



## Coaching at Work Series of Masterclasses 2019

# The Neuroscience of Coaching Confidence

Professor Patricia Riddell

**Seminar date:** Thursday 7th March 2019

**Venue:** The BPS London Offices

**Timings:** 10:00 am – 5:00 pm

.....

### MASTERCLASS OUTLINE

A common issue that is often brought to coaching is a desire to increase confidence in some aspect of the coachee's life. This might be when stepping in to a new role, giving a major presentation or learning a new skillset. In each case, there is a sense that having more confidence will reduce the anxiety associated with the situation.

However, for every situation in which one individual feels a lack of confidence, there are others who are confident and who perform well. This suggests that there is no area in which we cannot build confidence and begs the question what is different between those that have and those that don't. Or, how are the brains of people with confidence wired that is different to those that lack confidence? Understanding how the brain becomes wired for confidence therefore provides us with the opportunity to help individuals and teams to change their experience in a way that will increase confidence.

For coaches, an understanding of what changes in the brains of people who have confidence and how their experiences drive this change will be pivotal in coaching for confidence. This workshop will allow you to increase your trust in your own ability to build confidence in your own life and to help others to do the same.

### MASTERCLASS AIMS AND OBJECTIVES

By the end of this one-day workshop, you will:

- Understand how the brain determines our level of trust and confidence in others
- Understand how the similarities and differences in the neural networks that determine confidence in others compared to confidence in ourselves
- Learn how to increase confidence using an understanding of the brain
- Understand the beliefs that lead to lack of confidence and how to change these
- Have practised tips and tools to improve levels of confidence

### MASTERCLASS CONTENT

The workshop is designed for coaches who are seeking tools to help individuals to improve their confidence. The workshop will be interactive and you will leave with tips and tools that you can use immediately. It will also be an opportunity to network with other coaches and to ask relevant questions of a trained neuroscientist.



**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 7th March 2019

#### TIME

The masterclass runs from 10.00 am to 5:00 pm

#### FEES

£199.99 incl VAT (for non-subscribers)

£169.99 incl VAT (for subscribers)

#### BOOKING PROCEDURE

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

#### CATERING

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