

# Welcome!



Coaching and mentoring PCC  
MCC level made easy with 3 brains  
head-heart-gut coaching and made  
possible by 3 brains note method.



# Who am I? Christoffel Sneijders

## What can I bring to you?



- My experience:
  - Executive Business Coach PCC
  - Visiting professor at the IE Business School in leadership and organisational behaviour
  - Supervisor in Clinical Hypnotherapy
  - Hypnotherapist, specialising in depression, PTSD, anxiety and addictions
- 30 years of working in coaching, training, therapy and consultancy, and have worked with more than 10,000 people. in Europe, the Middle East, India, Asia, USA and Australia
- Founder of the 3 Brains Coach Certification
- Author, "How men and women fit, finally understand your partner with the 3 Brains theory"

# Who am I? Jan Georg Kristiansen

## What can I bring to you?



- My experience:
  - Executive Business Coach MCC
  - CEO Erickson Coaching Nordic; ACTP coach education 3brains integrated
  - Mentorcoach using 3 brains feedback releasing PCC power to MCC-level
  - MBA, MA applied coaching, Teacher
- 30 years of working in coaching, training, mentoring, consultancy and speed learning strategies, have worked with more than 20,000 people
- Creator of the 3 Brains note method Follow The Client<sup>®</sup> Navigator
- Author, "Professional Dialogues coaching and relationship thinking" And "Coaching in Schools"
- Executive corporate client from 2002 was prize-winning "Norwegian company of the year" (2008,HR Norge)"



# Which are our 3 Brains?



**Let's discover their needs,  
resources and actions!**



**Gut Brain Biology**  
**500.000.000 neurons**  
**They can act totally independently**  
**'The Second Brain' 1998 Neurobiologist Dr.**  
**Michael Gershon**



Objective

- Lust for Life / need to survive

Highest  
Need

- To establish personal success/safety

Resources

- Neurotransmitters/hormones:
  - Serotonin (Happiness) >90% of the production
  - Dopamine (Reward)
  - Cortisol (Energy - glucose - boost)
  - Adrenaline & Norepinephrine (Action - Heart rate)
  - Benzodiazepines (Relaxation like Valium)
- Enteric, ParaSympathetic & Sympathetic Nervous System

Communication

- Fear (Flight)
- Anger & Rage (Fight),
- Lust & Desire (Reproduction)
- Hunger (Eating and Drinking)
- Disgust (Protecting)



# Heart Brain Biology

40,000- 120,000 neurons  
Neuro-cardiologist, Dr. J. Andrew Armour



Objective

- To belong

Highest  
Need

- To be connected

Resources

Neurotransmitters/hormones

- Oxytocin (Love)
- Dopamine (Reward)
- Norepinephrine (Action)
- Biophysical communication every time the heart beats
- Electromagnetic energy
- Cranial X, Parasympathetic Nerves & Sympathetic Nervous System

Communication

- Love, Acceptance, Understanding, & Compassion
- Passion, Happiness, Inspiring, Enthusiasm & Persuasiveness
- Aversion, Hate & Sadness
- Guilt & Shame
- Values of Good & Wrong



# Head Brain biology

## 100,000 million neurons



Objective

- Predict the future

Highest  
Need

- To provide the right prediction

Resources

- **TIME, past, present and future, only our Head has this ability**
- Awareness
- Database of memories, knowledge
- **Spoken language only our Head has this ability**
- Can activate the Limbic Brain for Neurotransmitters
- Can influence the Autonomic Nerve System by breathing

Communication

- Learning
- Understanding and Reasoning
- Predicting & Creating
- Judging

# Conclusion: Our 3 Brains have different objectives, needs and behaviour and do NOT speak the same language



What kills our success?

Decisions made by 1 or 2 Brains and not 3!

When they do not communicate with each other, *they stay reflexively loyal to an old behaviour or belief that could cause them pain in the NOW!*



- Language Words
- Past, Present and Future
- Think
- To understand & create scenarios
- OBJECTIVE:

-> RIGHT PREDICTION



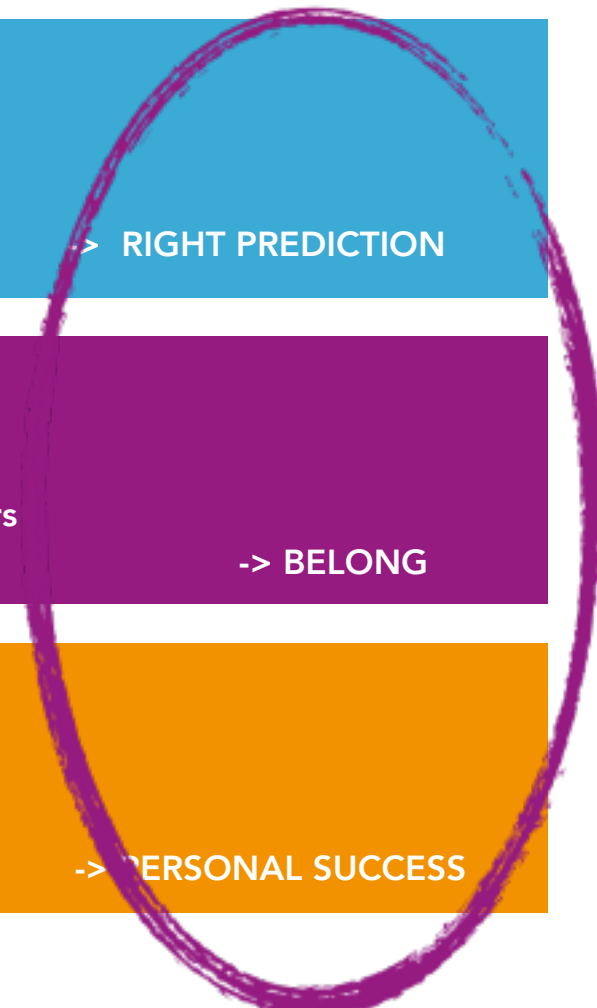
- No Language but sensations
- Only Present time
- Relax
- To be liked and accepted by others
- OBJECTIVE

-> BELONG



- No Language but sensations
- Only Present time
- Act
- To dominate, to control
- OBJECTIVE

-> PERSONAL SUCCESS



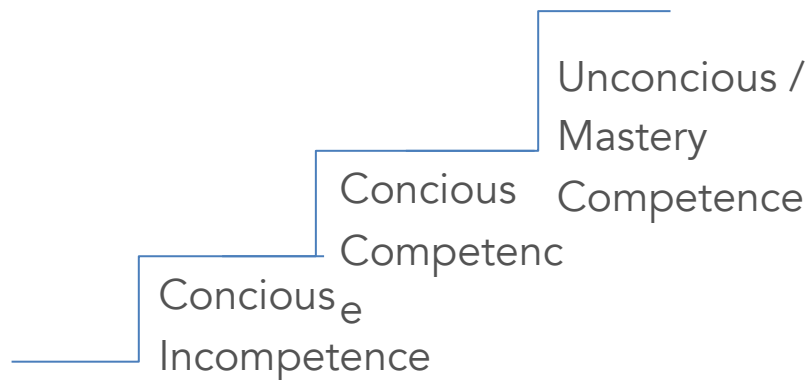


# Your learning ladder

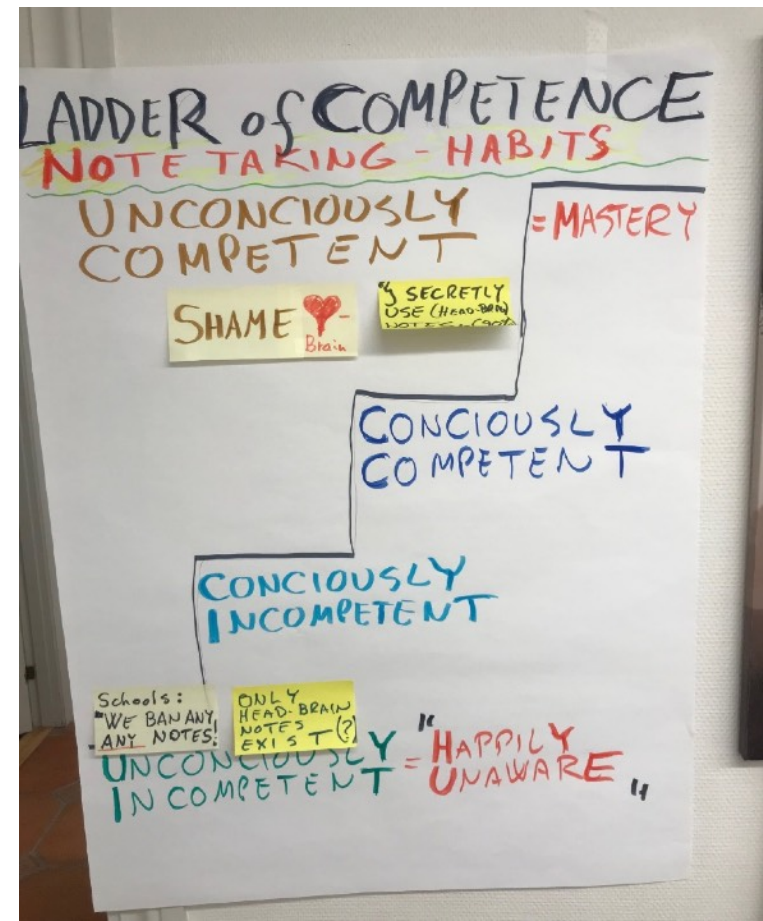
## – how to grow your head brain note habits in to 3 brains note habit



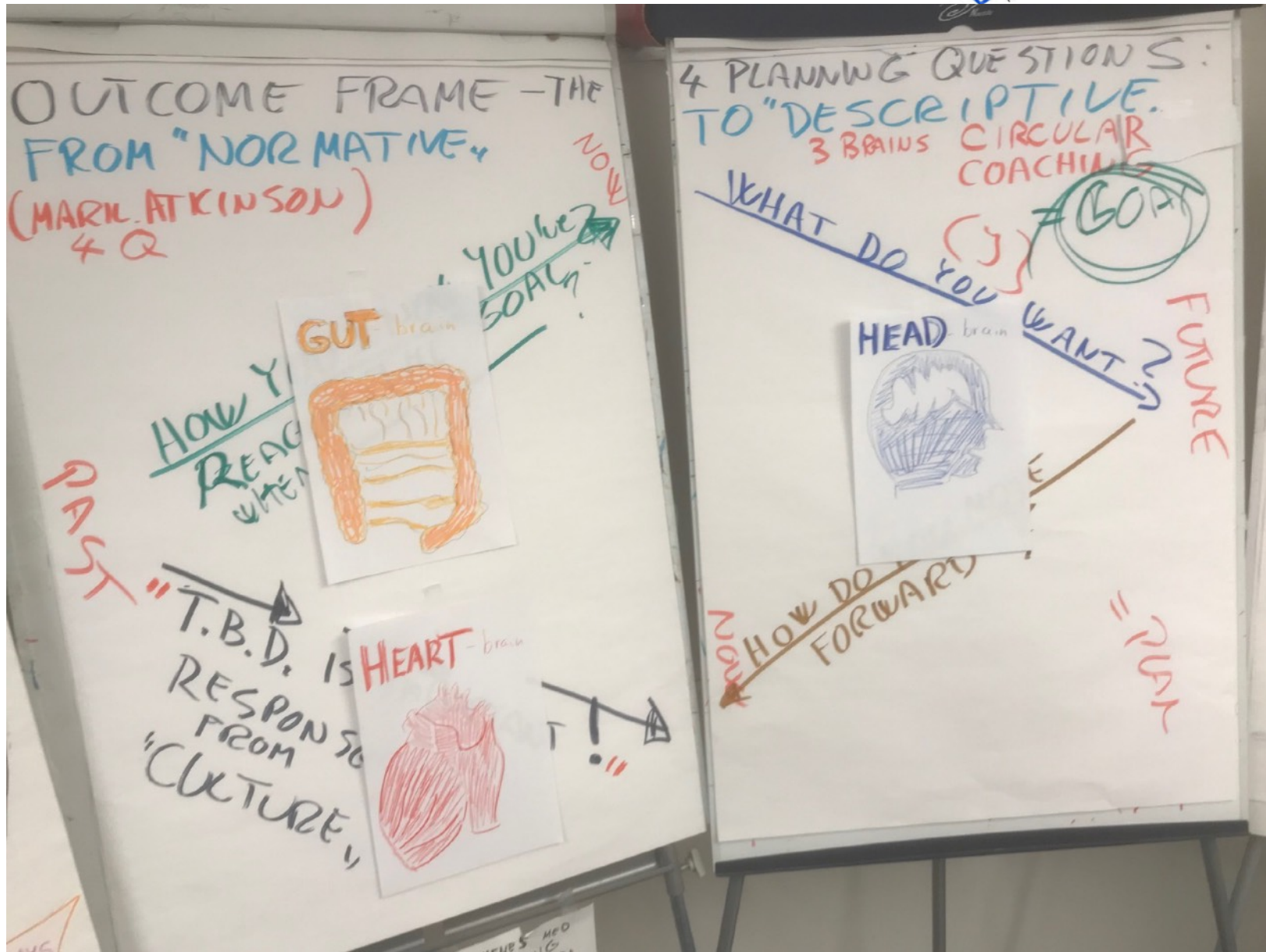
Carefully tested pedagogics and didactics are developed teaching how to climb the learning ladder to adapt the 3 brains Follow The Client<sup>®</sup> note taking method



Unconscious  
Incompetence  
Happily Unaware



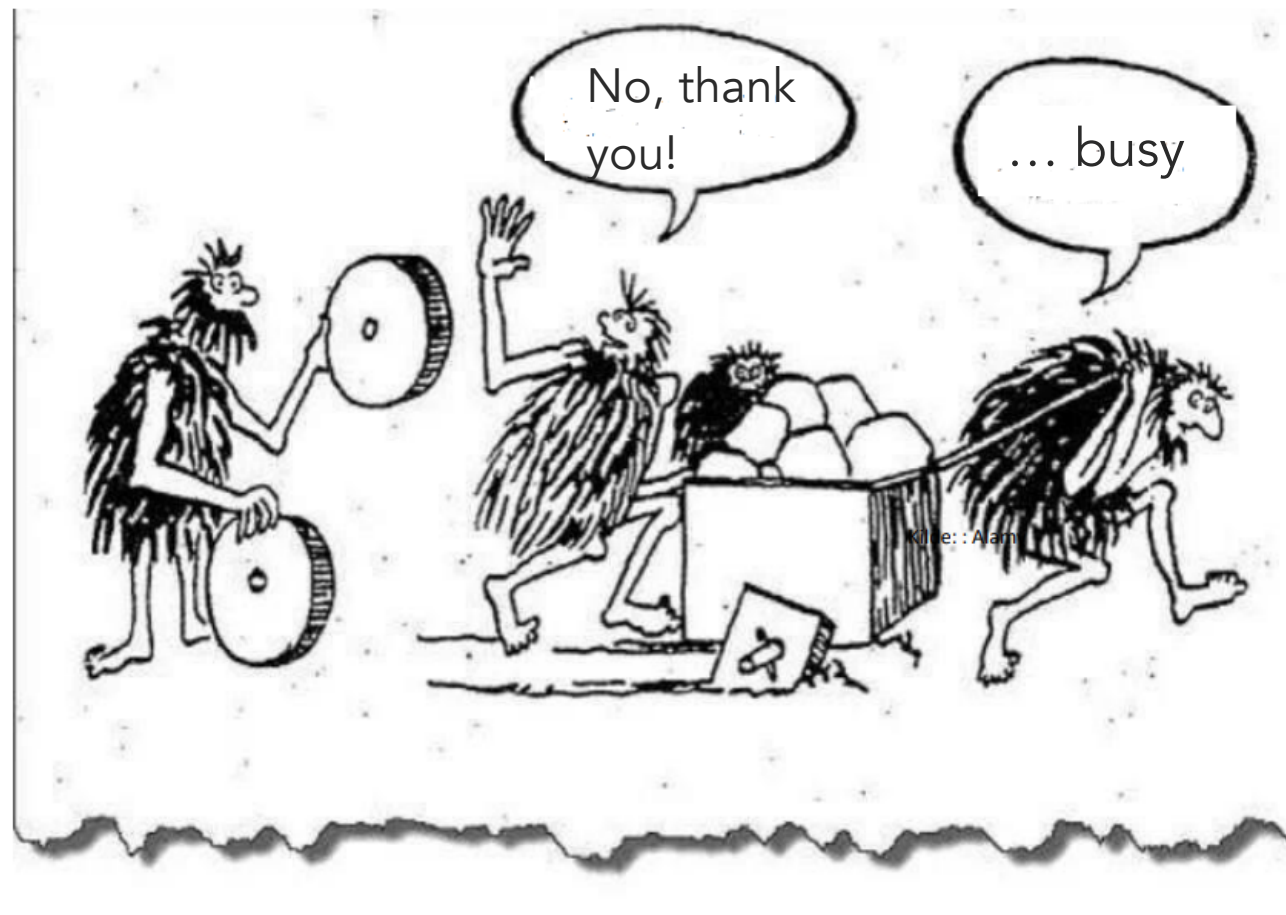
# 3 BRAINS AND THE CONVERSATIONAL QUADRANT





# The relevance for you

Resistance  
to change  
is the brain  
first choice





# Checking point (Use chat or open micro)



- What are you discovering with this presentation?
- What could be the benefit of applying it to your coaching practice?
- What does your head say?
- What does your heart say?
- What does your gut say?



# Christoffels gift for you

❤️ When you filled out your 3 Brains preference test and have a free feedback session with Christoffel ❤️

<https://www.pealacademy.com/3-brains-preference-test>

And/or

🙏🎉 A **€250 gift** for you, as participant to this ICF Webinar when you subscribe this year to the "3 Brains Coach Certification Program" 🙏🎉

(Now €1345 instead of €1.495 / offer valid until 1st June )

Use the discount code "**3 BCC special**" (not valid for the early bird price)



# Jan Georgs gift for you

♥ When you filled out your 3 Brains preference test and have a free feedback session with Christoffel ♥  
<https://www.pealacademy.com/3-brains-preference-test>

And/or

A **€100 gift** for you, as participant to 'Learn the 3 brains note method Follow The Client® Navigator in 3 steps.

(Now € 339 instead of € 439 / offer valid until 1st June )

Use the discount code "**3 FTC special ICW**"

And/or

A **€ 50 gift** for you, as participant to '3 brains Follow The Client® Navigator **Group mentoring** releasing your PCC power to MCC-level. 3-day class (3x3 hours):

(Now € 490 instead of € 540 / offer valid until 1st June )

Use the discount code "**3 Mentor special ICW**"



# Q & A



Thank you for  
your interest!



Like to know more?

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[www.followtheclient.com](http://www.followtheclient.com)



# Read more?



- "The Second Brain" (Michael Gerson)
- "Trauma and Memory" (Peter Levine)
- "The body keeps the score" (Bessel van der Kolk)
- "Science off the Heart" (Heartmath Institute Research Staff)
- "How Men and woman Fit, Finally Understand Your Partner with the 3 Brains Theory" (Christoffel Sneijders).
- Amazon :<https://www.amazon.com/dp/B081TQZP5B>