

leading  brains
effective business behaviour

Presents courses for business on the

Human Behavioural Framework

a framework built on neuroscience, psychology and organisational research



Cognition, decisions & creativity through
Neurocoaching, Neuroleadership & Neuro OD

Neuroscience & Business

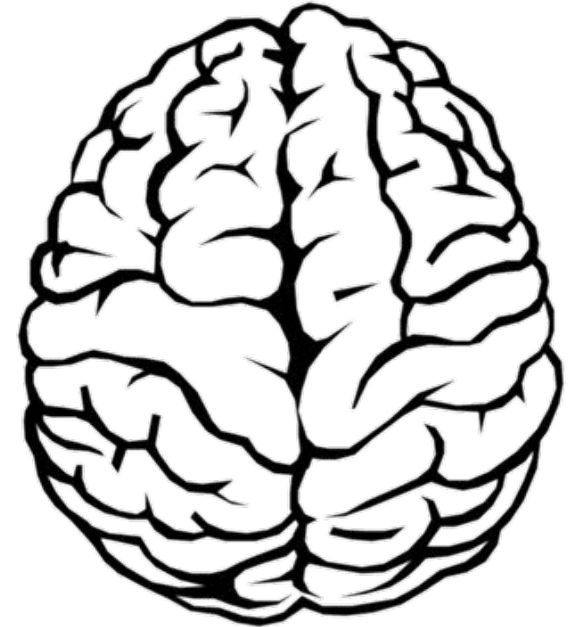
☉ Combining neuroscience and business

The Human Behavioural Framework (HBF) is a consolidated model of behavioural sciences and up to date research in selected organisational disciplines: coaching, leadership, OD, HR and assessments.

☉ What's new?

Leading brains has a unique model that matches scientific behavioural disciplines to give a comprehensive and scientifically robust model that can be consistently applied. We have drawn strongly on neuroscientific and behavioural disciplines, avoided the pitfalls of being overhyped while including further solid organisational research.

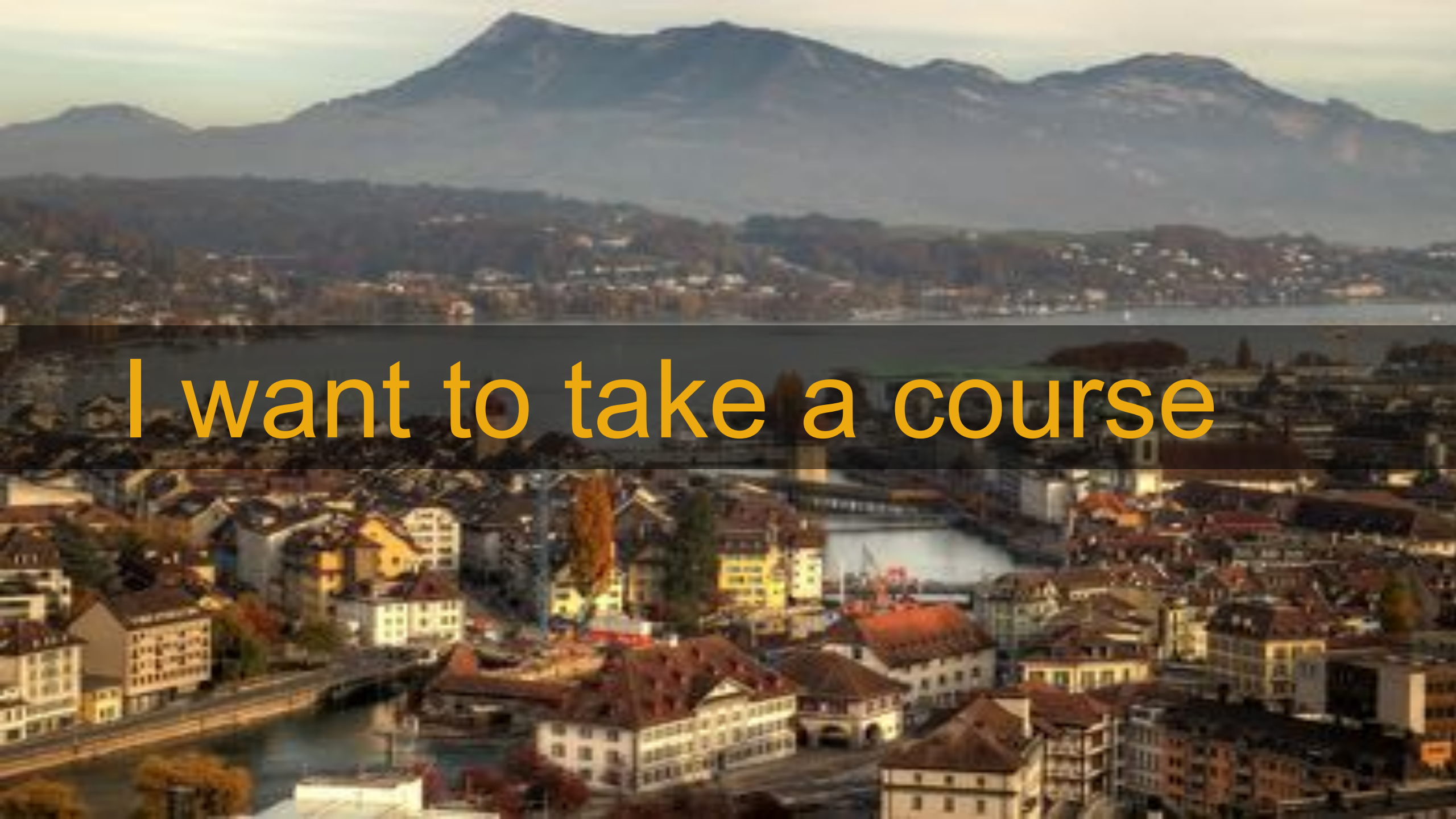
This is truly unique.



Benefits

- Scientifically-informed tools and methods
- Latest insights into human behaviour
- Business-focused streams
- Application modules
- Avoid the trend-jumping trap
- Design business models at the cutting edge of science





I want to take a course

Framework Courses – How to Start

Step 1

Base Module

This is the starting point for all courses. It is a fascinating journey through the brain.

We give the simplest form of our comprehensive behaviour model, moving you away from the hype to the evidence.

Simple brain biology
Brain plasticity
Emotional drivers (SCOAP)
Instincts
Motivations + Emotions
The cognitive brain
The evolution of human behaviour
Seven levels of behaviour

Step 2

Course Streams

The Brain and Behaviour

Learn more about the science of human nature in modules 2-3.

Neurocoaching (SCOAP Coach)

Integrating neuroscience and coaching research for an integrated coaching approach.
Module 1-3: Certification to Expert

Neuroleadership

Consolidating neuroscience and leadership research to give an evidence-based approach.
Module 1-3: Team to Business Leadership

Neuro OD / HR

Applying brain science to OD and HR contexts to redefine models & tools.
Module 1-3: OD to HR

Assessments

Qualify for Behavioural Framework assessments. Currently there are 3 assessments: Startups, Education, SCOAP-Profile with more coming!

Course Structure

All courses have three components:



+



+



1. In-Person Workshops

Even in the modern world nothing beats getting together with other like-minded people and activating all your learning.

Run most months in multiple locations globally.

2. Online Modules

Online modules allow you to go through the theory and content in your own time and location. You will access to materials and content for one year.

Includes testing and online certifications.

3. Optional Webinars

Each course has at least one, and often multiple, webinars plus opportunities to interact with a certified senior coach.

We all need that personal touch.

A wide-angle photograph of a city skyline at dusk or dawn. The sky is filled with soft, grey clouds, and the water in the foreground is calm, reflecting the light from the buildings and the sky. Several sailboats with white sails are visible on the water. The city skyline is composed of numerous skyscrapers, some of which are illuminated with lights. The overall atmosphere is serene and urban.

Course Descriptions



The Brain + Behaviour Stream is built around evolutionary neuroscience and connects to other behavioural sciences. Each course focuses on brain biology, modelling our behaviour from research, building and extending the Behavioural Framework.

This creates a fascinating journey into the science of human beings, what we do, and why we do it. This opens new perspectives and new views of human beings for ourselves, clients, business and our families.

It also represents the foundation for the streams and developing the knowledge for progress as a coach.

- 1. Base Module**
 - Basic brain biology
 - Brain plasticity
 - Emotional needs
 - Behavioural framework
 - Evolutionary levels of behaviour
- 2. Advanced Module**
 - Brain biology: hormones, chemicals and helping cells
 - Memory
 - Deep dive: emotions and feelings
 - Brain health
 - Brain body connections
 - Social neuroscience
- 3. Expert Module**
 - Brain biology: networks
 - Long term modulation
 - Levels of cognition
 - Theories of consciousness
 - Integrated systems
 - Deep dive: human needs
 - Deep dive: evolutionary systems
 - The dark triad in the brain and at work
 - Pathologies

				
Course	Start	Activation days*	Total time investment	Price
Base	Every month	1 day	15-20hrs*	\$470
Advanced	Every 2 nd month	1 ½ days	20-30hrs*	\$695
Expert	Every quarter	2 days / or summer camp	30-40hrs*	\$920

*Required for final certification

*not including additional reading material

Neuro-coaching
(SCOAP Coach)

The neurocoaching stream is built around the SCOAP Coach Theory that was first delivered in 2014 and consolidates the coaching research with the human behavioural model.

This gives an evidence-based approach that will enable the coach to help and guide their clients through multiples scenarios. We do not rely on one-size fits all or simplified, over-hyped theories but provide one of the only (if not the only) truly holistic coaching model.

Brain+Behaviour modules 1 to 3 are required for the SCOAP Coach modules.



Course	Start
Base	Every month
Advanced	Every 2 nd month
Expert	Every quarter

Activation days*
1 day
1 ½ days
2 days / or summer camp

Total time investment
15-20hrs*
20-30hrs*
30-40hrs*

Price
\$970
\$1 430
\$1 870

*Required for final certification

*not including additional reading material

1. Certification

- Coaching to needs
- Identifying coaching issues
- Different approaches for different levels
- Evolutionary drives and coaching
- The simplest techniques

2. Advanced Certification

- Coaching to needs 2: deep dive
- Analysing traditional approaches
- Coaching Ideologies and evidence
- Coaching to brain health
- Awareness of pathologies
- Strengths and neuroscience

3. Expert Diploma

- Coaching to needs 3: deep dive
- Embodied approaches
- Worldviews
- Coaching to resistance
- Slow and fast change systems
- Network effects
- Cognition to emotion to cognition
- Evolutionary approaches: deep dive
- Neuroscience of consciousness and coaching
- Neurotransmitters, hormones and genes

Neuro- leadership

The Neuroleadership courses draw on multiple disciplines and streams of research. We match neuroleadership themes such as motivation and engagement to organisational research to give consolidated theories and models.

The modules are clearly structured into leadership functions and we have incorporated various research studies, for example those at Google. This gives clarity as to the top behaviours and competencies within roles and functions that will be able to drive business.

Brain+Behaviour Module 1 is required for all Neuroleadership courses while modules 2 & 3 are recommended but not obligatory.



Course	Start	Activation days*	Total time investment	Price
Base	Every month	1 day	15-20hrs*	\$970
Advanced	Every 2 nd month	1 ½ days	20-30hrs*	\$1 680
Expert	Every quarter	2 days / or summer camp	30-40hrs*	\$2 370

*Required for final certification

*not including additional reading material

1. Team Leadership

- SCOAP leadership
- Brain and motivation
- Top 10 behaviours of high impact team leaders
- 10 things high performing teams do
- Three core functions of team leaders

2. Leader of Leaders

- Leading multiple brains
- Personal impact
- SCOAP and leading energy and engagement
- Top 10 competencies of leaders of leaders
- Brain friendly processes and systems
- Effective cognition / Group IQ

3. Business Leader

- Brain and planning
- The brain and strategy
- SCOAP organisational leadership
- Avoiding cognitive traps
- Managing and mitigating biased brains
- Brains in crises
- Effective brains in VUCA contexts
- Mental health in the workplace
- Organisational energy



Neuro OD

HR and Organisational Development themes are perfectly matched to the neuroscience of human behaviour and our HBF model.

We take a modified view of Organisational Development (OD) and include all systems which help the organisation to grow and become more effective. Some of these tools may be considered HR tools and processes. Simply we see it as organisations managing and developing all the brains in the business to function at their best.

Brain+Behaviour Module 1 is required for all Neuro OD courses.



Course	Start
Base	Every month
Advanced	Every 2 nd month
Expert	Every quarter

Activation days*
1 day
1 ½ days
2 days / or summer camp

Total time investment
15-20hrs*
20-30hrs*
30-40hrs*

Price
\$970
\$1 430
\$1 870

*Required for final certification

*not including additional reading material

1. Neuro OD

- Brains in organisations
- SCOAP and motivation and engagement
- Brains of OD
- A new OD model
- Applying neuroscience to OD

2. Neuro HR - Systems & Processes

- Engaging the brain
- Processes that stimulate or not
- Alignment vs. processes
- Systems that activate the brain
- Systems that counteract the brain
- Neuroscience of HR

3. Neuro OD/HR - Change and Development

- Evolutionary levels of change
- Developing the brain
- Levels of resistance
- Neuroscience of engagement
- Identifying blocks in the system
- Predicting blocks in the system
- Engaging different personalities
- Using strengths
- Decision making traps

Based on the underlying science, Leading Brains has developed assessments that match perfectly to the behavioural framework.

Certification gives you the ability to administer and understand what the assessments predict and do not. You have the option to licence the assessments for your own use or to administer within a business.

All assessments have the same base module and then a separate module dealing with the specifics of that particular assessment.

Brain+Behaviour Module 1 is a prerequisite for all Assessment courses.

Course	Start	Activation days*	Total time investment	Price*
Base	Every month	1 day	15-20hrs*	\$670
Advanced	Every 2 nd month	2 days	20-30hrs*	\$960

*Required for final certification *not including additional reading material *includes first year licence fees

SCOAP-Profile[©]

- Measuring emotional needs
- Measuring brain disruptions
- Predicting engagement
- Predicting mental states
- Evolutionary drives
- Highlighting leadership impact

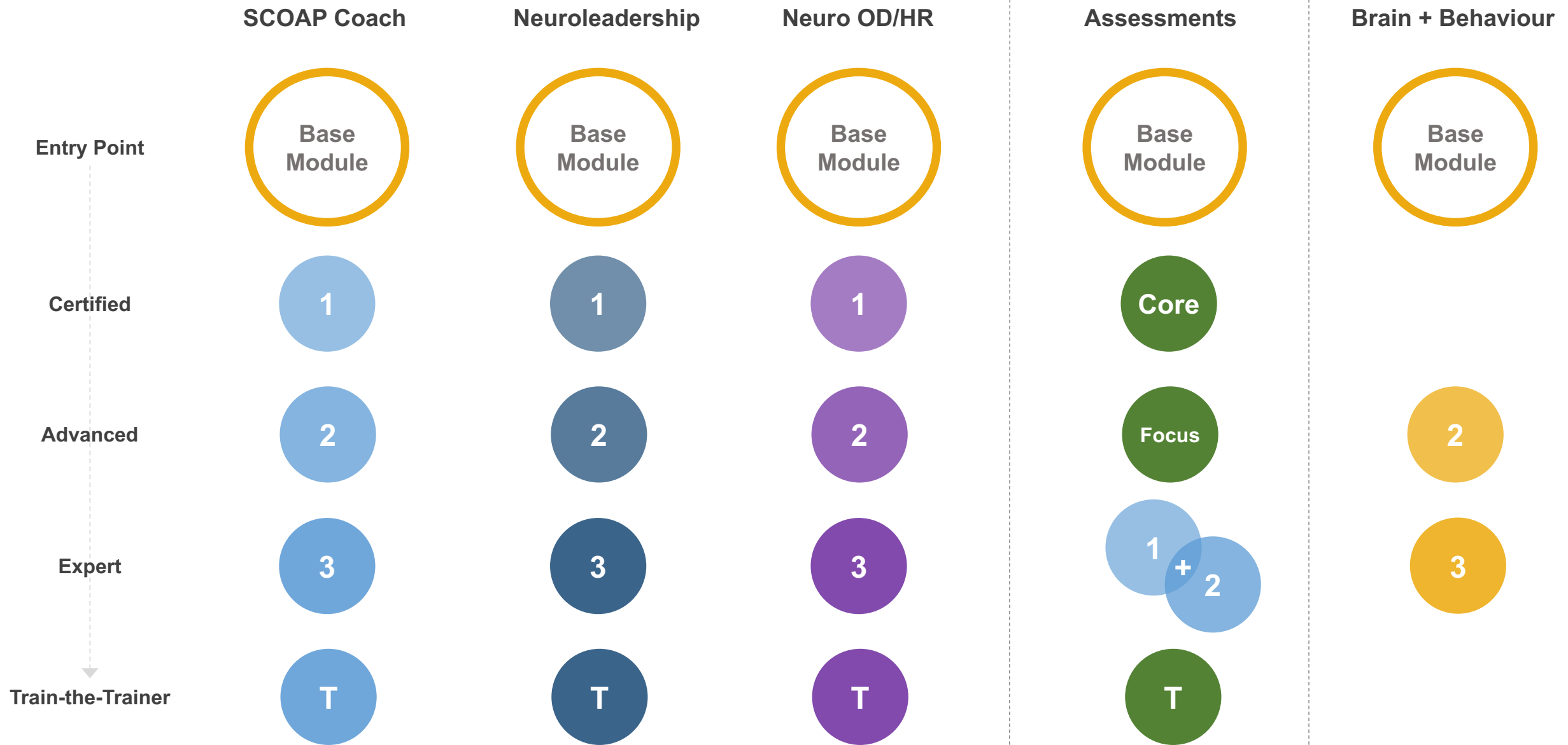
HBF for Startups[©]

- HBF personality traits
- Mapped to evolutionary levels
- Predicting strengths
- Mapped to preferential startup skills
- Predicting team cohesion
- Predicting team blindspots

HBF for Education[©]

- HBF personality traits
- Mapped to evolutionary levels
- Predicting strengths
- Mapped to Teacher competencies
- Mapped to Student vocational choices
- Highlighting team cohesion / friction
- Predicting leadership blindspots
- Matching to school types

Course Streams



Framework and Course Summary

The Framework



Neuroscience + behavioural sciences

The framework draws very strongly on neuroscience and evolutionary biology but also draws on all behavioural sciences.



Integrated research

Each stream draws strongly on the relevant evidence base in each particular field. This is given a fresh light with neuroscience.



Unique structured framework

Based on brain structure we have developed a unique behaviour model giving structure to understand and create interventions.

The Streams



The Brain and Behaviour

The science of human nature. The Base Module is the entry point for all courses.



Neurocoaching (SCOAP Coach)

Integrating neuroscience and coaching research for an integrated coaching approach.



Neuroleadership

Consolidating neuroscience and leadership research to give an evidence-based approach.



Neuro OD / HR

Applying brain science to OD and HR contexts to redefine models & tools.



Assessments

Qualify for Behavioural Framework assessments.

A group of diverse people, including men and women of various ethnicities, are gathered in a modern office space. They are engaged in conversation, some looking towards each other and others looking towards the camera. The office has large windows in the background, letting in bright light. The overall atmosphere is professional and collaborative.

Taking the Base Module

Base Module

Base Module

This is the starting point for all courses. It is a fascinating journey through the brain.

We give the simplest form of our comprehensive behaviour model, moving you away from the hype to the evidence.

Simple brain biology
Brain plasticity
Emotional drivers (SCOAP)
Instincts
Motivations + Emotions
The cognitive brain
The evolution of human behaviour
Seven levels of behaviour

How is the course structured?

1. Online learning (starts every month)
2. You have an option for a short webinar
3. 1-Day In-Person Workshop

Sign up Online

You can sign up [here](#).

Register for the in-person workshop

You can reserve the dates on registration or after you have been invited to the online learning system.

Decide on Additional Modules

You can already register for other streams such as SCOAP Coach, Neuroleadership or Assessments. Remember the base module must be completed before taking these streams. You can do these in the same month.

Online

At any time

In-Person Workshop

See dates at back

Prices

3-months in advance

\$ 370 not \$470

6 weeks in advance

\$430 not \$470

Standard

\$470

A close-up, profile view of a woman with long, wavy brown hair, smiling and looking towards the left. She is holding a black pen in her right hand, resting it against her chin. The background is blurred, showing other people in a classroom or lecture hall setting. A semi-transparent dark brown horizontal band is overlaid across the middle of the image, containing the text.

Taking Specialist Courses

Specialist Streams – What's right for me?

Who?

I'm a professional coach:

The Brain+Behaviour modules provide great insight into human behaviour. SCOAP Coach modules will give you a refined framework that will complement any training and qualification you have already completed.

I'm a manager / team leader / leader /executive:

The Neuroleadership modules will give you amazing insight into leadership skills based on neuroscience.
The Brain+Behaviour modules provide great insight into human behaviour.

I work in HR:

The Neuro OD/HR modules will give you fresh insights into your function. Assessments provide amazing insight into employee personality and skills. The Brain+Behaviour modules provide great insight into human behaviour.






I'm a recruiter:

Assessments provide amazing insight into employee personality and skills. The Brain+Behaviour modules provide great insight into human behaviour.

I'm a consultant:

Assessments provide amazing insight into employee personality and skills. The Brain+Behaviour modules provide great insight into human behaviour.

The Streams

-  **The Brain + Behaviour**
The science of human nature. The first module of this course is the Base Module for all courses.
For anyone interested in human behaviour
-  **Neurocoaching (SCOAP Coach)**
Integrating neuroscience and coaching research for an integrated coaching approach.
For professional coaches
-  **Neuroleadership**
Consolidating neuroscience and leadership research to give an evidence-based approach.
For leaders, leadership experts, L&D
-  **Neuro OD / HR**
Applying brain science to OD and HR contexts to redefine models & tools.
For HR, OD, HR consultants
-  **Assessments**
Qualify for Behavioural Framework assessments.
For recruiters, HR, coaches, consultants

Courses Q2 2018

Streams

Module 1 Certification


Module 2 Advanced

Module 3 Expert

	Online	Workshop	Prices	Workshop	Prices	Workshop	Prices
 The Brain + Behaviour	Immediately after payment	23 rd April 2 nd July	\$470	1 st -2 nd May	\$695	7 th -8 th July	
 Neurocoaching (SCOAP Coach)	Immediately after payment	24 th April 3 rd July	\$970	3 rd -4 th May	\$1 430	10 th -11 th July	\$1 870
 Neuroleadership	Immediately after payment	27 th April 6 th July	\$970	Tbd.	\$1 680	Tbd.	\$2 370
 Neuro OD & HR	Immediately after payment	30 th April 10 th July	\$970	Tbd.	\$1 430	Tbd.	\$1 870
 Assessments	Immediately after payment	Startups 25 th April 4 th July	Education 26 th April 5 th July	SCOAP 28 th April 7 th July	\$670 (per assessment) Including 1 st year licensing fees		

Courses Package Prices

Streams

 The Brain + Behaviour	Module 1 + Module 2 + Module 3	\$1 636 in place of \$ 2 045
 Neurocoaching (SCOAP Coach)	Module 1 + Module 2 + Module 3	\$ 4 447 in place of \$ 6 355 Including modules 1-3 of Brain + Behaviour which are compulsory for SCOAP Coaching
 Neuroleadership	Module 1 + Module 2 + Module 3	\$4 392 in place of \$ 5 490 Including Brain + Behaviour Module 1
 Neuro OD & HR	Module 1 + Module 2 + Module 3	\$4 392 in place of \$ 5 490 Including Brain + Behaviour Module 1
 Assessments	Module 1 + Module 2	\$1 304 in place of \$1 630 Including Brain + Behaviour Module 1

Additional 10% discounts on booking multiple streams

Group discounts with 3+ persons

An aerial photograph of London, England, taken during the golden hour of sunset. The River Thames flows through the center of the city, with several bridges crossing it. The sun is low in the sky, creating a warm, golden glow over the entire scene. The architecture of the city is visible, including the prominent spire of Big Ben on the right side. The text "Complementary Courses" is overlaid in a large, bold, yellow font across the middle of the image.

Complementary Courses

Complementary Modules

Leader as Coach

Leading Brains

1-3 days developing leaders as coaches. This is a critical skill for team leaders of any sort and predicts the impact of a team. Leaders will learn the basics of coaching and engage in practice and implementation sessions.

Thinking Traps

The Brain and Decisions

Thinking traps catch us all out. Some of the more common ones are quite well-known in the business world but there are many traps that still catch out leaders of all levels and are easy to identify and work with.

Cognitive Skills

The Brain & Cognition

We run various courses on cognitive skills, These skills are underestimated in the business world. They may include reflection, theory of mind, paradoxical thinking and abstraction all of which are particular important in a complex world.

Bias Blindspot

The Brain and Unconscious Bias

We are a leading provider on unconscious bias, using our unique IP on the brain. We have developed a framework of how the brain builds bias. These can be delivered in short activation sessions or multi-day deep dives.

Social Aptitude

The Social Brain

Social aptitude predicts group intelligence more than cognitive IQ. Hence various social skills (also known as emotional intelligence) should be developed and awareness created as to their impact and influence.

Creativity

Creative Brains

Few workshops on creativity focus on the neuroscientific aspects of the creative brain. Multiple regions and hence multiple approaches need to be considered. We have developed unique IP on creative thinking processes.

Strategic Thinking

The Strategic Brain

The ability to think strategically, understanding the consequences of actions and events in an objective framework is a crucial business skill. Overcome the inherent challenges to form coherent strategic judgements.

Brain Energy

The Brain and Energy

Energy and motivation stems from many areas – most notably from fulfilment or violation of emotional needs. Similarly work load – or better perceived workload can impact this. Managing energy is critical to creating an impact in any business.



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