
Ms Jenni-Lee Williams - Masterclass

THE NEUROSCIENCE OF COACHING AND LEADING

How we show up as both a leader and a coach is based on our neuroscience: our patterns and habits and what I call the other AI – Attentional Intelligence. When we are leading others, it requires a level of self-awareness to know when your patterns and habits may not be serving you well. Equally, when you are coaching, you are in a privileged position to identify when other's patterns and habits are holding them back. Then it's a case of coaching them for change.

Neuroscience can help us to be better leaders and better coaches. In this workshop, I'll take you through the way the brain is organised and how our patterns and habits are shaped and introduce you to my brain based coaching framework so that you can be a better coach of both yourself and others.