



💡 **Top 5 Essentials from 3 Brains**  
**- Head, Heart, and Gut**  
**Intelligence for coaching & leadership**

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# My intention: Your takeaways!

## Top 5 essentials from 3 Brains - Head, Heart, and Gut Intelligence

- What is the issue?
- Know which brain is leading you!
- Know what their responsibilities are!
- Change is stopped by our evolutionary biology
- One Brain dominance leads to disaster!
- Align your 3 Brains

# Christoffel Sneijders MCC

- Clinical Supervisor and Mentor
- Executive Business Coach MCC
- Clinical Psychotherapist/Hypnotherapist
- Visiting professor at the IE Business School
- 30 years experience in coaching, training, therapy and consultancy, and assisted more than 12,000 people in Europe, the Middle East, Australasia, and the USA
- Founder: 3 Brains Intelligence, 3 Brains Coach Certification Training



Author of the books:

- "Relationships? Which Brain is Talking?"
- "How Men and Women Fit, finally understand your partner with the 3 brains theory"

# We all did it at least once in our life

- How many times did you say to someone?
  - Follow your heart
  - Trust your gut feeling
- Or regretted a decision and said:
  - I should have followed my logic, heart or gut feeling!

🤔 BUT what does it actually mean when we say that?

# We all have it sometimes, is it not?

- Who of you had/is sometimes having issues with:
  - Procrastination,
  - Eating unhealthy,
  - Setting boundaries or saying no,
  - Communication hard decisions, bad news talks with employees
  - Depressions or anxieties



Who inside you is in charge of these “bad” decision-making moments?

# Know which brain is leading you!



3 Brains Intelligence

HEAD | HEART | GUT

The company you work for is making a severe loss, and there is an urgent need to take action. The board decided: A minimum of 5 employees of your department should be made redundant. All your 10 employees have the same level of competencies.

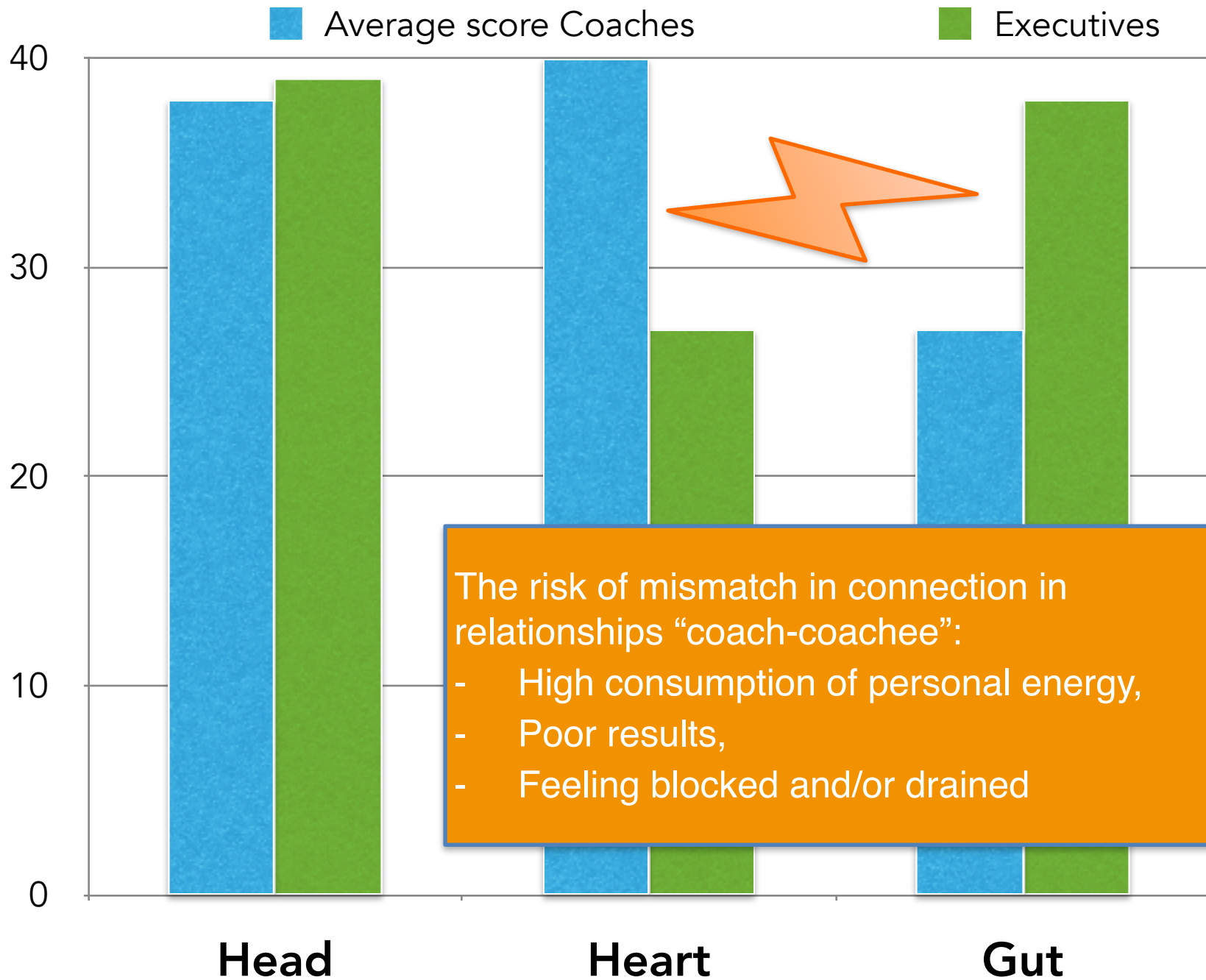
A. You let go of the 5 older employees, which is the best choice for production, as

90% of the **HEART&HEAD Brain Dominant People** will choose **C or D**  
but

90% of **GUT Brain Dominant People** will choose **A**

**How easily can you change to another choice?**

D. I like to discuss it with my team first and see who maybe likes to volunteer with a decent compensation?



# Employee engagement is critical

## Employee Engagement in the U.S., World and Best-Practice Organizations

Employee Engagement Trends, % Engaged

■ U.S. ■ Global ■ Best-practice organizations



Engaged employees are invested in and enthusiastic about their work and workplace -- they consistently outperform and stay longer than less-engaged employees.



# Why are engagement and mental health critical?

**The highest performers in a role are 800% more productive than average performers in the same role**

**Only 25% of respondents say their organizations' leaders are engaged, are passionate, and inspire employees to the best-possible extent**

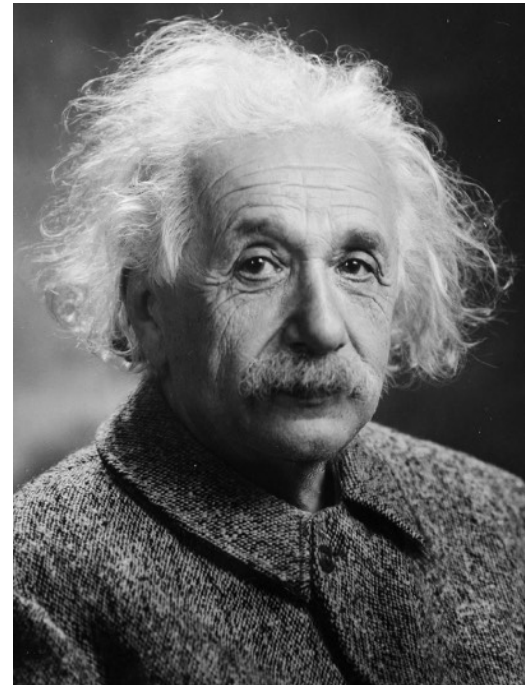
McKinsey research shows that, in many organisations, between 20% and 30% of critical roles aren't filled by highly motivated or engaged people.

# Success rates (different from happiness rates) of the “experts”

- McKinsey, BCG, Accenture etc:
  - Culture change projects **26-41%**
  - Agile < 40%
  - McKinsey claims **up to 75%** if you follow 100% of all their steps
- Psychology ave. **35%**
  - Over the course of 46 months, **43%** of those who had received CBT had improved, reporting at least a 50% reduction in symptoms of depression, compared with 27% who continued with their usual care alone
- Coaching **55%**
- Hypnotherapy **55%**
- Repetition **6%**
  - **80% if you do** 3 months daily for 30 minutes the change that you do it = **8%**
- Success rate **heart valve replacement surgery 99%**

# Conclusion

“Insanity is to keep doing the same thing again and again hoping for a different result.”



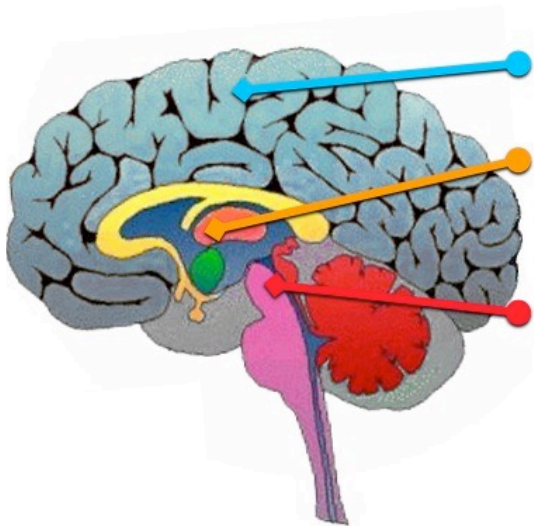
# Evolutionary Biology of the 3 Brains

The old idea of our Brain

There is a reptilian, emotional and  
mammal Brain

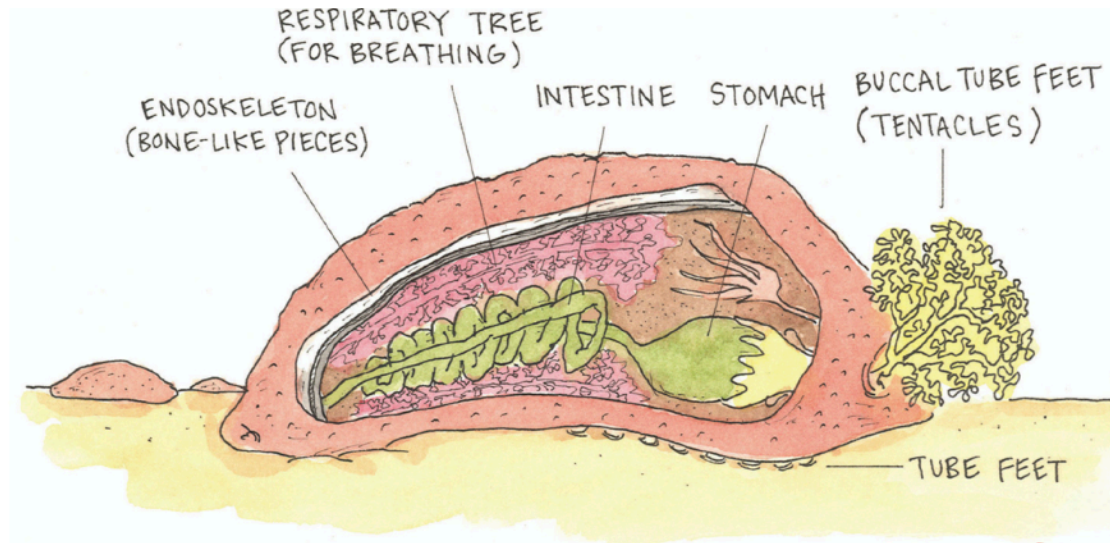
**Is scientifically proven to be**

**NOT TRUE**



The latest science

Meet our living ancestor






**NO Heart or Head; it is a living Gut!** 🤔

Sources: Neurobiologist Dr. Michael Gershon,  
Neuroscientist Lisa Feldman Barrett

**Who do think is in charge inside you?**  
**Your Head, Heart or Gut?**

# Responsibilities & Communication?

Brain	Responsibility	How we notice them?
<b>Gut Brain</b> 	<b>Live Life!</b> By establishing <b>personal success</b> and safety	<b>Sensations:</b> Fear, Anger & Rage Lust & Desire Hunger Disgust
<b>Heart Brain</b> 	<b>Live Life!</b> By <b>bonding</b> and getting, staying or being connected	<b>Sensations:</b> Love, (Com)Passion, Persuasiveness, Hate, Sadness, Guilt & Shame, Values of Good & Wrong
<b>Head Brain</b> 	<b>Live Life!</b> By providing the <b>right cause and effect</b> analyses and actions to do	<b>WORDS &amp; sound &amp; image</b> <b>TIME</b> (past, present, future) Learning, Creating Understanding, Reasoning, Predicting & Judging

# What are the strengths and pitfalls of the 3 Brains?



Mindset	Pitfall	Fear
SUCCESS & ACHIEVEMENTS	I SUCCEED	VULNERABILITY
BONDING & TOGETHER	YOU SUCCEED	REJECTION
RIGHT PREDICTION & CAUSE-EFFECT ANALYSIS	PERFECT ANSWER	MISTAKES

# What are the 4 traits that account for 89 percent of personal leadership effectiveness

- Solving problems effectively
  - Having the right cause-and-effect analysis and strategy = **Head Brain**
    - Optional Motivation of the team = Heart Brain
    - Optional making the "hard" decisions and communicate them = Gut-Brain
- Operating with a strong results orientation
  - Grid, focus, and discipline = **Gut-Brain**
    - Optional well thought of actions = Head Brain
    - Optional Motivation of the team = Heart Brain
- Seeking different perspectives
  - Seeing the issue from both sides = **Heart Brain**
    - Optional having the right cause-and effect analysis = Head Brain
    - Optional Being the observer and DON'T become a rescuer or victim = Gut-Brain
- Supporting others
  - Really feeling and understanding what they need to excel = **Heart Brain**
    - Optional making well thought off decisions in what to do = Head Brain
    - Optional Being the observer and DON'T become a rescuer or victim = Gut-Brain

Source: McKinsey <https://www.mckinsey.com/featured-insights/leadership/decoding-leadership-what-really-matters>

# Change is stopped by our evolutionary biology



- Our 3 Brains use more than **40% of our daily energy**
- The default mode is **ECO** mode
  - “**Law of Association.**”
- Learning mode is **high-energy** mode
  - **Creating new neuro-connections**



# What blocks our change and success?

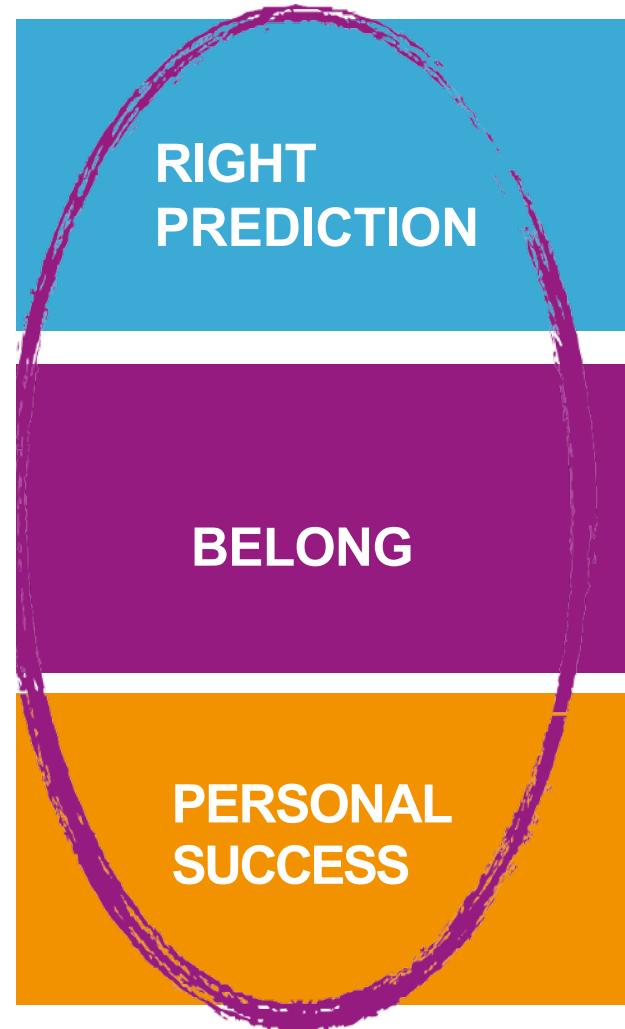


Decisions made by  
1 Brain and not 3



Result:

1. *Stay reflexively loyal to their biology.*
2. *The first 7 years of life habits/beliefs or traumas*
3. *Pain or Failure*



# One Brain dominance leads to disaster!



Too much:  
I need to know



- Micro Management
- Perfectionism
- Process/System Focus
- Safe route
- Can take to long / Perfectionism
- No passion connected to it



Too much:  
I need to stay connected



- Deliver gold paid silver
- Pleasing
- Avoiding the "hard" topics
- Disillusion lies around the corner
- No critical feedback
- Others run away with your idea






Too much:  
I need to succeed



- Controlling behaviour
- Too pushy
- Focus on short-term
- Power-driven
- Joy-driven instead of happiness
- Feeling alone and cold on the top
- Lying to yourself about that you are happy

# Solution! - Step 1. Awareness

## Which Brain is talking?

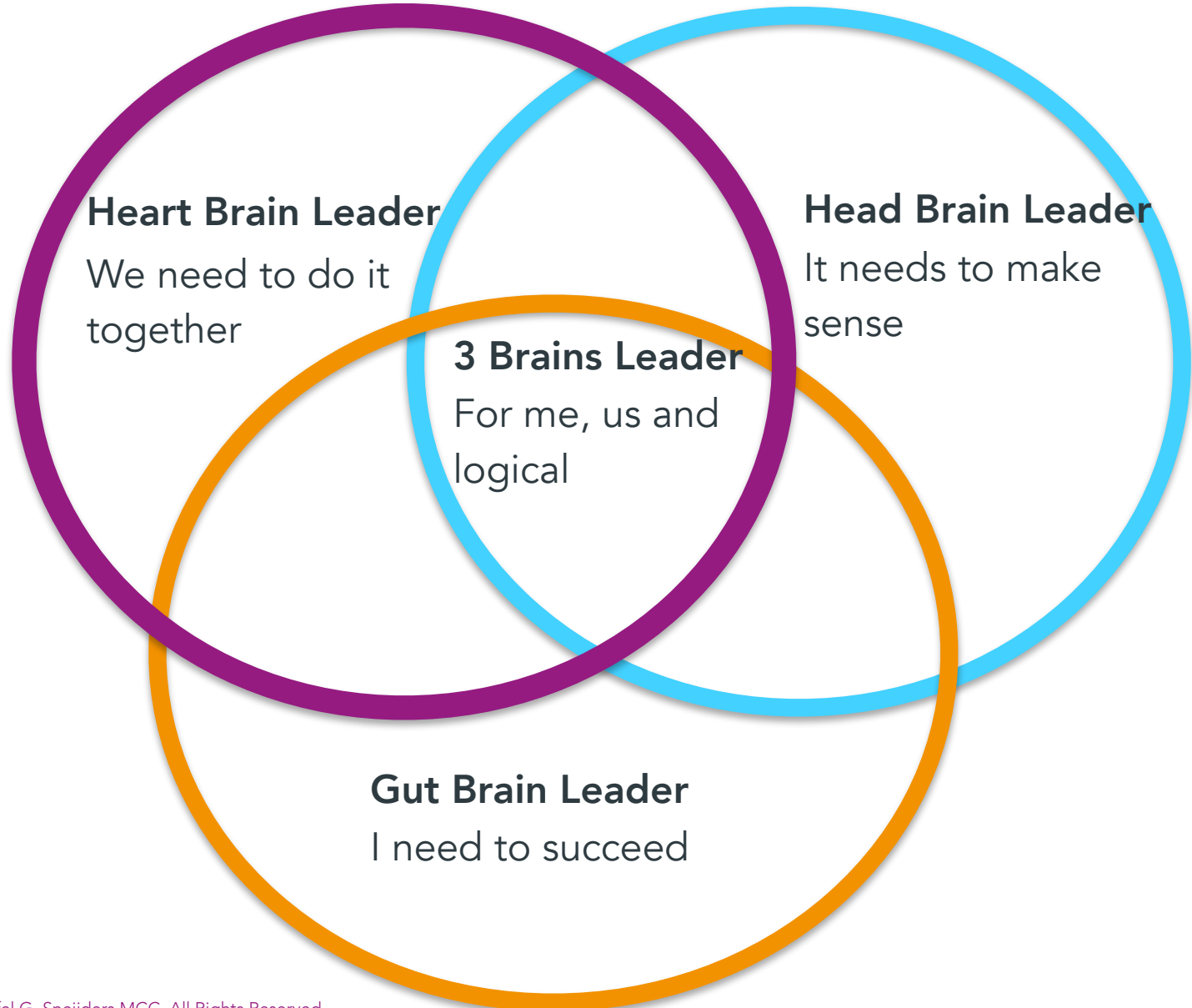
3 Brains	Protect Status Quo (protector)	Reason for change (supporter)	Doing Now as Mechanism
			
	<div>Which ones are talking, silent, supporting or protecting?</div>		
			

Path to result (tour guide )

# Language provides a clue which Brain is in charge

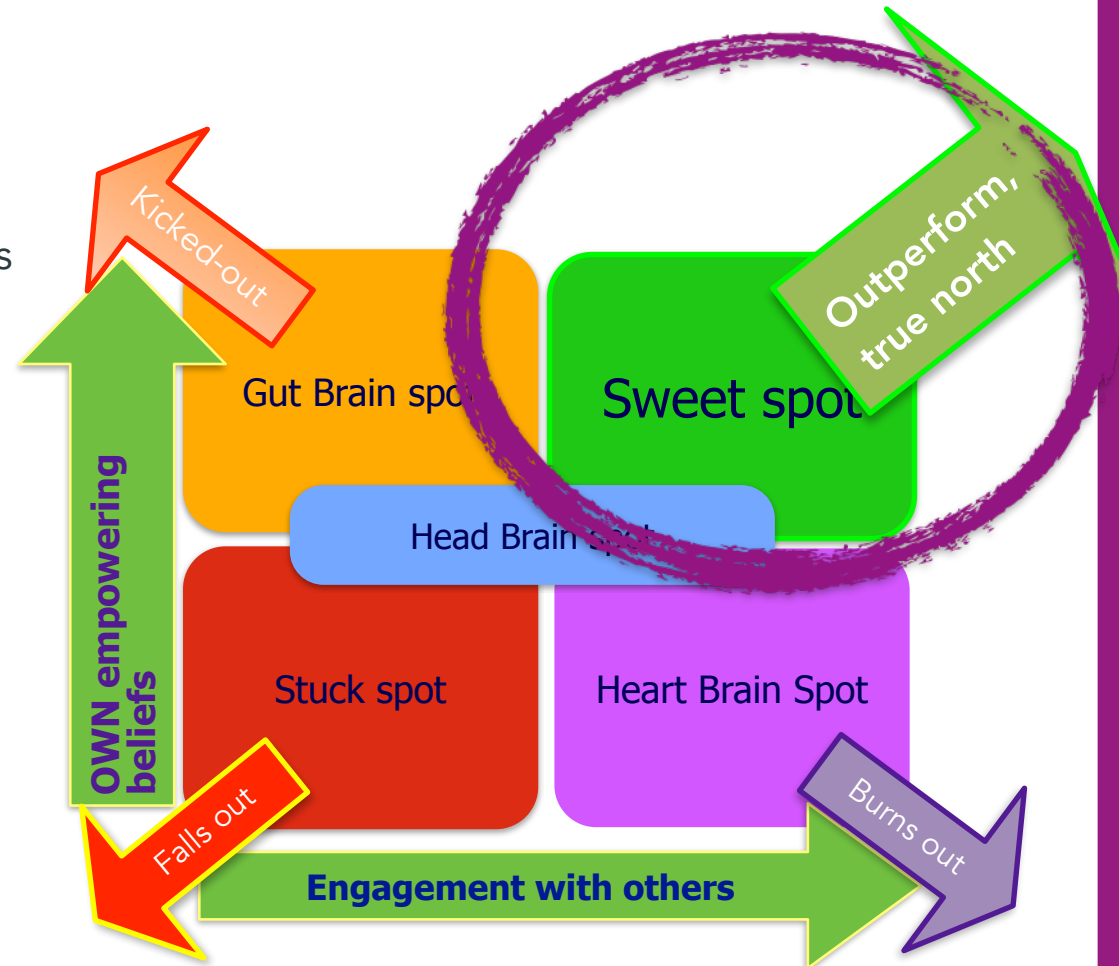
- **CEO: I want you to take this project. It is really important for the existence of our company and you are the most knowledgeable and experienced person to do, what do you think? Are you in?**
  - 1 client and 4 statements... who is ruling the situation?
  - Head, Heart or Gut?
1. "The stakes are extremely high with this project, I feel that it could damage my career seriously if I fail"
  2. "I feel that my colleagues totally depend on me for this project and I could have to let some go as they are not the best for this project and that does not feel good to be the messenger and fire them"
  3. "I think that it makes sense that this project is in my hands, as I know the most of this topic. So for that reason I could say yes as logically this makes sense"
  4. "I am avoiding the CEO and I did not sleep last night "

# What is 3 Brains Leadership?



# 5. Align your 3 Brains

1. Learn and master the unique language of each brain
2. Have an awareness which Brain is dominating the conversation
3. Have an awareness of which Brain(s) are misaligned due to beliefs, habits or trauma and therefore, are not taking part of the conversation or veto it
4. "Unblock" the brains so that they and be part of the conversation
5. Create consensus between the 3 brains for the path to follow



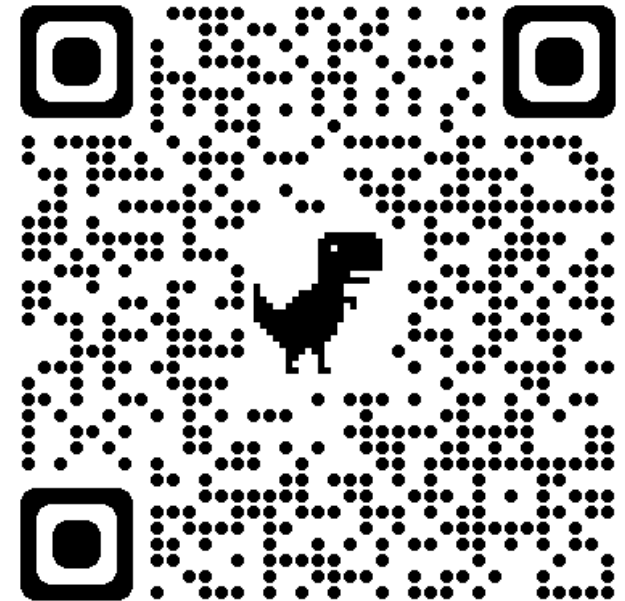
# The gift for you 🙏🎉

A **€100 gift** and that is a **€200 discount** with the early bird for you when you subscribe this year for the **"3 Brains Coach Certification Training"** 🙏🎉

Now \$1.745 instead of \$1.945 / offer valid until 30th May

Use the discount code **"ICF ICW 2024"**  
<https://www.3brainsintelligence.com/training-calendar>

Info training :  
<https://www.3brainsintelligence.com/3-brains-coach-certification>



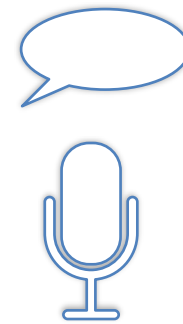
# Dates for the training

- May/June Training -
  - Sessions 1 and 2: May 30 & 31, 2024
  - Sessions 3 and 4: June 6 & 7, 2024
  - Sessions 5 and 6: June 13 & 14, 2024
  - Sessions 7 and 8: June 20 & 21, 2024
- There are two timing options for each session:
  - Morning: 09:00 AM - 1:00 PM CEST
  - Afternoon: 3:00 PM - 7:00 PM CEST
- September/October Training
  - Sessions 1 and 2, 19 & 20 September
  - Sessions 2 and 4, 26 & 27 September
  - Sessions 5 and 6, 3 & 4 October
  - Sessions 7 and 8, 10 & 11 October
- There are two timing options for each session:
  - Morning: 09:00 AM - 1:00 PM CEST
  - Afternoon: 3:00 PM - 7:00 PM CEST



# Questions, please use chat or unmute

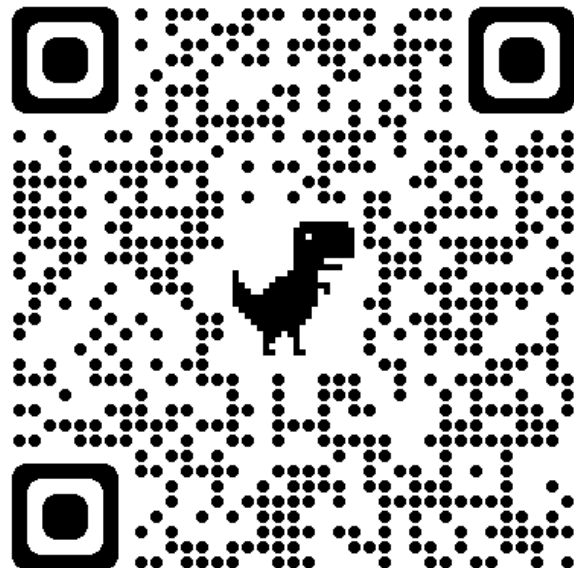
- What could be the benefit of applying 3 brains coaching to your work or your life?
- Q&A



# The easiest way to know more and master your 3 brains?

"Relationships? Which Brain is Talking?"  
(Christoffel Sneijders)

Amazon :<https://www.amazon.com/dp/B0BVGCVYT3>



AS SEEN ON



DIGITAL  
JOURNAL



USA  
TODAY



CBS



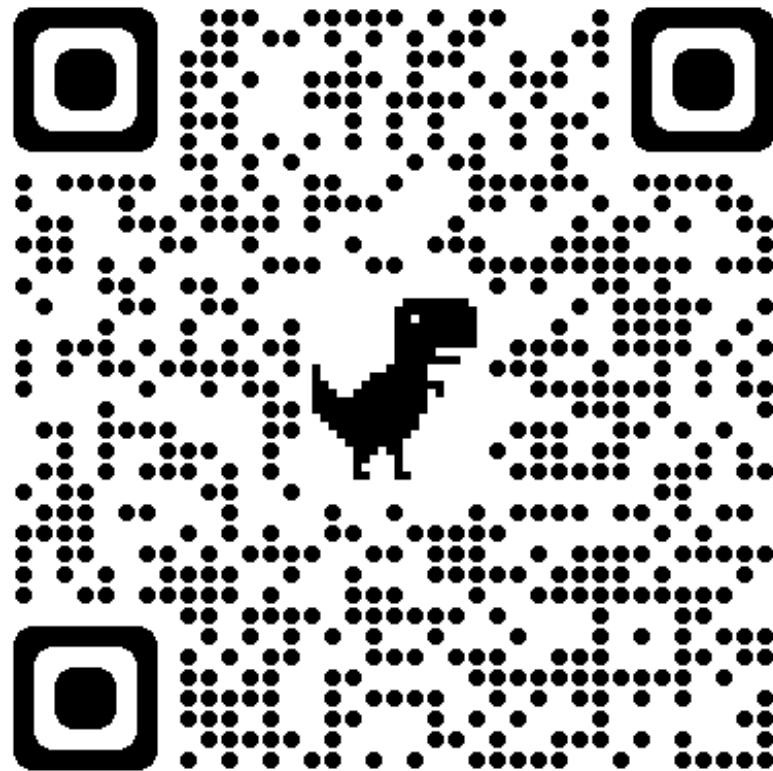
AND OVER 400 OTHER NEWS SITES

Verified

# Curious to do the free 3 brains dominance assessment ?

Discover your own 3 Brains preference!

<https://www.3brainsintelligence.com/3-brains-preference-dominance-assessment>



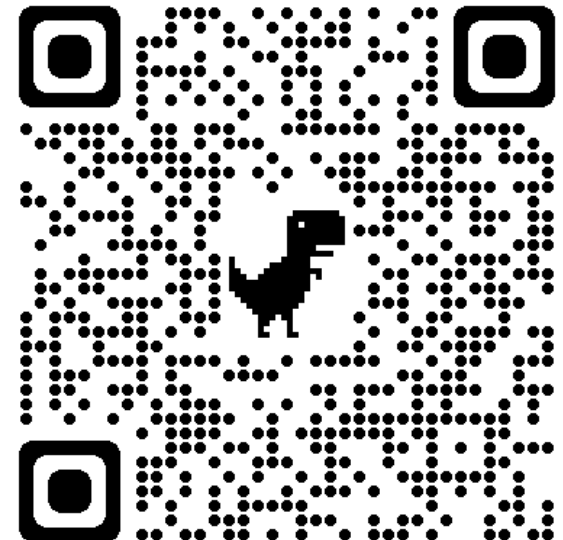
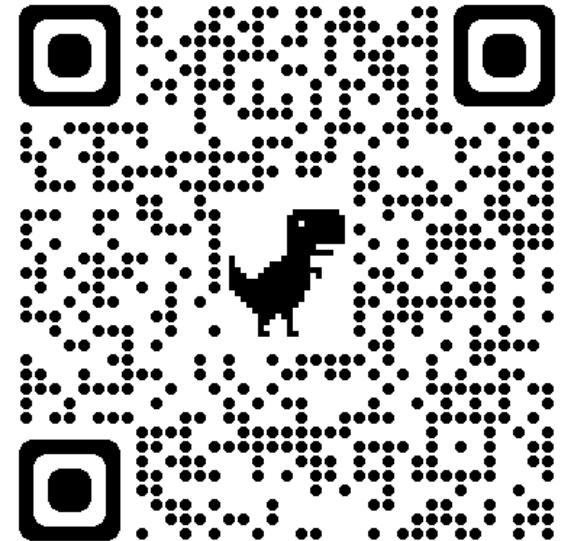
# Lets stay connected!



<https://www.linkedin.com/in/christoffel/>



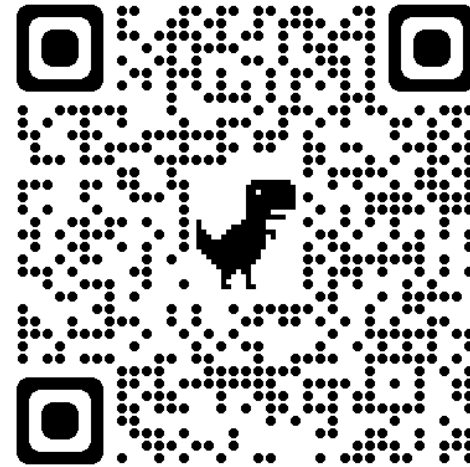
<https://www.instagram.com/christoffelsneijders/>



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## Thank you for your interest!

