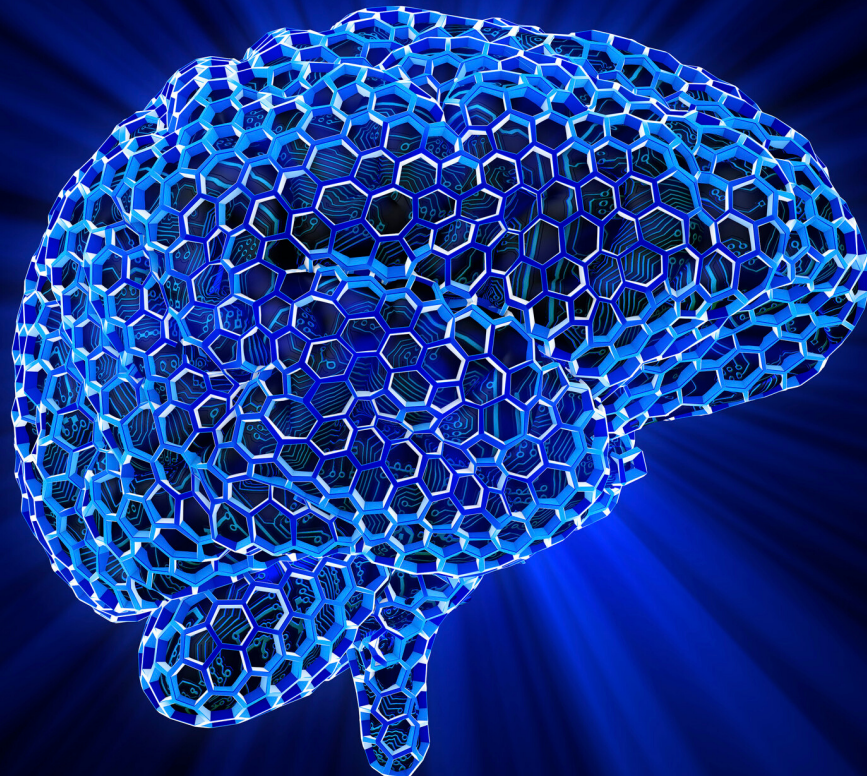


# 8 WAYS NEUROSCIENCE WILL MAKE YOU A BETTER COACH

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To coach is to bear witness to your clients' unlocking more of their potential. Master coaches know that the process of partnering with clients can lead to a profound and transformational journey!

In order for coaches to continue to inspire, they must themselves put effort into learning, growing and improving.



Learning the neuroscience behind coaching will teach you what is happening in the brain during the coaching journey. It will enhance your presence, credibility and effectiveness as a coach, allowing you to better serve your clients and grow your coaching business!



## 1. Make your clients more coachable!

Understanding that the brain is incredibly and endlessly adaptable and changeable is key to motivating your clients to persist in order to overcome the challenges that have brought them to your coaching practice. Research has demonstrated that people who understand this concept of brain plasticity are much more likely to see mistakes as inevitable and as a source of learning even when things are difficult. Bringing awareness to your clients regarding how their brains are actually changing and growing can motivate them to be even more coachable. It can also reveal new powerful questions to ask.



## 2. Set stretch goals

Chemical signals in our brains encourage us to seek out hard work and exploration (both physical and mental). These are innate elements of human behavior that have led to the survival and growth of our species. We can take advantage of this natural drive by ensuring that any goal we set is not a guaranteed achievement. These are so-called stretch goals. Helping your clients understand the neurochemical advantages of stretch goals will create a mindset of risk taking that will make the striving both more fulfilling and more productive than when goalposts are completely within reach. This will also enhance your relationship with your clients as you challenge them to take action toward stretch goals where success is not guaranteed. And will allow you to help clients further examine their relationship with uncertainty and the unknown.

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### 3. Create Greater Alignment with your Clients

The human brain is wired to mimic the actions and emotions of others. These circuits in our brains are said to be mirroring, and their activity helps us understand the perceptions and intentions of others. They can be activated to create better alignment with your clients, enhancing your ability to support and guide them effectively. Paying close attention to and asking questions about your clients' actions, emotions, and energy shifts in a session is extremely powerful and helps the brain improve mirroring. Deliberately strengthen mirroring activation by meeting in person or on video chat, or by discovering shared connections or passions.



### 4. Find Your Client's Why Faster

Our emotions are critical to building engagement and investment into work and personal goals. This is sometimes called intuition. Teaching your clients to embrace these emotions will enhance the creation of personal mission statements. Helping your clients align their values with their goals curates the ideal brain state for success.

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## 5. Help Your Client's Discover their Innate Creativity

Every human brain can learn and is fundamentally and infinitely creative. There are no exceptions to this rule, although, as is the case with all skills, in order to become more innovative, we must believe we can be creative and we must practice. Understanding this innate capacity can help your clients (especially those who are in more stereotypically non-creative or analytical fields) create the mindset of creative problem-solving and find ground-breaking solutions. Next time one of your clients says “I am not creative” you will be armed with the neuroscience to tell them that they are.



## 6. More A-ha Moments for Your Clients

Coupling the understanding that everyone is innately creative with neuroscience's knowledge of the value of reflection will allow your clients to build a work-life flow that creates exponentially more “a-ha” moments. When the brain has the opportunity to both experience and create diverse ideas as well as spend time daydreaming, it will more frequently spontaneously produce insights. By understanding why many of our epiphanies come in the shower, we can guide our clients toward lifestyles that support more of those moments throughout the day.

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## 7. Enhance Your Use of Powerful Questions

The reflective mindset, induced by the use of powerful questions is one that coaches have long known can lead to personal insight and growth. Neuroscientists also have evidence that engaging the more sophisticated “human” part of the brain can allow for more self-awareness, the ability to more effectively manage difficult emotions and be less reactive. Helping clients understand how using this part of the brain regularly through powerful questions can build it up like a muscle, enhancing the mindset of less reactivity, openness and willingness to reflect.



## 8. Create a Calm and Centered Coaching Presence

Coaches, just like all humans, have a limited amount of attentional bandwidth and need to practice being open, flexible and grounded. Both conscious and non-conscious items along with strong emotions can fill up this attentional bandwidth and be detrimental to the coaching presence. Thankfully, by understanding the strengths and limitations of our attention, we can design systems for minimizing distractions as well as build in opportunities to practice controlling our attention.

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