



## Coaching at Work Series of Masterclasses 2020

# Mastering Self-Awareness through Coaching: A Neuroscience Approach

## Professor Patricia Riddell

**Date:** Wednesday 8th April 2020

**Venue:** The BPS London Offices

**Timings:** 10.00am – 5.00pm



### MASTERCLASS OUTLINE

One of the major benefits of coaching is that it provides a space in which individuals can become more self-aware. This often leads to insights and breakthroughs in personal development. However, building and maintaining self-awareness can sometimes feel difficult. What is happening in the brain as we become more self-aware? And, given that this can sometimes feel like hard work, what are the benefits of greater self-awareness?

Anyone who wants to lead, coach, collaborate or generally interact effectively with other human beings would be well advised to start by paying attention to themselves. Why? Because only through becoming more self-aware can we gain the feedback we need to master our own behaviour. Often what is missing is our understanding of 'How To' do this.

### MASTERCLASS AIMS AND OBJECTIVES

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

- Reveal mindsets that lead to the development of excellence through greater self-awareness.
- Show you how to develop these for yourself and others.
- Give you tools to increase self-awareness even when under pressure.
- Focus on what can be controlled so that you can increase anyone's personal effectiveness.
- Give you tools to notice and reduce busy-ness.
- Spotlight how greater self-awareness could serve you and your clients personally and professionally.

The workshop is designed for coaches who are seeking tools to help individuals to improve creating greater mastery through self-awareness. 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.

**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. She is on the faculty of Henley Business School where she contributes to Masters programmes in Coaching and Behavioural Change and Leadership. She also delivers custom training in other business schools and in organisations. She is co-author of "Neuroscience of Leadership Coaching" (Bloomsbury Press, 2017) and has contributed to leading textbooks on coaching. 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 has a unique combination of neuroscience, NLP and business related knowledge and skills which she uses to design neuroscience solutions for individuals and organisations. She enjoys working at the interface between science and the business world, and finds this role challenging and exciting.

### LOGISTICS

#### FEES (INCL VAT)

**Subscribers:**  
Early bird fee (until 25 February 2020) £99.00  
Standard fee £169.99

**Non-subscribers:**  
Early bird fee (until 25 February 2020) £149.00  
Standard fee £199.99

**Groups of 3+ :**  
A further 5% discount is available

#### 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.