Coaching at Work

Coaching at Work Series of Masterclasses 2017

What can neuroscience tell us about coaching complex decision makers?

Professor Patricia Riddell

Seminar date: Thursday 5th October 2017
Venue: The BPS London Offices
Timings: 10.00am – 4.30pm

MASTERCLASS OUTLINE

The organizational world is complex – whether this is the result of greater globalization, more competition in the marketplace, a changing political landscape, or business expansion. Therefore leaders have to make increasingly complex decisions. As a consequence, coaching leaders can benefit substantially from an understanding of how the brain makes decisions in complex environments – which can be volatile, uncertain, complex and ambiguous (VUCA). In this workshop, we will consider how the brain makes decisions within VUCA environments and will use this information to suggest ways in which coaching can be designed to help leaders improve their decision making. The day will include both content and interactive exercises to allow you to put some new ideas into immediate practice.

MASTERCLASS AIMS AND OBJECTIVES

The aims of the masterclass are to provide a basic working knowledge of how the brain makes decisions in complex (VUCA) environments. At the end of the masterclass delegates:

- Will have a better understanding of the systems in the brain that underlie decision making
- Will have considered how complexity affects decision making
- Will be better able to suggest ways in which this can be used to improve this function
- Will have practiced some techniques that have the potential to make decision making more effective.

MASTERCLASS CONTENT

The masterclass will explore how decisions are made in the brain including discussion of fast and slow processes. We will investigate the way that volatility, uncertainty, complexity and ambiguity each affect decision making and how our decision making systems are best able to operate in these conditions. We will also go beyond VUCA to determine whether there are any other conditions which make decision making more difficult. There will also be plenty of opportunity to practise 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
Thursday 5th October 2017

TIME
The masterclass runs from 10.00am to 4.30pm.

FEES
£197.00 incl VAT (for non-subscribers) £167 incl VAT (for subscribers)

BOOKING PROCEDURE
Please fill in an application form on-line at: 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.