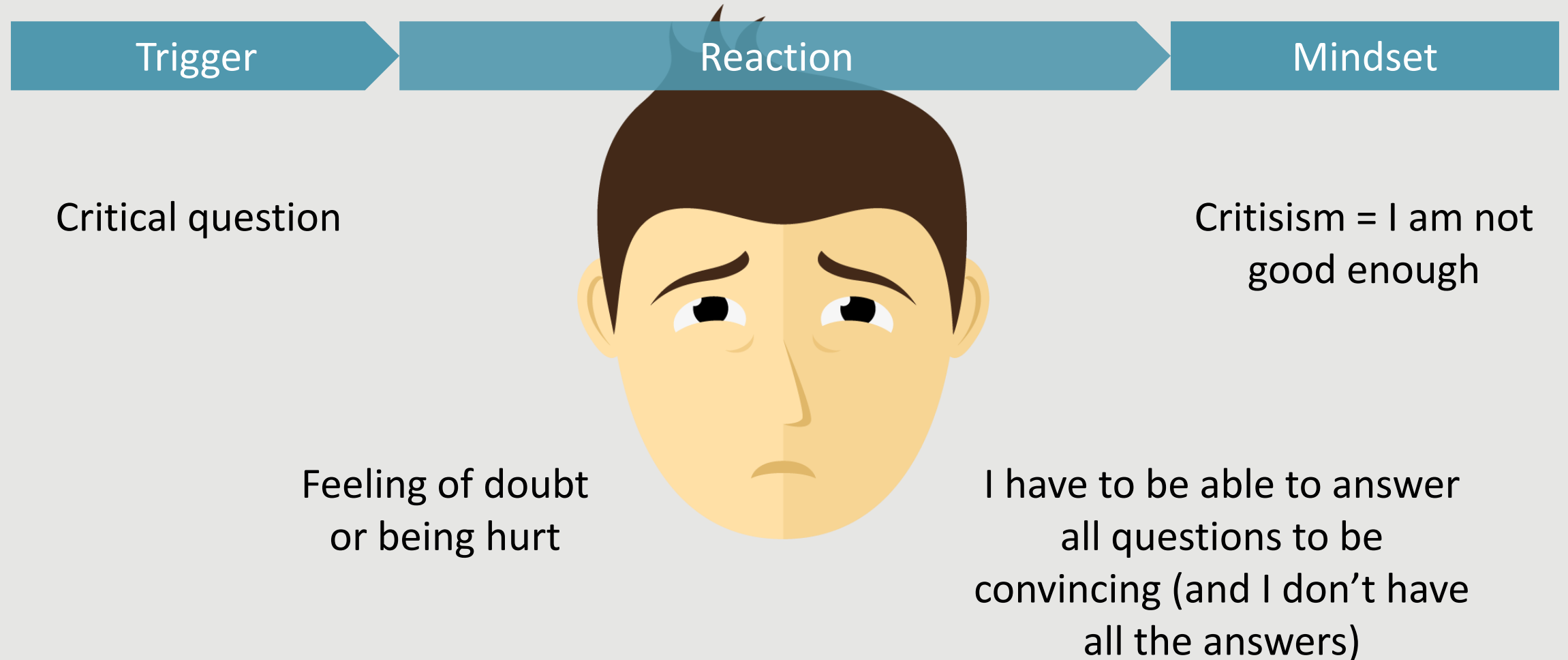
Stimulus, eg

- Time pressure
- Failure
- Criticism
- New responsibility
-



Automatic response

An example



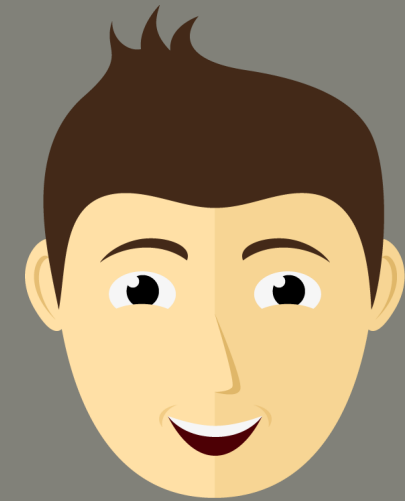
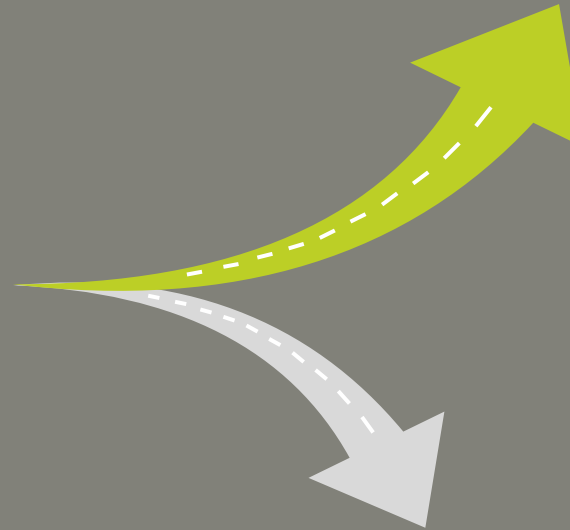
Re-install choice and creating awareness

New mindset and behavior



Stimulus

- Time pressure
- Failing
- Criticism
- Change

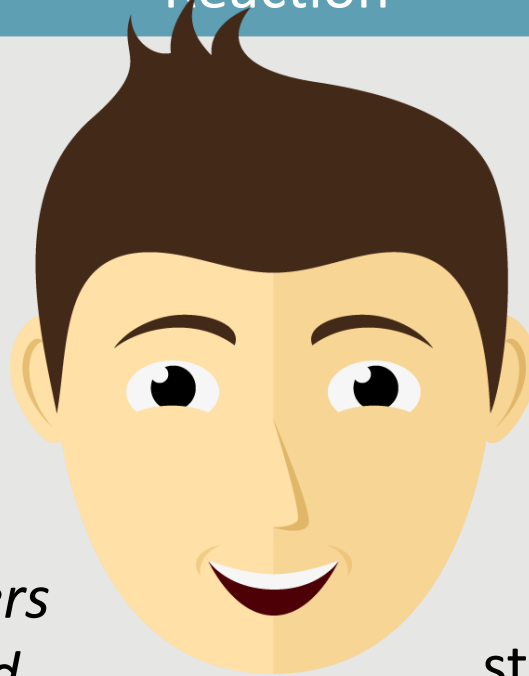


An example of a change in mindset



Somebody asks you
critical question

*"I don't have all the answers
yet – together we can find
them"*



Feeling
stimulated and
curious

**Criticism = I get a
chance to know
more & get new
perspectives**

How to create insight in coaching

Present reality and outcome reality

There are 2 very different states associated to these 2 realities

O

Outcome
situation &
state



Dialogue

P

Present
situation &
state



2 important concepts

Association

Being fully present in an experience with feelings and thoughts.

Congruence

Conformity between verbal and non-verbal communication.

Dissociation

Being outside of an experience.

Thinking and talking about it without any emotional reaction.

Incongruence

Discrepancy between verbal and non-verbal communication.

Change the state in a conversational way

Explore present situation/state

- What is the situation right now in regard to your outcome?
- What do you do in this situation?
- What are the major concerns /constraints moving forward?
- How does this situation affect you?
- What triggers this reaction?

Explore outcome situation/state

- When you experience the trigger, how do you want to feel different to be able to get to your outcome?
- How will you know you feel this way?
- What will that give you?
- What will you be able to do then?
- What are the effects of this?

Make change happen

Associate

Associate the client to present (problem) state and the trigger.



Dissociate

Dissociate the client from the present state.



Associate

Associate the client to the outcome state and the resources here.



Associate

Associate the outcome state with the original trigger.



Okay!

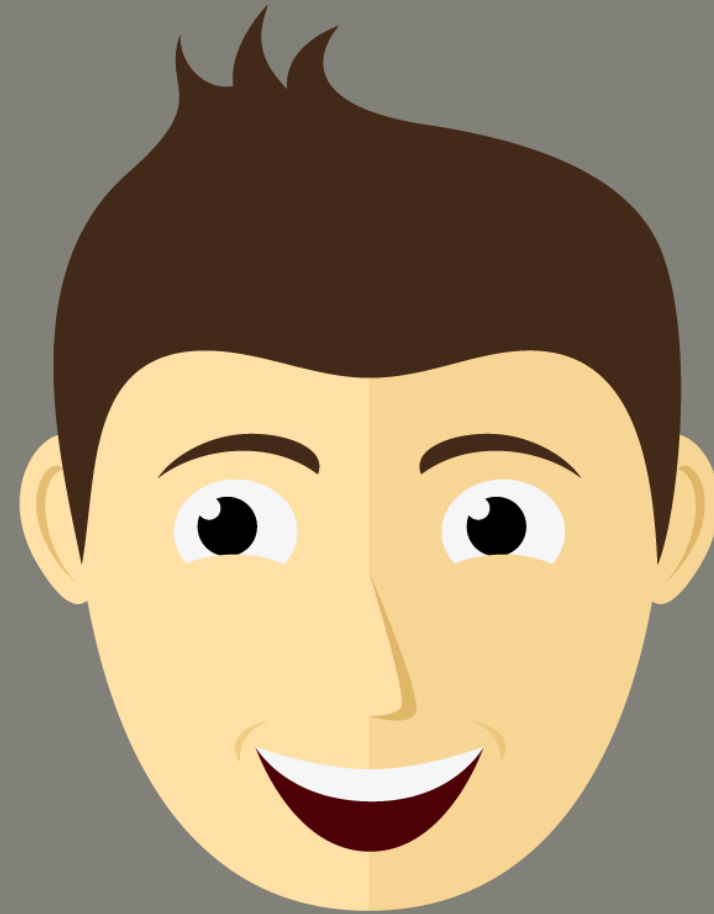
How do we make an insight
or new behavior stick and
grow into a new habit?



Matching expectations

Reality = Expectations

Dopamine goes up

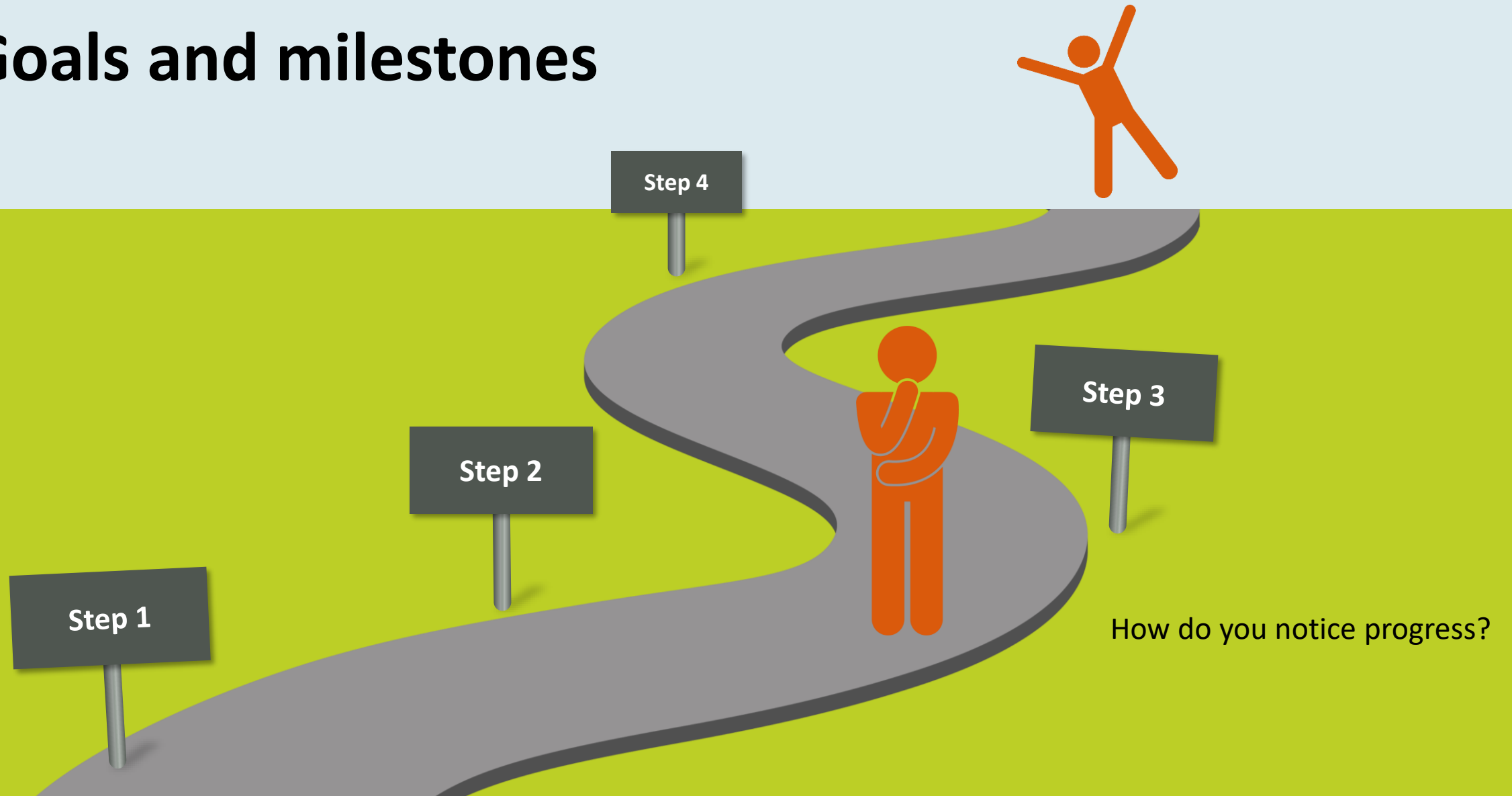


The progress principle

- Dopamine is released when reality matches or exceeds our expectations.
- This is equal to feeling pleasure.
- If not, we get frustrated instead and over time lose motivation.
- One key to keep being motivated is to make sure you regularly get dopamine release.
- Thinking about a "goal" as a process and using "yet" is part of the growth mindset – you are not there.... Yet! (Growth mindset, Carol Dweck)



Goals and milestones

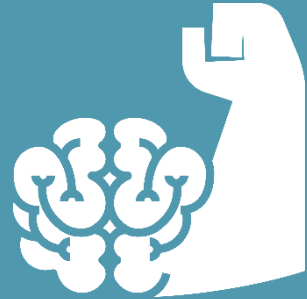


What is required for the brain to change?



Courage

To overcome
uncertainty and
doubt



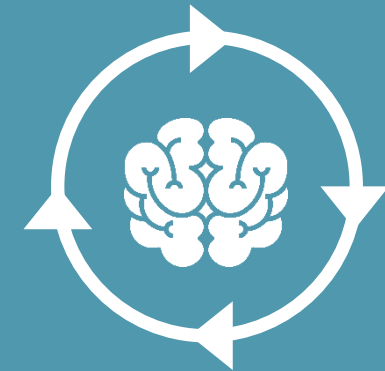
Will power

To postpone
rewards



Motivation

To understand
why and feel a pull
towards



Repetition

The brain needs
to make new
pathways

Courage

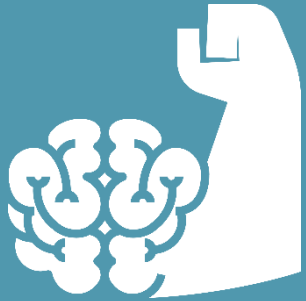


Courage

To overcome
uncertainty and
doubt

- Find your courage – do it even if you are insecure
- Take small steps towards the final goal – do not wake up the amygdala (too much)!
- Join forces to do the same – it often helps to commit together
- Get support and acknowledgement from yourself and others. And remember: it's OK not to be there... YET

Will power



Will power

To postpone
rewards

- Stay strong on your commitments!
- Keep going even you are not succeeding the first time – and the brain feels it is not rewarded... YET!
- Make sure you organize short-term wins to fuel the brain's need for rewards – it is key to the brain.

Motivation



Motivation

To understand
why and feel a pull
towards

- Insure the reason-why to change is clear. Take some time to reflect on the why.
- Establish visible connection between the reason-why and the objective/new behaviour you are looking for
- Find internal motivation in order to succeed. Which values are supporting the new behaviour?
- Get support and acknowledgement from yourself and others.

Repetition



Repetition

The brain needs
to make new
pathways

- Be very concrete and specific on what exactly you
- Be very explicit about precisely when the new behaviour needs to be "active"
- Do things in a simple and easy-to-do way
- Insure the organisation/system supports the new behaviour
- Repeat the new behaviour many times
- Get the support and acknowledgement.

Stop and step back



Stop



Step back



Reflect and
get insight



Create new
ways of
thinking and
acting



Try it out



Practice
every day

What is an important takeaway from today?

How, when and where will you use it?



Annette Kledal, MCC

Partner in Expand ApS

Experienced leadership and team coaches

ak@expand.nu

+45 40 15 81 24



Creating Space to Expand.
Training, Facilitation and Coaching



E X P A N D