



## Coaching at Work Series of Masterclasses 2016

# Coaching and the Brain

## Professor Patricia Riddell

**Seminar date:** Tuesday 22nd November 2016

**Venue:** The BPS London Offices

**Timings:** 10.00am – 4.30pm



### MASTERCLASS CONTENT

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 to create different behaviours. She will introduce some recent neuroscientific concepts that help to explain why behaviour change is often difficult to achieve 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.

### MASTERCLASS OBJECTIVES

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 the components of behaviour change. At the end of the masterclass, you will have a better understanding of the brain, its components and how these are put together to produce flexible behaviours. You will have explored some of the difficulties in changing behaviour and will have practised some techniques that have the potential to free up changes in behaviour.

### THE MASTERCLASS SUBJECT

The masterclass will explore how change occurs in the brain including discussion of epigenetics and neuroplasticity. We will look at the formation and breaking of habits and what needs to happen to change an embedded behaviour. We will consider what changes in the brain when we make a decision to try something new. We will also consider the role of language in enforcing habits, and in creating and maintaining new behaviours. 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.

**PROFESSOR PATRICIA RIDDELL** is a chartered psychologist and chartered scientist with an active research interest in neuroscience. She studied Physiological Sciences at University of Glasgow, and obtained a Masters degree in Quantitative Methods Applied to Physiology from Imperial College before going to University of Oxford to complete a doctorate in Physiological Sciences. One key theme that runs through her research is the changes that occur in the brain as new learning takes place – or how the brain creates new learning. Her interests lie in how learning can be facilitated by changes in motivation, teaching styles, attention to cues, and other strategies. She is passionate about bringing the expanding knowledge that we have about the brain and how it drives behaviour to people beyond Universities. She believes that there is a huge benefit to be had from coaches, trainers, leaders and others being knowledgeable about the brain. She loves creating cutting edge training workshops that integrate and expand on the most recent ideas in neuroscientific and psychological thinking.

### LOGISTICS

#### VENUE

The event is held at The British Psychological Society, London Offices, 30 Tabernacle Street, London, EC2A 4UE

#### DATE

Tuesday 22nd November 2016

#### TIME

The masterclass runs from 10.00am to 4.30pm.

#### FEES

£187.00 incl VAT (for non-subscribers) £157 incl VAT (for subscribers)

#### BOOKING PROCEDURE

Please fill in an application form on-line at: [www.coaching-at-work/masterclasses](http://www.coaching-at-work/masterclasses)

#### CATERING

Tea and coffee is provided throughout the day. Lunch will also be provided. Please advise of any special dietary requirements when booking.