

ICF Paris Île de France proposes ICF Paris International 1 day Masterclass

Coaching and the Brain with Dr Patricia Riddell, Professor of Applied Neuroscience

Wednesday 7th March 2018
from 9 a.m. to 5 p.m.
at Forum 104, 104 rue de Vaugirard, 75006 Paris
(Métro Sainte Placide or Montparnasse)

Programme – in English

Co-organised by Hellen Hettinga, Gaëlle Coqueblin and Jo Leymarie

Following on from her successful Café Coach event in October this year, we are pleased to welcome back Dr Patricia Riddell for a 1 day Masterclass.

The brain is the starting point for all of our thoughts, emotions, choices and behaviours. And coaching aims to influence people to make different choices. Thus, understanding more about **the brain has the potential to allow coaches to direct their interventions more appropriately** to suit the way our brains work.

In this one-day masterclass, Professor Patricia Riddell will provide **a basic introduction to the working of the brain, the most important components and the way they work together when we lead others**. She will introduce some recent neuroscientific concepts that help to explain why decision making is often difficult to get right and will provide some ideas to help overcome this. The day will include both content and interactive exercises to allow you to put some new ideas into practice.

The aims of the masterclass are to provide a basic working knowledge of the brain and its function, and then to show how knowledge of some aspects of brain function and its evolutionary developments can help us to **better understand decision making**. At the end of the masterclass, you will know more about the brain, its components and how these are put together to allow us to lead in complex environments. You will have explored some of the difficulties in decision making and will have practiced some techniques that have the potential to improve this.



You will have considered **how our ability to move through time in our heads is used in decision making and leadership.**

The masterclass will explore how change occurs in the brain including discussion of epigenetics and neuroplasticity. We will look at **the brains of leaders and their followers** to determine what makes a good leader who attracts followers. We will consider what changes in the brain when we make a decision to try something new. We will also consider how our ability to think about the past, present and future affects our decision making. There will also be plenty of opportunity to practice new ideas and techniques, to network with other people who are interested in coaching and the brain, and to ask questions of an expert neuroscientist with many years of experience of research and teaching in this field.

Speaker profile

Patricia Riddell is Professor of Applied Neuroscience and an expert in the fields of coaching and leadership. She has degrees from the University of Glasgow, Imperial College, London and the University of Oxford. One of her main interests is the ways in which neuroscience can be applied in the business world, supporting and extending our understanding of human behaviour. She collaborates with colleagues at Ashridge and Henley Business Schools researching aspects of leadership. As a result of these collaborations she has developed a unique combination of skills that allows her to bring neuroscience solutions to individuals and organisations.

Patricia provides access to Applied Neuroscience through customised training, consultancy and public programmes. She brings both her training as an NLP practitioner and her neuroscience background to this work. This allows her to combine the latest neuroscience with practical interventions to immediately impact real world challenges facing individuals, teams and organisations.

The current revolution in our understanding of the complexities of human behaviour provides an opportunity to use our brains better. Understanding and communicating this information requires a new breed of professional both with expertise in neuroscience and experience in the ways in which neuroscience can be used to tackle real world issues. Patricia's range of experience and expertise is exquisitely suited to this role. She enjoys working at the interface between science and the business world, and finds this role challenging and exciting.

ICF Paris International. is an English-language initiative by ICF Chapter Paris Ile de France. The events aim at creating an opportunity for the international coaching community to get together in Paris. Internationally renowned and diverse guest speakers are invited to share about trends, best practices, methodologies, tools with the coaching community in France. The events are open to all nationalities, to both ICF members and non-members.

We welcome your contributions to make our events successful. Please contact one of our ICF Paris International team members within our chapter to share your suggestions, contacts and proposals:

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Compulsory inscription on the ICF France website

www.coachfederation.fr

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95 € (ICF members) – 165 € (non-members) (compulsory on line payment).

Includes coffee and refreshments. Lunch not included.